

The Carpinteria Chronicle

READABLE - REPRESENTATIVE - RELIABLE

The Only Newspaper In Carpinteria Produced Entirely In Its Own Plant

VOLUME VI

CARPINTERIA, CALIFORNIA, FRIDAY, NOVEMBER 11, 1938

NUMBER 37

C. OF C. ELECTS NEW DIRECTORS FOR NEXT YEAR

Results of the Carpinteria Valley Chamber of Commerce election for three directors show that E. D. Solari, Lloyd Tennyson and Dr. J. B. Lape have been named to the board. Solari was elected to succeed himself and Lape and Tennyson replace Ford Kline and C. B. Hamilton.

Only 52 votes were cast in the election, many members apparently having forgotten the date in the excitement of Tuesday's state election. Votes cast for directors were as follows: E. D. Solari, 40; Lloyd Tennyson, 29; Dr. J. B. Lape 28; Ray Doell, 21; Robert Orrill, 21; and Jack Wullbrandt, 17.

S. B. FIREMEN BUSY COMPLETING PLANS FOR ANNUAL DANCE

Extensive preparations are being made by the Santa Barbara Fire Department Relief association for its 10th annual ball to be held in the National Guard armory Nov. 23.

The dance in previous years, has been held during Fire Prevention week, but because the recent firemen's convention was held here under the auspices of the local firemen, the annual ball was continued to Thanksgiving eve.

Members serving on the various committees appointed by Homer P. Alexander, president of the association are: H. W. Brittain and R. T. Thompson, hall committee; E.

(Continued on page 8)

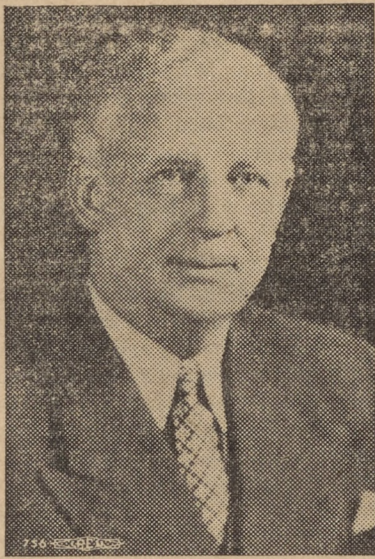
TALMADGE WINS IN RACE FOR CONSTABLE

Although defeated in the home district of Carpinteria, and Summerland, Constable C. A. Talmadge was returned to office by the narrow margin of 128 which he gained in the Montecito precincts, over his opponent Warren Tobey. Tobey received a majority of 183 votes in the five Carpinteria precincts and of 11 in Summerland but the majority of 222 votes received by Talmadge in the Montecito precincts more than offset Tobey's margin in Carpinteria and Summerland.

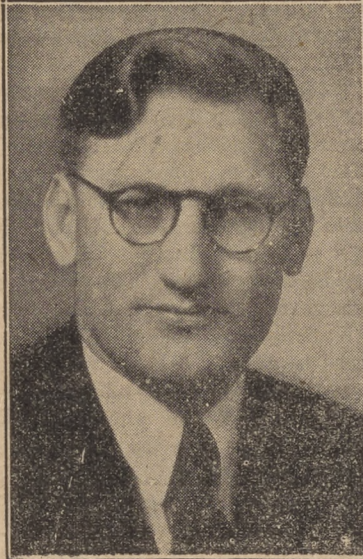
The return by precincts showed:

	Talmadge	Tobey
Carp. No. 1	67	111
Carp. No. 2	88	131
Carp. No. 3	75	80
Carp. No. 4	60	112
Carp. No. 5	73	112
Mont. No. 1	83	41
Mont. No. 2	115	51
Mont. No. 3	108	32
Mont. No. 4	146	42
Mont. No. 5	93	57
Summerland	73	84
	981	853

VICTORS IN TUESDAY'S ELECTION



CULBERT L. OLSON
elected Governor



ELLIS E. PATTERSON
next Lieutenant Governor

How They Voted in the First Supervisorial District

	Carp.	Sum'land	Mont.	Total
GOVERNOR				
Merriam	632	60	700	1392
Olson	293	102	286	681
Haight	25	11	33	69
Noble	6	4	3	13
LIEUTENANT GOVERNOR				
Shaffer	47	6	15	68
Franklin	673	97	771	1541
Patterson	219	77	224	520
SECRETARY OF STATE				
Jordan	938	151	895	1984
Gallagher	21	4	37	62
Harriss	18	6	10	34
CONTROLLER				
Riley	845	153	898	1896
Pritchard	18	3	21	42
Whitney	7	2	31	40
TREASURER				
Johnson	697	149	827	1673
ATTORNEY GENERAL				
Watson	47	6	32	85
Barry	84	15	51	150
Warren	628	96	733	1457
Kegley	87	44	81	212
EQUALIZATION				
Bonelli	790	136	834	1760
Perry	17	3	34	54
U. S. SENATOR				
Downey	302	97	275	674
Bancroft	607	72	702	1481
Clements	3	3	6	12
CONGRESS				
Elliott	433	131	383	957
Hoelscher	443	36	572	1051
LEGISLATIVE ASSEMBLYMAN				
Robertson	741	142	882	1765
LOCAL—CONSTABLE				
Talmadge	363	73	545	981
Tobey	546	84	223	853
AMENDMENTS				
No. 1—LABOR				
YES	540	51	612	1203
NO	376	112	317	805
No. 2—POUNDS				
YES	218	63	234	515
NO	505	79	676	1260
No. 3—VEHICLE				
YES	496	88	603	1184
NO	349	67	332	748
No. 4 HIGHWAY				
YES	298	55	499	852
NO	563	99	461	1123
No. 5—FISHING				
YES	655	111	725	1491
NO	157	30	167	354
No. 6—INSURANCE				
YES	530	83	626	1239
NO	223	48	212	483
No. 7—RELIEF				
YES	465	69	521	1055
NO	233	50	299	582
No. 8—FUNDS				
YES	114	27	180	321
NO	597	88	610	1295

(Continued on page 7)

Olson, Patterson Victors; Ham-Eggs, Single Tax Lose

C. OF C. DISCUSSED TAX RATES AND FLOOD PROBLEMS

The regular monthly meeting of the Carpinteria Valley Chamber of Commerce was held Wednesday evening in the Judge's chambers of the Justice Court.

Chief topics of discussion were the increased taxes on property located in the Carpinteria valley as shown on tax bills recently sent out and the flood conditions which occur during the winter months on the highway and on 7th Street in the old town area.

E. D. Solari was appointed to investigate tax rates and will secure figures from county officials in regard to local taxes and will present them at the next meeting of the organization. The county engineer will be asked to investigate the flood problem and to endeavor to correct it before the beginning of winter rains.

WOMAN'S CLUB TO ENTERTAIN COUNTY FEDERATION

Members of the Carpinteria Woman's club will be hostesses to the county federation conference next Tuesday, the meeting beginning at 10:30 in the Community church. The program will include speakers from the department of Fine Arts, who will be accompanied by the district vice-president, Mrs. Oscar S. Elvrum who will speak during the morning session. Other speakers will be Mrs. Corinne K. Wright district chairman of literature, Mrs. June Webster, district chairman of music, Mrs. Robert Cleg-horn, district chairman of drama, and Mrs. W. G. Ross, district chairman of handcraft.

Mrs. Howard Corbett of Santa Maria will preside and the guests will be welcomed by Mrs. Joseph H. Hendy, president of the hostesses club. Mrs. Donald Bailard and Mrs. Percy Houts will be in charge of registration.

Luncheon will be served by a committee from the club at the clubhouse at noon. All reservations must be made with Mrs. Percy Houts not later than Monday morning.

LEGION, LIONS HOLD ANNUAL DINNER

The annual Legion and Lion's Club Armistice dinner was held at the Veterans' Memorial Building last night at 6:30 with wives and friends of the members as guests.

The speaker of the evening was Joe Long of Riverside, California, Past Commander of the Department of California, American Legion. Program arrangements were in charge of E. D. Solari and Marc Latham and the evening's entertainment featured community singing of war songs and several violin solos by Miss Margaret Russel.

Want Ads in The Chronicle bring results.

* At Tuesday's election, California voters chose a Democratic administration for the first time in many years giving Culbert L. Olson a substantial majority over Governor Frank F. Merriam and placing Ellis E. Patterson in the office of Lieutenant-governor by a smaller majority over Dr. Walter Scott Franklin. Sheridan Downey, who defeated William Gibbs McAdoo in the primary election for the Democratic nomination, won by a substantial margin from his Republican opponent, Philip Bancroft. A. J. Elliott, Democratic congressman from the 10th district was returned to office by a comfortable majority over his Republican opponent, Fred Hoelscher of Santa Barbara, although Hoelscher received a heavy vote in Santa Barbara County.

Only seven of the twenty-five amendments appearing on the ballot were given the approval of the voters. The Single Tax bill No. 20 received the heaviest "No" vote of any measures. The Garrison revenue Bond Act, No. 13; Highway amendment to combine Divisions of Highways and Highway Patrol under a new commission, No. 4; the Tideland Drilling measures No. 10 and 24 and Ham and Eggs Pension plan, No. 25, were defeated by heavy majorities as were a number of other measures which had not been much in the public eye.

Measures which carried were: No. 3, preventing future diversion of Gas Tax money; No. 5, preventing depredation of fishing resources by requiring permit for boats delivering their hauls outside of California waters; No. 6, a corrective measure providing for proper taxation of insurance companies; No. 7, clearing way for consolidation of relief agencies under one department; No. 12, exempting Golden Gate Exposition from taxation; No. 14, providing for removal from office of Judges convicted of crimes involving moral turpitude; and No. 17 providing that initiative petitions must be filed 130 days prior to a general election instead of 90 days.

County Goes Republican

Had Tuesday's election been dependent upon the vote in Santa Barbara County, Governor Merriam would have returned to office and Dr. Walter Scott Franklin elected to the office of Lieutenant-Governor by a strong majority. Merriam received a majority of some 3,000 votes over Olson and Franklin had a majority of better than 7,000 votes over Patterson.

Phillip Bancroft, Republican candidate for U. S. Senator received a better than 3,000 majority over Sheridan Downey. A. J. Elliott received 13,604 votes as against Fred Hoelscher's vote of 10,080.

First District Vote

The First Supervisorial District favored Merriam by a two-to-one vote over Olson, and Franklin over Patterson by a 3 to 1 vote. Bancroft likewise received a two-to-one vote over Downey and Elliott received a majority over Hoelscher

(Continued on page 8)

CARPINTERIA CHRONICLE

READABLE REPRESENTATIVE RELIABLE

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SUBSCRIPTION \$2.50 PER YEAR IN ADVANCE

Advertising Rates on Application

A "NEW DEAL" FOR CALIFORNIA

California awoke on Wednesday morning to learn that for the first time in 44 years the Governorship and Lieutenant-governorship are to be filled by members of the Democratic party, Culbert Olson and Ellis E. Patterson, and to heave a sigh of relief when it was learned that several amendments which threatened to wreck the financial balance of the State had been decisively defeated.

California voters have decreed by their Democratic privilege of the ballot, that the State shall set forth on a four-year period of "New Deal" Experimentation in an effort to cure the ills of unemployment, relief problems, etc. that beset California along with the rest of the Nation. Although we have been loyal supporters of the Merriam administration, we believe that since the majority of the people have chosen Culbert Olson as the next Governor that he should be given the fullest co-operation possible to carry out the ambitious program he has outlined. This co-operation will be necessary if the voters of California are to be able to determine four years from now whether the new regime has brought prosperity to California or whether the experiments have failed. If this co-operation is given and California finds itself in a better position at the end of the next four years the judgment of the voters in Tuesday's election will be substantiated but if the affairs of the State are not improved there will be no excuse of hindrance by minority opposition.

We believe that we express the feeling of many California editors who supported Governor Merriam in his campaign when we state that we shall be the first to approve of any measures the new administration may take which are to the best interests of the State but we shall not hesitate to criticize any actions which might plunge California further into debt, increase the present burden of taxation or tend to increase friction in labor relations or inculcate a spirit of class hatred.

ARMISTICE DAY 1938

When faces turn east toward Flanders' fields this Armistice Day, they will look out upon a world that has fought much, suffered much, and learned little, since the big guns ceased firing in the Rhineland.

The first years that followed the jubilant day when a "Cease firing!" order carried its electrifying message round the earth seemed, indeed, to hold a promise of enduring peace for a war-sickened world.

But who can say as much today, with the furnaces of munitions plants casting their ruddy glare across virtually every nation as if mocking the will of all peoples toward peace? And with the most utterly vanquished nation in that struggle twenty years ago now become the virtual lord and master of a continent, while a great power of the Orient successfully threatens to subdue another continent by violence?

The Churches

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

CHRISTIAN SCIENCE SOCIETY

Christian Science Society, Carpinteria, a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass., holds service every Sunday at 11 o'clock a. m., Sunday School at 9:45 o'clock. Mid-week meetings every Wednesday evening at 8 o'clock.

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

"Mortals and Immortals" is the subject of the Lesson-Sermon on Sunday in all Churches of Christ, Scientist. The Golden Text is from Paul's second letter to the Corinthians: "If any man be in Christ, he is a new creature: old things are passed away; behold, all things are become new."

A Scriptural selection presents these words of John: "Beloved, now are we the sons of God, and it doth not yet appear what we shall be: but we know that, when he shall appear, we shall be like him; for we shall see him as he is." These passages from the First Peter are also included: "For all flesh is as grass, and all the glory of man as the flower of grass. The grass withereth and the flower thereof falleth away: But the word of the Lord endureth forever."

One of the passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, states: "Mortals are not like immortals, created in God's own image; but infinite Spirit being all, mortal consciousness will at last yield to the scientific fact and disappear and the real sense of being perfect and forever intact, will appear."

THE CARPINTERIA COMMUNITY CHURCH

Rev. Deane F. Babbitt, Pastor.

A Christian develops a Christ-like fellowship with others in the individual church, and with all who are striving for the Christian ideal. Men and women of the Christian churches the world over would "Build a Christian World Community." On this Eighth Annual Observance of "Men and Missions Sunday," Rev. Deane F. Babbitt will preach upon "THE HOUSE OF MANY ROOMS." The house of mankind has many rooms and it is only the humane man who grows rich by the freedom of them all.

Youth Fellowship Members and Friends will gather at the home of the Rev. and Mrs. Babbitt on Vellecito Road at 2:00 p. m. Sunday, leaving in a "caravan of cars" for the Ventura-Santa Barbara District Christian Endeavor Convention at Fillmore. Carpinteria youth will take an active part in the work of the Conference, participating in the Fellowship groups in the evening.

Yet if America sees the war spirit mobilizing elsewhere and, while safeguarding herself with rearmament, chooses to keep herself disentangled, it is because she hates war, not fears it! A titanic struggle that took from the world 23 million lives, made refugees of 10 million, and orphaned 9 million, indicts itself as mankind's most terrible enemy and well merits that hate.

That the valiant men America honors this day fought only to win the world enduring freedom from the bondage of war gods, entitles them to our high regard. The world needs no better ideal than theirs. Could the world learn to sacrifice for peace as boldly as they sacrificed for war, the shadow of future Armageddons need never darken another Armistice Day!

* * * * * Behind The Scenes In * * * * * American Business * * * * *

By John Craddock

BUSINESS — Accelerated by government spending, the 1938 industrial recovery continues to gain ground with experts predicting an even sharper movement in business indices after elections. Evidence of better business is seen in many lines. Dealers in office equipment and supplies report improved sales, and expect fourth quarter volume to be 20 per cent over 1937. Helped by warm weather which has allowed new building to go ahead rapidly, plumbers and heating equipment salesmen say that business is about 15 per cent ahead of last year. During November department store sales will more closely approximate 1937 records than in any month since last April according to present predictions.

WASHINGTON — Tuesday's general elections had Capitol Hill's population and all the agencies in a dither last week, and discussion of national problems came to almost a complete standstill. When Washingtonians do get together to talk about subjects other than politics the gossip they circulate includes: U. S. retaliation against Japan's closing of the Open Door in China is indicated; increased taxes on business in the next session of Congress are inevitable, despite fast-rising business and trade indices; no railroad employe strike but rather an exhaustive study of the whole national transportation problem.

BATTERY BONANZA — Every shopowner would like to report that his sales are better than they were in 1929 and that is exactly what the battery merchant will be able to say this year, if he shares the increased business predicted last week by S. B. Robertson, president of the B. F. Goodrich Company. Mr. Robertson estimated that battery sales this year would exceed \$92,000,000 or 18 per cent better than last year and 7 per cent more than 1929. For such a common every-day product as the electric storage battery, Mr. Robertson gave an interpretation which is astounding to those of us who think in terms of a single battery in our car. He pointed out that the 29,913,000 automobile batteries now in use produce fully one-sixth as much energy as turned out annually by the nation's powerful turbines. Research has made it possible to make a storage battery guaranteed to last as long as a motorist's car, Mr. Robertson added. This has been done by developing non-flood devices, cedar separators, and flexible, porous, sun glass retainer mats, one of which is now placed on each side of the positive plates.

THINGS TO WATCH FOR—Moisture-proof face-powder. . . A new electric shaver to sell for \$20, including durable metal case, unbreakable glass mirror and a removable wall rack. . . A new movie cycle, following success of review of Irving Berlin's songs

WOMEN IN THE NEWS

By LEONE BAXTER

WOMEN IN NEWS

Hailed as the brain-child of two New York women, the "Tie-of-the-Month" flurry still smacks of masculine origination. For the times are approaching that try men's souls—the time for graciously accepting Christmas gifts of noxious neckwear and smiling while doing it. Hence, men are strongly suspected of promulgating the new plan which promises to supply subscribers with "high quality ties of exclusive and dependable color and design."

If there is one hobby common to virtually all women, it is the love for personal shopping for personal gifts. If there is one pride common, as well, to practically all women, it is the conviction of each that she is an expert tie picker in general, and a super-expert judge of ties that the man of her heart should wear to reflect his personality and complement his shirts and suits.

So on Christmas morning, after a night of restless dreams in which he sees gaudily brilliant sub-tropical fishes flapping in a sea of rainbows, Everyman is accustomed to bracing himself, setting his facial muscles in a fixed smile, and Opening a Box. Then he's used to remarking inanely, "Yeah—it's a honey," while the feminine donor glows and croons: "I picked out the yarn myself and knitted it with my own hands!" or "looked over hundreds of patterns before I found that one!"

Wear the Christmas cravat Everyman must, though he feels the eyes of the world are fastened, incredulously, derisively, upon the creation he sports like a hangman's noose. If by mid-January he can contrive to ruin it with spilled ink or let the pup play with it, he's a free man again—until the next gift-season rolls around.

However, says Seaburn Brown, San Francisco newspaper man with a notably philosophical turn of mind, "I think it the kindly thing to warn men against taking that "Tie-of-the-month" thing seriously. After all, we must learn to bear life's inescapable crosses, such as off days at golf, the common cold, breakdowns of furnaces during cold snaps—and Christmas neckties."

And if a newspaper man can bear it, perhaps the butcher, and the banker, the editor and the governor can bear it, too. Anyhow, probably neither their husbandly admonitions nor the muscling in of the "Tie-of-the-month" clubs will dampen women's innate ardor, now or ever, for buying and presenting their menfolk with neckties.

contained in "Alexander's Rag Time Band," already planned for early production is a George Gershwin cavalcade. . . Silver lining—not for clouds but for metal containers. . . Low-priced cash register, with new safeguards against pilfering. . . Carnations of the icebox variety suitable for men and women, available in college colors—the florist's contribution to football gayety.

CONSTRUCTION — Working men and materials suppliers in the building trades heard good news last week. Although the nation's chain store companies plan for new units in 1939 in the face of generally unsatisfactory business conditions, they do plan extensive modernization of existing stores, according to a nation-wide survey just completed by Frank E. Lan-

(Continued on page 7)

DETAILS OF NEW FORDS OUTLINED

The two finest Ford cars in the 35 years of the company's history are now being shown at the Humphrey Motor Co. in Carpinteria. The cars are the 1939 Ford V-8 and the 1939 DeLuxe Ford V-8. They are individually styled. Both are of compelling beauty. Both have hydraulic brakes.

Introduction of the new Fords climaxes a year of activity which saw the company embark on its current plant expansion program, bring out its entirely new Mercury 8, and establish the Lincoln-Zephyr still more firmly as the acknowledged style leader in the automobile industry.

The DeLuxe Ford V-8, with wholly new streamlines, has a distinctive appearance of its own. At the same time, both it and the Ford V-8 share a family likeness with the Lincoln-Zephyr and the new Mercury 8.

The DeLuxe has a deep hood with long lines unbroken by louvres, low radiator grille in bright metal, and wide-spaced headlamps set into the fenders. The words Ford DeLuxe, in script letters of chrome, are divided at the front of the hood. The hood handle is concealed in a vertical extension of the radiator ornament.

The 1939 DeLuxe is powered by an 85 horsepower V-8 engine of even more rugged construction than the 5,000,000 already in use. The Ford V-8 is offered with the same engine as the DeLuxe or with the economy 60 horse-power V-8 engine.

All Ford cars are now equipped with hydraulic brakes. Pedal action is exceptionally easy, and the brake shoes work in 12-inch cast iron drums with a total of 162 square inches of braking lining for quick stopping and long life.

A feature of the bodies of both cars is their silence, achieved as a result of exhaustive road and laboratory research into the cause and correction of car noises. By minor changes in design and by use of newly developed insulating materials, engine and road noises are effectively kept out of the car.

The bodies are all welded steel construction, and are fitted with safety glass throughout. They have clear-vision ventilation and ventilating windshield. All body types have large luggage compartments. In fact, the coupes in both lines have two luggage compartments and large shelves for parcels as well.

The interiors of the DeLuxe car are luxuriously appointed. Cushions in all body types are of entirely new construction to allow freer spring action. They are notably deeper, and the panelled effect in the tailoring gives them added smartness.

The attractive interiors of the Ford V-8 bodies show careful consideration for the convenience and comfort of driver and passengers. The cushions are deep, and are wide enough for three people. There are well-placed arm rests, pillar lights, ash trays and other conveniences.

The Ford V-8 for 1939 has a full grille and unobtrusive louvres at the rear of the hood sides. Headlamps are recessed into the fenders. Decorative touches include a radiator grille ornament which incorporates a compact hood latch and handle.

Both the new Fords have the

VALUE OF P. T. A. GROUPS STRESSED

This is the first of three articles on the value of the P.T.A. organization which have been prepared by leaders in educational and Health work in Santa Barbara County.

VALUES OF PARENT TEACHER MEMBERSHIP

Grace Ruth Southwick, Director Adult Education

Why join the P.T.A. if you no children of your own to worry over, or if your children have finished school or are too young for classrooms? The answer is the third objective of its three fold purpose: to control and build (the child's) environment through the development of public opinion and civic activity." The one appeal to which every sort of person will respond with a heart throb, no matter what his church, his social standing, his politics, his brains, is the needs of children. But in a complicated human society no one can meet those needs by any amount of charitable and personal effort.

We all know that juvenile crime depends on surroundings largely; that radio and movies do have an impart, not always hygienic, on children's emotions; that to control social disease is a crying need for

modern guages, glove compartment, grille for radio speaker installation, cigar lighter, ash tray, choke, throttle and other controls well grouped on newly designed instrument panels. Both have headlight beam control operated by the touch of a toe and beam indicator on the panel. The DeLuxe also has a new instrument that shows at a glance the strength of the battery. The parking brake lever, which actuates the brake shoes in the rear wheels by means of steel cables, is under the instrument panel to the left. Drivers seats are adjustable in all body types. All are equipped with sun visors and dual windshield wipers with a single control. There are dual electric horns on the Ford V-8, and twin electrical horns on the DeLuxe.

Proved Ford engineering features are continued in the new models. These include the center-poise ride which allows passengers to ride between instead of over the axles. The springs are of chrome-alloy steel, and are of the transverse cantilever type. All Fords have four double-acting adjustable shock absorbers. They have rigid deeply-channeled frames reinforced with an X-member. Wheelbase for both Ford V-8 and DeLuxe Ford V-8 is 112 inches.

The DeLuxe Ford V-8 is available in seven attractive colors. There are five body types: Tudor and Fordor sedans, coupe, convertible sedan and convertible coupe. The Ford V-8 is available with three color options and in three body types, Tudor and Fordor sedans, and coupe.

children's health and eyesight. All these and countless other conditions can only be modified by the united action of an aroused citizenry.

To smite a giant in the solar plexus with a hard fist is one thing; to poke him with outspread fingers is quite another.

The P.T.A. unites the units of individuals here and there who care about children and gives them an effective force. Its value is great because only a few measures are endorsed in the ballot for example, and only after discussion by a State Board composed of representatives from every district.

The list of P.T.A. activities varies with the needs of children in specific communities but surely everyone can find some banner under which to enlist among the twenty departments of work listed in the handbook; from "exceptional child" through "migratory children" and "music" to "recreation" and "student welfare."

Truly the Congress of Parent-Teacher Associations may say: "The test of achievement is the growth and development of a membership which through participation responds intelligently and purposefully to all the demands of a new citizenship for a new day."

NEWS EVALUATION EXTENSION COURSE OFFERED AT UCLA

Los Angeles — The education problem of developing discriminating critical readers and listeners is far greater today than that of removing illiteracy, declares Dr. Ernest E. Oertel district superintendent of Hemet Valley Union School District and instructor in a unique course in News Evaluation for the University of California Extension Division here.

"There is an overwhelming amount of written and spoken news of all sorts in the channels of communication today. This news reaches Americans on all economic levels, in plentiful quantities and in comprehensive form. Americans can read and hear and understand, what they fail to do is to evaluate properly the news they hear," declares Dr. Oertel, who stresses the point that propaganda analysis is rapidly becoming a subject of considerable repute in academic circles.

"What the schools have focused their attention on thus far is the ability to read. Little thought has been given to the need of critical analysis in connection with reading. As a consequence a literate

CARPINTERIA GOLD SEAL STUDENT IS REGISTERED AT U.S.C.

A California Gold Seal Bearer registered at the University of Southern California from Carpinteria was announced yesterday by Registrar Theron Clark.

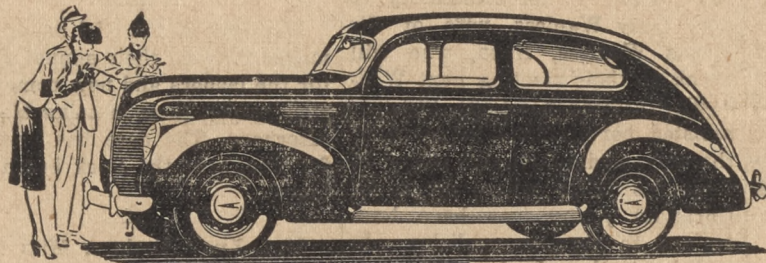
Appearing on the list of 308 students for the first time was Robert C. Rockwell, Carpinteria.

Gold Seals are awarded on high school diplomas by the California Scholarship Federation for the attainment of a high standard of scholarship throughout the secondary school career. The standard is the same throughout the state, and is looked upon as indicative of future collegiate successes in scholarship.

but gullible mass of American citizens has grown up. They are susceptible to the propaganda of the publicists and public relations counsels, to the ballyhoo of the commercial advertiser and to the subtle influences of colored news stories, slanted magazine articles and biased motion pictures," says Dr. Oertel.

Want Ads In The Chronicle Bring Results.

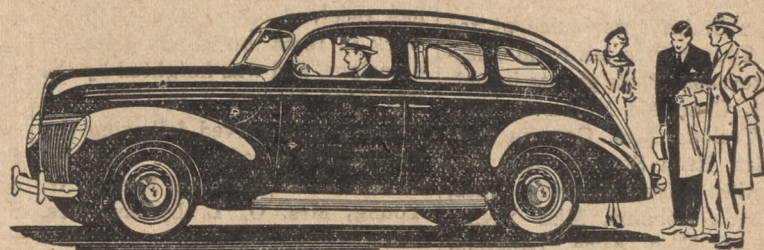
The Ford Motor Company Announces
TWO NEW FORDS



Ford V-8 Tudor Sedan: with 60-hp. engine, \$624★—with 85-hp. engine, \$664★

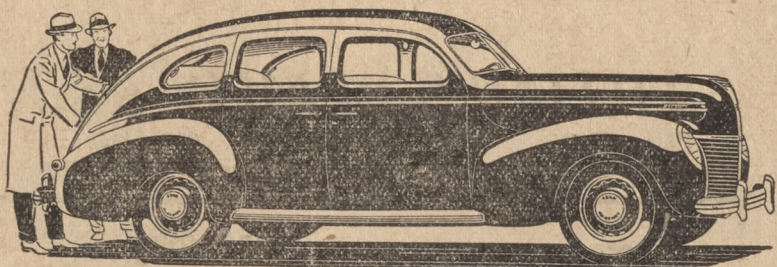
DE LUXE FORD V-8: Provides all the basic Ford features, with extra luxury. Remarkable amount of equipment included in price. Hydraulic brakes. 85-hp. V-8 engine. Sets a new high for low-priced cars—in appearance and performance.

Prices begin at...\$684★



De Luxe Ford V-8 Fordor Sedan \$769★

AND THE NEW MERCURY 8
for 1939



The Mercury V-8 Town-Sedan \$934★

FORD V-8: Now five inches longer from bumper to bumper. Roomier bodies—more luggage space. New styling. Hydraulic brakes. Scientific soundproofing. Triple-cushioned comfort. 85 or 60 hp. V-8 engine.

Prices begin at...\$584★

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• The new cars in the Ford Quality Group for 1939 give you a broad choice. Whichever you choose, whatever you pay, you'll get top value for your money. That is true of the lowest priced car or the highest. All have one important thing in common—inherent quality.

Their quality comes from fine materials, precision workmanship, and from the fact that back of these cars is the only automobile plant

of its kind—where production processes are controlled from iron ore to finished car—and savings passed along as extra value.

Things are happening in the automotive world this year! Nowhere is the advance more marked than in the Ford Quality Group. See our dealers before you buy any car at any price.

★ Delivered in Detroit — taxes extra

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SOCIAL & PERSONAL

MISS MAUDE MERRIHEW HOSTESS AT BRIDGE PARTY

Miss Maude Merrihew entertained at bridge Saturday evening at her home on Velceto road, assisted by her sister, Miss Minnie Merrihew. Guests were Dr. Genevieve Shorkley, Mrs. J. B. Lape, Mrs. Carey Demaree, Mrs. Clarence Sawyer, Mrs. H. L. Beckstead, Mrs. Lucie Treloar and Miss Winifred Pettit.

WORLD FRIENDSHIP MEETINGS BEING HELD AT CHURCH

The first of the series of World Friendship School meetings was held Wednesday evening in the Community Church and featured a pot-luck dinner which was followed by old time song-service and a program devoted to India which included picture slides of that country.

The family nights will continue for several weeks and provide classes for all ages. Rev. Deane F. Babbitt is in charge of the meetings whose theme is "The Teeming Millions of India." "The Church Takes Root in India," for the adult class is taught by Mrs. Wade Hamilton. The high school class on "The Star of India" is directed by Mrs. George Boverson and "Sera of the Punjab" is the course of study for Junior high school students and is taught by Mrs. Henry W. Sturmer.

HIGH SCHOOL PTA TO HOLD DINNER

The Carpinteria high school P.T.A. will hold a pot-luck supper on Monday evening, November 14, 1938, at 6:30 p. m. in the Veterans' Memorial Building. The program will include a business meeting and games of various kinds.

JOINT HOSTESSES AT PARTY TUESDAY AFTERNOON

Mrs. Mary Rystrom and Mrs. Dorothy Smith entertained at tea at the Torrey Pine tea room Tuesday afternoon. Their guests included Mrs. Charlotte Morrison, Mrs. Lucie Treloar, Mrs. Georgia Nelson, Mrs. Ruth Stombs, Miss Leona Smith, Miss Catherine Jones, Miss Leila Robbins, Miss Vivian Rodriguez, Miss Alice Langdon, Miss Marilyn Cravens, Miss Ellyne Mallery, Miss Elizabeth Platt, Miss Marjorie Holmes, Frank Wykoff and Ray Denno.

OFFICERS OF WOMAN'S ASSOCIATION ENTERTAINS

Members of the executive board and new officers and chairmen of the Woman's association were entertained yesterday afternoon at the home of Mrs. W. Guy Stockton. Plans for the Christmas party and for the new year were discussed.

Attending were Dr. Genevieve Shorkley, Mrs. Wade Hamilton, Mrs. H. L. Beckstead, Mrs. J. C. Furby, Mrs. John B. Hudson, Mrs. Henry Sturmer, Mrs. Clarence Sawyer, Mrs. O. L. Lyman, Mrs. Charles Curtis, Mrs. A. C. O'Banion, Mrs. D. I. Jamerson, Mrs. B. E. Clark, Mrs. Alice Thurmond and Miss Merrihew.

AUXILIARY SCHOOL OF INSTRUCTION TO BE HELD IN SANTA BARBARA

The annual school of instruction for officers of American Legion Auxiliary units will be held in the Veterans' Memorial Building in Santa Barbara next Thursday morning at 10:30 with State officers in charge of the school.

Members of the local auxiliary who plan to attend the school are asked to make reservations with Mrs. Ester Lee in Santa Barbara on or before Monday.

LADY WANLESS TO SPEAK AT COMMUNITY CHURCH

The Woman's association of the Community church has invited all the women of the community to hear Lady Wanless, wife of Sir James Wanless, India, who will speak at their meeting next Wednesday afternoon. Lady Wanless assisted her husband in founding the only medical mission school in India, at Miraj where scores of Christian young men have been trained to practice medicine. In addition to the school and hospital, the institution provides care for 250 lepers annually. Dr. Wanless has received decorations for his work in India on three different occasions, and was knighted by the late King George V in 1928.

Tea will be served following the program by a committee composed of Mrs. C. C. Heltman, Mrs. J. W. Young, Mrs. O. L. Lyman, Mrs.

Albert Jarvis and Mrs. A. E. Southworth.

PERSONALS

Mr. and Mrs. W. H. James attended a convention of agents of the insurance company which Mr. James represents locally which was held at the Claremont Hotel in Berkeley last Saturday. They were the guests of the district manager of the concern, Chas. L. Shedd of Santa Barbara who was accompanied by his wife, and daughter Barbara. The party returned home Sunday by way of San Francisco and the skyline road to Palo Alto where they visited the grounds and church of Stanford University.

Mrs. Violet K. Hund of Harrisburg, Pa., who has been visiting at the home of Mr. and Mrs. Geo. Boverson left last Thursday for her home. Mrs. Hund is making the return trip by plane.

Mr. and Mrs. George Boverson will move into the new house which is being completed at Torrey Pines, early next week.

Mr. and Mrs. Dick Wescott and Martha Holsten attended the Texaco Theatre of the air in the old Music Box Theatre in Hollywood on Wednesday evening.

Members of the Sunday School council of the Community church met last Thursday evening with Mr. and Mrs. Robert M. Orrill, their daughter, Delme, being a member of the group.

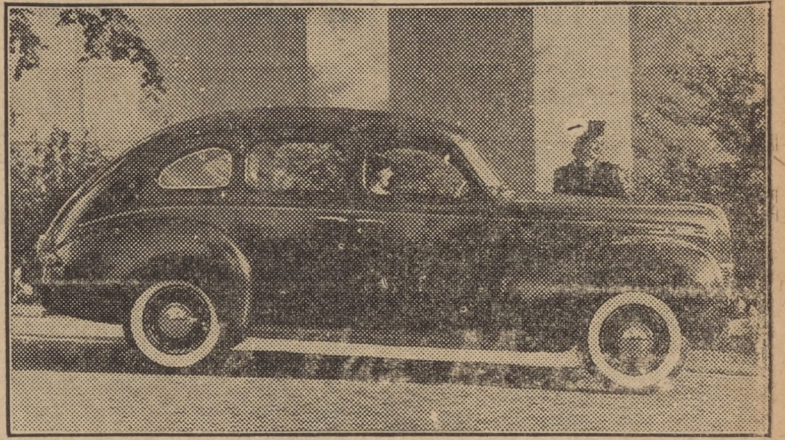
Mrs. Joseph H. Hendy and daughter, Miriam, are visiting relatives in Los Angeles.

Members of the Girl Scout committee planned their annual dinner for the leaders and new committee members at their meeting Monday afternoon. The date has been set for Dec. 5 at the Rock beach cottage.

Mrs. Lucie Treloar, Miss Catherine Jones, Miss Leona Smith and Miss Marilyn Cravens attended the meeting of the county primary teachers' association in Buellton Wednesday evening.

Students of the high school heard George MacLellan in a special Armistice Day assembly in the school auditorium yesterday afternoon.

New Mercury 8 Town-Sedan



THIS Mercury 8 town-sedan is one of the four body types of the newest car in motordom. It is a big car, with 116-inch wheelbase and measuring more than 16 feet from bumper to bumper. Its V-8 engine develops 95 horsepower. Brakes are hydraulic enabling the driver to slow down or stop quickly with light pedal pressure. The town-sedan is the "flagship of the Mercury fleet." Both seats hold three passengers comfortably. Interior appointments are luxurious. There is an exceptionally large luggage compartment. White sidewall tires are extra.

Mrs. J. B. Lape drove to South Gate Tuesday morning and has been visiting her mother, Mrs. Bertha Marcellus.

Mr. and Mrs. Howard Bobo entertained Mr. and Mrs. Charles Senteney at dinner at El Cortijo Tuesday evening, the occasion being their wedding anniversary and the birthday of the host.

Lawrence Smith, who is a student at the University of California, spent the week-end with his parents. Mr. and Mrs. F. L. Smith.

Mr. and Mrs. E. J. Keefe and sons Robert and Douglas were week-end guests of Mr. and Mrs. Joseph H. Hendy.

Miss Mary and Miss Nellie Nalty are expected to return today from Huntington Park where they have been visiting relatives.

Mr. and Mrs. Neal Furby of Berkeley spent the week-end with Mr. and Mrs. John C. Furby.

Electric Cooking is ECONOMICAL



A FULL-COURSE DINNER COSTS LESS THAN 1c PER PERSON

Surprising indeed is the economy of the modern electric range with its lower simmering temperatures, thrift cooker, insulated oven and other improved features. A full-course dinner costs hardly a penny per person for electricity, other meals much less. But that is not the only way you economize. You save a big portion of your food bill through elimination of shrinkage and cooking failures; you save because the construction of the electric range makes it last for years; finally you save because of the special low domestic rate to which the purchase of an electric range entitles you. Take advantage of these economies now. See the new models at your dealer's.



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Permanents . . . \$2.50 up Any Style



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AMERICA'S NO. 1 MOVIE CAMERA



See Douglass Montgomery in Columbia's current "Life Begins with Love."

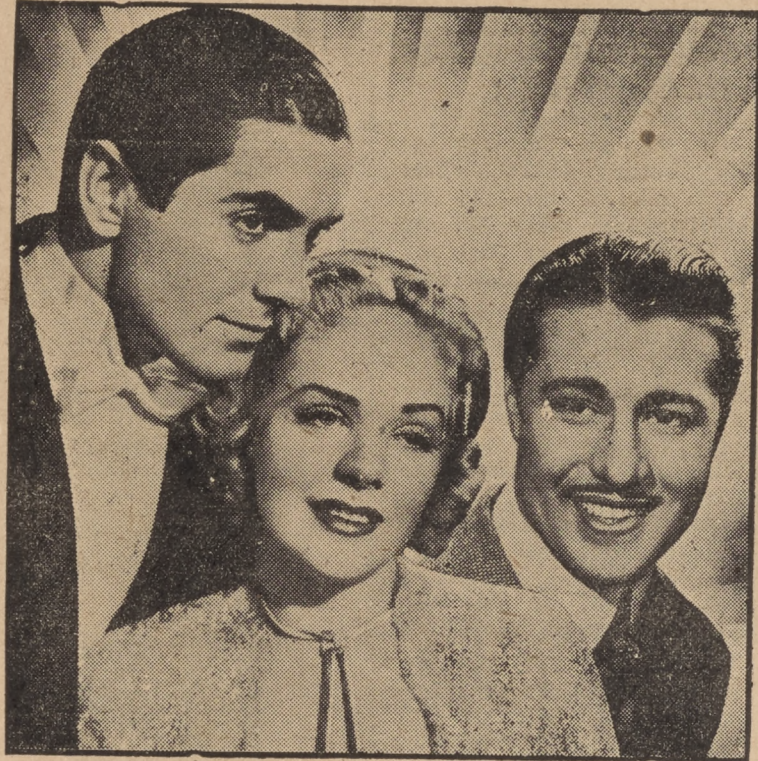
At Less Cost Than Snapshots! More than 200,000 people have made UniveX "top choice" in movie cameras! Only one using amazing 69¢ UniveX Film. See this super-value at your dealer's today!

UniveX \$9.95

SOUTHERN CALIFORNIA EDISON COMPANY LTD



Clark Gable in "Too Hot to Handle" now playing at the Del Mar Theatre.



Tyrone Power, Alice Faye and Don Ameche who will be seen on the screen at the California Theatre for a four day engagement starting Sunday in "Alexander's Ragtime Band." The surprise picture of the year, "Four Daughters" featuring Priscilla Lane, Rosemary Lane, Lola Lane, Claude Rains and many others will be shown on the same program.



Charles Farrell, Joan Davis, Shirley Temple and Bill Robinson in "Just Around the Corner," now playing at the Fox Arlington. Also on the same program, "Youth Takes a Fling."

Your Hollywood Correspondent Reports . . .

Madeleine Carroll up at 5:30 a. m. these days to allow herself time for a 25-mile drive from Malibu Beach to Paramount, where she is working with Fred MacMurray and Shirley Ross in "Cafe Society." Mary Carlisle has been removed from the Cedars of Lebanon Hospital, where she underwent an appendectomy 10 days ago, to her home in Beverly Hills. Her doctor has promised her she'd be able to be up in a month to attend the preview of her latest picture, "Say It in French."

Christmas plans are already being made in Hollywood by celebrities who really do plan in advance. If Fred MacMurray completes "Cafe Society" in time he and his wife will go to Bermuda. So will Shirley Ross and Ken Dolan. Ray Milland, who started last week working with Isa Miranda in "Hotel Imperial," hopes to be with his mother in England for New Years. Jack Benny and Mary Livingstone will just stay in town, as their radio program's that day. Gladys Swarthout will be in New York, following a concert tour she'll take when her role opposite Lloyd Nolan in "Ambush" is completed.

Christmas cards are the order of the day, too, and many stars who don't plan to send cards are working on note lists and composing telegrams to send to their friends. George Burns and Gracie Allen's card will be an "at home" picture of them with their two children, Ronnie and Sandra Jean. Gail Patrick will send more than 400 personal notes which she started to write while she was working in "Disbarred." Claudette Colbert will have two kinds of cards—one for personal friends and another for fans.

Elizabeth Patterson, all well again after suffering a dislocated knee several weeks ago, reported to Paramount November 1st for a role with John Howard and Heather Angel in Paramount's "Bulldog

SATIRE ON THEATRE NOW PLAYING AT LOBERO THEATRE

"When you are going on and off stage, be very careful of those little wooden strips, and don't trip. There is perhaps nothing quite so disconcerting as to trip as one comes on a stage. Going off is not so bad; but coming on, I have found that it requires a tremendous

Drummond's Secret Police." The John Barrymores will lease their Bel Air home when they go east in January to do a play, following completion of John's role opposite Claudette Colbert in "Midnight." Martha Raye playing nurse to husband Dave Rose, who has been ill for 10 days.

Anna May Wong's new residence near Santa Monica will be subdivided into individual apartments for the use of members of her household and guests. A master light switch in Dorothy Lamour's Coldwater Canyon home turns on all the lights in the house, garage and gardens at one time.

THEY'RE IN THE BAG!



The newest and most complete line of personal CHRISTMAS CARDS

To see samples call Mrs. Barney Kathman at Carp.

4531 — or — Carpinteria Chronicle

ous artist to rise above it."

Thus wisely speaks Mrs. J. Duro Pampinelli, to her eager clan of "Would be actors," gathered in the home of Mrs. Ritter for a rehearsal of a play they are to give the next evening at Hutchy-Kutchy.

The scene, one of many amusing situations in "The Torch-Bearers" coming to the Lobero Theatre for two performances on November 11 and 12, finds Constance Collier, as Miss Pampinelli, heading a distinguished cast of New York favorites.

Homer Curran and Luther Greene, realizing that there is nothing quite so enjoyable in the theatre as a good, wholesome, sparkling comedy, interested Playwright George Kelly, in staging his favorite play for local audiences.

DEL MAR Theatre

THURS.- FRI.- SAT.

November 10-11-12

Myrna Loy - Clark Gable

in

"Too Hot to Handle"

SUN. - MON. - TUES. - WED.

November 13-14-15-16

Spencer Tracy - Mickey Rooney

in

"Boys' Town"

LOS ANGELES AUTO SHOW TO OPEN ON NOVEMBER 12TH

One industry that does things to lure the latent dollar from the reluctant pocketbook is the automotive industry. All the irresistible creations that have proudly emerged from the factories of every American manufacturer for 1939 will be displayed in the 26th Automobile Show of the Los Angeles Motor Car dealers which opens at

Pan-Pacific Auditorium at 2:00 o'clock Saturday afternoon, November 12.

The show will continue for nine days and nights, as evidence of the amazing forward progress of this young but vigorous group of manufacturers.

The Automobile Show will open daily from 10 a. m. to 11 p. m. up to and including Sunday, November 20.

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

Chronicle Want Ads bring results.



FRIDAY and SATURDAY
Joe E. Brown in
"The Gladiator"

also
Robert Young - Lew Ayres in
"Rich Man, Poor Girl"

STARTS SUNDAY

The Greatest Program Ever Presented on Any Screen

Four Daughters

PRISCILLA LANE ROSEMARY LANE LOLA LANE GALE PAGE CLAUDE RAINS JOHN GARFIELD JEFFREY LYNN DICK FORAN FRANK MUGH MAY ROBSON

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From Famous Horne's Cosmopolitan Magazine Story

PLUS 2ND SMASH HIT



FOX ARRLINGTON THE PAGE TO GO NOW PLAYING



Shirley TEMPLE "JUST AROUND THE CORNER"

with CHARLES FARRELL JOAN DAVIS AMANDA DUFF Bill Robinson Franklin Pangborn Cora Witherspoon

MOTION PICTURE ARE YOUR BEST ENTERTAINMENT
2ND FEATURE
Andrea Leeds in
"Youth Takes a Fling"



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Get up a party for Armistice Night on FRIDAY, NOVEMBER 11th AT EL CORTIJO - Montecito SPECIAL DANCE AND ENTERTAINMENT PROGRAM

De Luxe Sea Food Dinners 75c (served daily)
Chef Sambo's Southern Fried Chicken..... 60c

Make your party reservations early for November and the Holiday Season at El Cortijo—"The Gayest Place in Town". 2,000 party reservations yearly.

Gauchos Hope for Win Over Cal-Aggies Saturday Night

Santa Barbara—With another defeat chalked up on the Santa Barbara State Gauchos' loss-heavy season record, the only definitely bright spot on the horizon is the generally conceded fact that next year the Santa Barbarans will be the club to beat.

Last Saturday the San Jose Spartans, "highest scoring team in the nation," boosted their point total at the expense of the Gauchos by a score of 20-0. Coach Dud DeGrott's large and tough squad easily dominated the fight keeping the game but outclassed Green and White back on their heels mainly through the use of passes.

The Gauchos record now stands at one win and six losses. Far from disheartened, Coach Spud Harder sees the improvement to date in his team as a definite indication that the Green Wave will finish out the season on top. Another item which keeps away grey hairs is the fact that Harder will lose only one man from his regulars at the end of the season, and most of his first stringers have two years left.

Season's play so far has developed some excellent talent which needs only a little more experience to become "Star-Stuff." In this group is Blynn "Buck" Wilson, the Gauchos' first string center from Texas. Wilson's defensive play has helped the Hardermen keep their opponent's point total down to an average of one score per game.

George "The Greek" Valos, 160 pound potential Little All-American guard, turned in his finest game to date for Santa Barbara in the San Jose tilt. Valos, a Belersfield lad, time and again broke up the Spartan's thrust before the backfield was under way.

Valo's continued improvement to date gives Coach Harder a comfortable feeling about his defense against the Cal-Aggies, Gauchos' next opponent.

The Green and White backfield will hit the next contest closer to full power since the return of full-back Pierino Merlo, line buckler and passing ace, who has been out for three weeks. Merlo saw some action in the San Jose game but was not at top form because of his forced lay-off.

Coach Harder probably figures to take the Cal-Aggies game next Saturday, although he refused to make any definite statement because of the ill luck dogging his record to date. There will be no rest for the Santa Barbarans this week, as Coach Harder started his first practice with scrimmage, scheduled to continue throughout the week. Determined to end up a poor season with a few victories, the Gauchos will labor mightily to show up next Saturday "letter perfect" in the fundamentals.

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

Chronicle Want Ads bring results.

THREE TROJANS MAY WIN ALL-AMERICAN HONORS

LOS ANGELES—As the 1938 gridiron race reaches the home stretch with the University of Southern California in the lead in the Pacific Coast Conference, three Trojans stand out as certain all-star individual choices on the coast and at least one of them is likely to win All-American selection.

The three men of Troy who have been outstanding to date because of their individual exploits are Harry Smith, guard, Bob Hoffman, halfback, and Grenville (Grenny) Lansdell, quarterback.

Smith and Hoffman are the blocking aces who have brought thunder back to the Trojan Thundering Herd running attack and the defensive bulwarks who have kept Troy's goal line from being crossed on a running play so far this season. Lansdell is the triple threat all-purpose back whose running, passing, kicking and signal-calling have been largely responsible for Southern California's six straight victories since the defeat in the opener against Alabama.

Smith's devastating blocking was the keystone on which Troy's successful running attack was laid when S. C. trounced California's defending champion Bears last Saturday. But Smitty's defensive play even outshone his booming blocks that paved the way for Trojan gains.

Before the game, Harry was assigned chiefly to hound California's running star, Vic Bottari, the brilliant back who has been given credit for much of Cal's success during the past two seasons and who has been the almost unanimous choice of the West as an All-American back. On Bottari's first play, Smith broke through and tossed him for a 12-yard loss. This was a sample of what was to come for the star on whom California's running attack was built was hounded so furiously by Trojan guard that he never could get his yardage on the plus side of the ledger and wound up owing the game nine yards.

Because of his great past record, Bottari should not lose out in the quest for All-American. But it takes an All-American to stop an All-American, and the 211-pound pile-driving Trojan running guard, who augments his weight with speed and a world of aggressiveness, rates serious consideration.

Hoffman, a 193-pound blocking back, is much the same type of player as Smitty. A sure interference man on offense; he is likewise Troy's greatest defensive asset, and as long as he is backing up the line the opposition is going to have a tough time running the ball across the Trojan goal.

All-star backfields are usually made up of triple threaters, but if the experts want someone along to give their runners, kickers and

"LA PLAYA" TO BE NAME OF NEW STATE COLLEGE FIELD

Santa Barbara—Santa Barbara State College's football stadium was officially christened "La Playa Field" Saturday night. The naming was part of a half-time ceremony during the San Jose State-Santa Barbara football game.

The name, "La Playa" is Spanish for "the beach" and was submitted by Miss Wilma Kiesner, former student, in a contest conducted by the student body to find a title for the new plant. Judges for the contest were President Clarence L. Phelps, of the college, Charles L. Jacobs, Dean of the Upper Division, and Thomas M. Stokes, publisher of the Santa Barbara News-Press.

The stadium is a semi-bowl type, constructed on the beach, overlooking Santa Barbara's yacht harbor and the surf at West beach. When entirely complete the arena will seat 12,000, in the bleachers of the wood-on-concrete type, on both sides of the playing field.

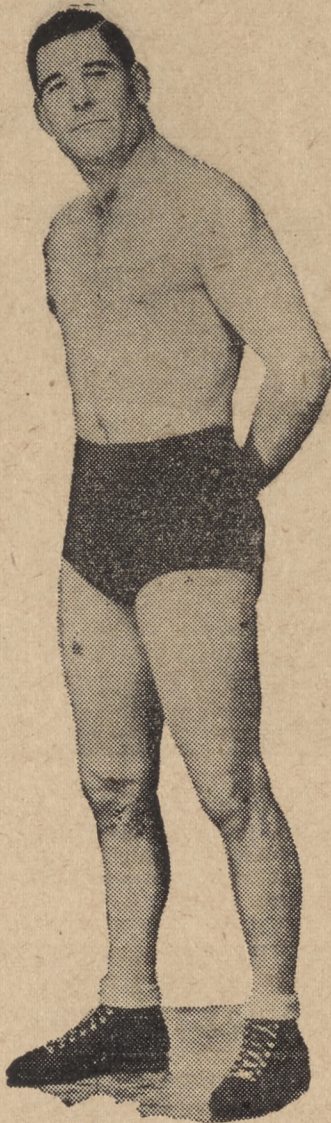
Saturday's grid battle was the first varsity contest in the new stadium at night. The lights were installed only last week. When entirely completed, La Playa Field will also have a regulation running track surrounding the gridiron.

passers a chance to shine in their specialties, they had better have Hoffman in there with them to give them potent blocking help.

Lansdell is one of the most versatile men the Trojans have ever had in the tailback spot. A 183-pounder, he is a fast, hard runner as he has shown in his consistent gains and in his sensational 83-yard runback of a punt in Southern California's victory over Ohio State.

Grenny's passing is equally hard to stop as he proved in his accurate throwing in S. C.'s recent game with Oregon and California. Although his kicking has been a little off due to a sore foot, he can always be depended upon in a pinch to give the porkhides a long ride down the field.

As a signal caller, Lansdell is



Alvin Britt, popular grunt and groan artist, who met Pat O'Brien in the main event at the regular Thursday show at the Mission Athletic Club last night.

daring and unorthodox, and his choice of plays, while not always successful, is a delight to the fans and a headache to the opposition because it means wide-open exciting football and never the expected.

Lansdell is as colorful in personality as he is in his playing. Possessing the relaxation and easy coordination that natural athletes are born with, he is happy-go-lucky and wise-cracking in the heat of competition, a factor that keeps his team mates from "tying up."

WARRIORS PLAY LAST GAME AT LOMPOC TODAY

Many Carpinterians are planning to go to Lompoc today to witness the Carpinteria Warriors in action in their final game of the season with the Lompoc eleven. This will be first game in several years that the Warriors have played the Armistice game away from home.

The local boys are expected to face a tough game since they defeated Lompoc in the game played here on last Armistice day and the Lompoc lads will be out to even up the score. The starting lineup for today is as follows: R. E., Neil Clark; R. T., Beckstead; R. G., Art Milne; C., Ramey, L. G., Miller; L. T., Bailard; L. E., Rolly McIntyre; Q., Kendrick; R. H., Reid; L. H., Babcock; F., Olds.

Ojai Game

The Warriors put an end to their losing streak by tying the Ojai Rangers on the Ranger field, 6-6, in the last game Friday afternoon. Although Carpinteria outclassed the Rangers in passing, the Ojai team had the edge on line plunge. Ray Adams carried the ball for Ojai on many long gains and chalked up the only touchdown for the Rangers. Dwight Babcock and Phil Olds did excellent work in the Warrior backfield and Montie Ramey, George Miller and Barney Milne were mainstays in the Warrior line. Both teams tossed a number of passes but a strong wind interfered with the accuracy of the passes leaving the teams dependent for the most part on line bucks for any gains. Phil Olds was back in the line-up for the Warriors after having been out of the line-up since the Santa Paula game when he suffered an injured ankle.

To his mates, who never question his most unorthodox choice of plays, he is known as "Fog Over Pasadena."

WRESTLING - 8:30 p. m.
EVERY THURSDAY
Mission Athletic Club
 635 E. Montecito Phone 26394 SANTA BARBARA

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 LOS ANGELES BREWING COMPANY, LOS ANGELES

(Continued from page 1)

No. 9—VETERANS				
YES	247	60	212	519
NO	532	70	619	1221
No. 10—OIL LEASES				
YES	98	36	115	249
NO	703	97	757	1537
No. 11—EQUALIZATION				
YES	102	30	151	283
NO	597	78	628	1303
No. 12—EXPOSITION				
YES	363	61	506	930
NO	378	56	296	730
No. 13—BOND ACT				
YES	88	16	142	246
NO	650	110	679	1439
No. 14—JUDGES CRIME				
YES	642	102	834	1578
NO	130	31	117	278
No. 15—COUNCIL				
YES	234	47	318	599
NO	418	52	408	878
No. 16—RETIRE JUDGES				
YES	341	43	435	819
NO	371	71	349	791
No. 17—INITIATIVE				
YES	350	40	523	913
NO	320	68	322	710
No. 18—STATE MONEY				
YES	252	42	306	600
NO	416	75	486	977
No. 19—LENDING				
YES	106	25	133	264
NO	495	92	669	1256
No. 20—TAXATION				
YES	79	10	84	173
NO	768	131	817	1716
No. 21—CHURCH				
YES	204	42	282	528
NO	569	86	592	1247
No. 22—CITY				
YES	251	51	333	635
NO	399	55	404	858
No. 23—LEGISLATIVE				
YES	125	26	128	279
NO	548	85	618	1241
No. 24—TIDELANDS				
YES	80	45	87	212
NO	671	88	763	1522
No. 25—RETIREMENT				
YES	285	100	232	617
NO	634	75	755	1464

Returned to Congress



A. J. Elliott who was returned to office of Congressman for 10th District.

RELEASE NOT NEEDED ON MARICOPA HIGHWAY

It is no longer necessary for motorists traveling the Ventura-Maricopa Highway to sign a release absolving the State Highway Department from liability, advises the touring bureau of the Automobile Club of Southern California.

STOVEPIPE WELLS ROAD NOW IMPROVED

The road from Stovepipe Wells north to Scotty's Castle in Death Valley is now oiled to the entrance of the canyon leading to Scotty's with washboarded road to the castle. A charge is made to enter the grounds, it is stated in reports from the touring bureau of the Automobile Club of Southern California.

DEATH VALLEY ROADS

Motorists making the trip to Death Valley via Randsburg, Trona and Emigrant Pass will find paved road to 10.5 miles beyond Trona followed by 25 miles of graded desert road to boundary of Death Valley National Monument, and paved road again to the valley, states the touring bureau of the Automobile Club of Southern California.

SOUND TESTS

Unusually vivid sound effects which accompany airplane "dogfight" and nose dive scenes in "Men With Wings," William A. Wellman's Technicolor cavalcade of the air, have been loaned to Northrup Airplane Co., Santa Monica, for transport cabin acoustic tests.

LEGAL ADVERTISING

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

7,000,000 Words



SAM HAYES, popular newscaster and commentator, talks 235 words per minute and has for some 2,000 broadcasts of 15 minutes each. Playing his familiar role in 80 motion pictures brought his public-speaking record well past the 7,000,000-word mark. And he is still going, every Monday from 8:00 to 8:15 p.m., P.S.T., over KNX-Columbia Pacific Network stations when Hayes not only comments but encourages expression of listeners' opinion on controversial topics.

HORSES HORSES!

Bing Crosby acquired two yearlings at eastern tracks during the filming of Paris Honeymoon at Paramount. Negotiations for the horses were conducted by the Crosby trainer. They are being shipped to Crosby horse farm at Rancho Santa Fe.

LATE HONEYMOON

Shirley Ross and her new husband, Ken Dolan, are going to take a honeymoon starting late in November because of work in Miss Ross' latest Paramount picture, "Thanks for the Memory," in which she appears opposite Bob Hope.

Chronicle Want Ads bring results.

LEGAL NOTICE

SUMMONS

In the Justice's Court of the Second Judicial Township of the County of Santa Barbara, State of California.

Marvin Light, Incorporated, Plaintiff,

vs

Gerald C. Cudahy,

Defendant.

Action brought in the Justice's Court of the Second Judicial Township, County of Santa Barbara, State of California, and the Complaint filed in the office of the Clerk of said Court.

Hugh M. Lindsey, Attorney for Plaintiff.

The People of the State of California Send Greetings to:

Gerald C. Cudahy, Defendant.

You are hereby directed to appear and answer the Complaint in an action entitled as above, brought against you in the Justice's Court of the Second Judicial Township, County of Santa Barbara, State of California, within ten days after the service on you of this Summons—if served within this County, or within thirty days if served elsewhere.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the Complaint, as arising upon contract, or will apply to the Court for any other relief demanded in the Complaint.

Given under my hand and the seal of this Court this 21st day of September, A. D., 1938.

Earnest D. Wagner,

Justice of the Peace.

By Elizabeth Williams, Clerk, Second Judicial Township.

Published in the Carpinteria Chronicle, October 14, 21, 28, Nov. 4, 11, 18, 25, Dec. 2, 9 and 16, 1938.

CLASSIFIED

NO DIFFERENCE what kind of property you have I can sell it. Especially am I in need of small parcels of land, citrus properties & ranches. HOWARD C. GATES, Granada Theatre Bldg. Phone 23571, Santa Barbara.

Chronicle Want Ads bring results.

BEHIND THE SCENES

Continued from page 2

dau, of Chain Store Age. Work will be carried forward at what may be a record-breaking pace, it is estimated, with construction expenditures equalling or surpassing those of 1937, when the all-time high of \$124,536,000 was spent by the industry for this purpose.

HEADLINES IN NEW YORK—More than \$100,000,000 will be invested in trucking equipment in 1939. . . . Postage on books dropped to 1 1/2 cents a pound, may revolutionize publishing industry. . . . Looking at the earning reports: Holland Furnace and Bristol Meyers above last year, while Chrysler, Electrolux and Standard Oil of California decline. . . . Radio passes milestone; it was November 2, 1920, that KDKA, Pittsburgh, made its first broadcast. . . . Now, eighteen years later, there are 32,000,000 receiving sets. . . . In that span of years more than 15,000,000 autos have been added to the country's total registration together with 5,000,000 telephones and 17,000,000 electric irons. . . . Number of depositors in Christmas Savings Clubs reaches new high peak. . . .

CHRISTIAN SCIENCE LECTURE SUNDAY

A program of Christian Science diocast program of Christian Science will be given over KFWB (950kc), Hollywood, on Sunday, November 13, from 4:30 to 5 p. m., under the direction of the Christian Science Committee on Publication for Southern California, in cooperation with the Federation of Protestant Churches of Los Angeles. The broadcast will be conducted by George H. Robinson, First Reader of First Church of Christ, Scientist, of Huntington Park, assisted by Mrs. Florence G. Foote, soloist, and Frederick Grotton, organist of the church.

PERSONALS

Mrs. J. B. Lape entertained the members of her dinner-bridge club Monday evening, including Mrs. E. E. Clark, Mrs. J. V. VanMeter, Mrs. Robert M. Orrill, Dr. Genevieve Shorkley, Mrs. Frank L. Smith, Mrs. John C. Furby and Mrs. W. Guy Stockton.

Mr. and Mrs. Cecil Thomas motored to Los Angeles last Saturday where they saw the football game and visited their daughter, Jacqueline, who had come south on the special train from Berkeley and was with the U. C. delegation at the Los Angeles Biltmore.

HIS VOICE CHANGED

J. Farrell Macdonald's first role on the stage was that of a boy tenor! It's hard to believe that the gruff-voiced character actor who plays "Pop" Corrigan in Paramount's "Little Orphan Annie" could ever have had a high enough voice to sing tenor.

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Imported Scotch Sandy Macgregor 10 years old 5th	\$2.82
Mac Lagans, eight years old 5th	\$2.79
(Bottled in Scotland)	
Italian Swiss Colony Wines in bulk	
SWEET WINES, gal	\$1.35
SAUTERNE, gal.	\$1.09
BURGUNDY, gal	\$1.00
CLARET, gal	\$1.00

Pre-War Bottled-in-Bond Whiskeys	
Bourbon DeLuxe Old McBrayer Black Gold	Pt. \$5.00
Fine California Wines in bulk	
SWEET WINES, gal	95c
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Carpinteria Chronicle 115 E. Coast Highway Phone 4461

Farm Protest Gets Results

By HARLEY L. LUTZ

Professor of Public Finance, Princeton University



The Department of Agriculture has recently announced a reorganization of the agencies that had been created to supervise and regiment the farmers under the agricultural legislation. The purpose was said to be that of expediting the services to the public. It is well known that this announcement was not spontaneous. It was a last-minute defensive move against the rising tide of agricultural complaint and opposition under a

scheme which, despite the camouflage, applied so thoroughly the viewpoint and policy of the dictatorship states. In this episode there is more involved than farm relief.

The fact that a sector of the federal bureaucracy is to be redesigned so as to expedite service to the public is of universal significance. It should be noted that this decision was made only after the beneficiaries of the service had expressed, in vigorous terms, their dissatisfaction with the previous arrangement. Naturally this raises the query—Why did the bureaucrats wait until a storm of protest had arisen before deciding to make changes which would expedite their services? The answer is that the expeditious performance of service is not the goal of bureaucracy. Prompt, efficient, and it may be added, economical service, is never the primary aim of bureaucratic administration. Rather the aim is the evolution and elaboration of red tape, the creation of useless jobs, and the steady enlargement of the bureaucratic power and prestige.

There can be no question that the condition revealed in this one instance is widespread. Nor can there be any

doubt that the failure to rectify it is not to be attributed to the refusal of Congress to enact the kind of reorganization bill that was offered in the last session. The action now announced by the Department of Agriculture reveals that what is needed is not so much a new law but a new point of view. The needed viewpoint is not really new. It is, in fact, an old, though fundamental one, which now seems new only because it has come to be so completely disregarded. It is the simple principle that government exists to perform certain services for the people in the most efficient and economical manner possible. Had this principle been of controlling influence no agrarian revolt would have been necessary to inspire the administrative changes now belatedly to be made in order to expedite the giving of service in this instance.

The episode reveals something else. It is that since bureaucracy can be induced to mend its ways only by citizen protest, the time has come for more protests. We need a citizen revolt against the steady increase of taxation and against the further piling up of the mountain of public debt. Most of all we need a citizen revolt against the wasteful spending policy that is forcing the rise of tax rates and the crushing increase of public debt. If the only way to direct official attention to the opportunities for improving the public service and for reducing its cost is by using the ax, then the ax should be used. Bureaucracy has little internal capacity, and no internal desire, to purge itself.

Fortunately, the country has not, as yet, moved so far toward the totalitarian state as to make protest impossible as it now is elsewhere. Unless the people exercise their right of protest and criticism, however, it is likely to lapse through non-use. The farmers have done all of us an excellent service by speaking out. It is now up to the taxpayers to follow their lead.

HIGHWAY PATROL WARNS AGAINST OBSCURED PLATES

SACRAMENTO—Accessories on motor vehicles which interfere with the legibility of license number plates must be removed or motorists will be tagged by traffic officers, Chief E. Raymond Cato of the California Highway Patrol warned today.

Unless license plates are easily read on moving vehicles, he pointed out, the work of all police agencies in the state is severely hampered in their lookout for thieves, crooks and escaping convicts who use motor vehicles.

This difficulty of readily picking out cars on the highways extends even further, it is pointed out, as daily the traffic officers of the state receive many urgent requests to locate some motorists on the highways due to an emergency in his home.

"Police generally are handicapped by the increasing practice of motorists placing bumper guards and other accessories in front of their number plates," said Chief Cato. "There is no law

S. B. FIREMEN BUSY

(Continued from page 1)
D. Astry and I. H. Stormes, orchestra; Captain R. G. Chapin and Thompson, tickets; Captain J. Fickle and C. W. Wright, door committee; Captain I. A. Bonilla, Captain J. J. Hagerty and Gus Appuhn, publicity; R. C. Mitchell and Thompson, prizes, and Captain Roland Wilder and Appuhn, floor committee.

Music for the ball will be furnished by Doug Hoag and his orchestra.

OLSON, PATTERSON VICTORS

(Continued from page 1)
of but 94 votes. Full tabulation of votes cast in this district will be found elsewhere in this paper.

against the use of such things unless they are placed where they interfere with the legibility or license plates." Everyone should realize it is their duty as a good citizen to help police in apprehending crooks and in locating relatives. They can contribute their part by keeping their license plates free from dirt and any obstruction."

Re-elected



Alfred W. "Bobby" Robertson, returned to the assembly by large majority.

Want Ads In The Chronicle Bring Results.

Chronicle Want Ads bring results.

BOY SCOUT NEWS

A committee of Boy Scouts of the Carpinteria Troop have been busy since Hallowe'en undoing the work of some of the town wits. Denny Taylor and Kenny Britain have undertaken the job of washing the windows of all the unoccupied stores. From all reports, they have done a fine job and a civic duty that should make all citizens proud.

A similar committee will undertake the work of cleaning the brush away from the Scout cabin on Casitas road. The boys feel that the fire hazard around the cabin is too great and in carrying out their teachings will rectify the matter.

The senior scouts will start on another of their monthly jaunts. This one will be to the north, taking in Lompoc, Santa Maria and the valley cities. These trips are planned so that the older boys will become acquainted with the towns within reach and all industrial plants that are available for visitation.

Work is progressing nicely on the Scout Recreation Hall on Seventh street, according to Scoutmaster Kent. It is assured that the Scouts will be ready to start their play in the new quarters within the next week. The Scouts have a standing plea to all for any old games you have tired of.

LIONS TO ENTERTAIN INTER-COUNTY COUNCIL

The Carpinteria Lions Club will entertain the Inter-City Council at a dinner to be given in the Veterans' Memorial Building next Wednesday evening at 7:00 p. m. The regular Thursday meeting of the club will be dispensed with next week because of this meeting.

LIBRARY REOPENED

Huntington Library and Art Gallery, San Marino, reopened November 1, following the month of annual closing, according to a report received by the touring bureau of the Automobile Club of Southern California. Visiting hours at the Library and Art Gallery are from 1:15 to 4:30 o'clock every afternoon but Monday. Cards of admission may be reserved by telephone or by mail.

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1. Your household will begin the cold months with greater comfort and convenience plus the health-protecting advantages of proper warmth. No need to be continually adjusting appliances to keep heat uniform. You will have correct circulation of air; no dampness on walls.
2. Easy terms eliminate any need for delay. Install automatic equipment now and pay for it by the month.

SOUTHERN COUNTIES GAS CO.

SHOWN ABOVE is a Vented Gas Circulating Heater. It helps to maintain proper circulation, provides uniform temperature, and brings comfort quickly.

Recommended automatic gas appliances for healthful comfort. Ask a dealer or the gas company about them and about the easy payment plans.



1. GAS FLOOR FURNACE (requires no basement).
2. GAS FORCED-AIR UNIT (basement optional).
3. GAS UNIT FURNACE (where basement is available).



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