

YULE
1956

Alpine Sun

T E N
CENTS

*W*ith an unflinching faith and confidence that He doeth all things well, let us move forward as we have in the past, putting forth our best efforts. Through His guidance, council, and divine blessings, His understanding and love for all mankind, may we realize the goal of all: "Peace on Earth—good will toward Men".



Season's Greetings



SECURITY

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SERVICES

FOR YOUR CONVENIENCE!

SAVINGS ACCOUNTS, CHECKING ACCOUNTS, ESCROW SERVICE,
TRUST DEPARTMENT, SAFE DEPOSIT BOXES, AUTO
BANKING, LOANS, TRAVELER'S CHECKS, MONEY ORDERS,
CASHIER'S CHECKS, BOND DEPARTMENT.

CHRISTMAS SAVINGS CLUB - ALL THESE AND OTHER
BANKING SERVICES ARE HERE - FOR BETTER BUSINESS
AND EASIER LIVING.

ASK ABOUT THEM AT SECURITY TODAY!



SECURITY BANK

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VOL. 5. No. 24 (118) / ALPINE CAL. FRI. Dec. 21, 1956 *** PRICE 10¢

NEWSPAPER MIRRORS GROWTH

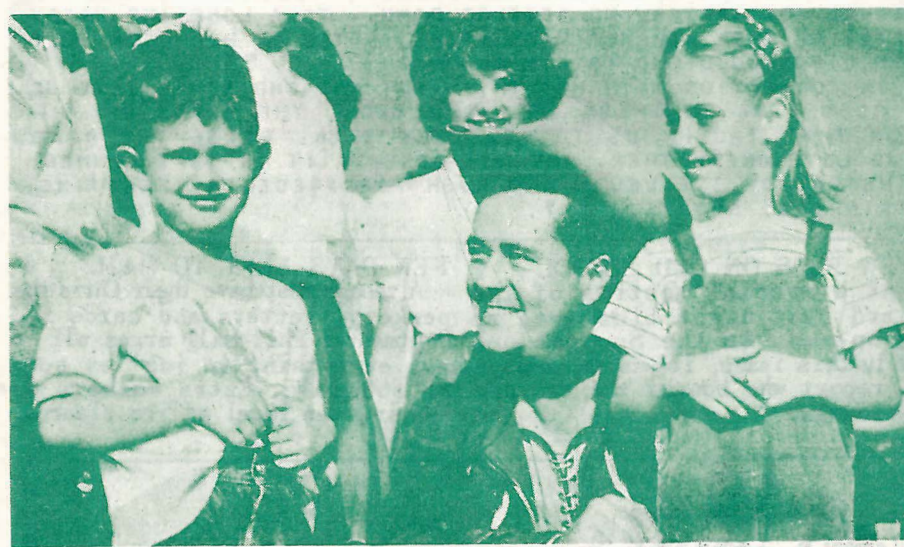
Just five years and 118 issues after Vol. 1. No. 1 of the Alpine Sun, shown above, hit the street with its 8 meagre pages and a few ads, comes this huge 60-page Christmas issue!

That was way back in 1952, and here at the end of 1956 the growth of Alpine and the Sun are truly

COUNTY EYES YOUTH CENTER

An exploratory meeting, called by Pres. Phil Hall, was held Wednesday at the Youth Center with supervisor Dave Bird and Biff Gardner, county playground head, directors of the Y.C., and some 20 interested residents. Reason for the ses-

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reassuring. Now 1957 looms ahead with much promise for both.

That page one picture showed Tim Holt, movie star, formerly of Pine Valley, with some Alpine youngsters at the ground breaking ceremony for the Youth Center. Only one is known, Jerry Lynn Rorie, in back of Holt, is now a young lady in high school. Her brother Roger is shown on the opposite page. They are the fine children of Mr. and Mrs. Jim Rorie, owners of the Associated Station here.

WILL NOT REBUILD AT FLINN

The county plans to clear the rubble from the recent fire at the Flinn Springs Cafe, a civic center spokesman told the Sun at presstime. The need the ground for parking as several improvements are on the boards for this popular park below town. The Ray Fords have not decided what they will do, but desire to live hereabouts. They asked the Sun to thank everyone for the fine help in their trouble.

Opportunity in Alpine: Bakery

Send your Sun to a friend to read.

Editorial



WHO SAID ALPINE HAS BEST CLIMATE IN US?

AT EACH END OF HIGHWAY 80 IN ALPINE IS A WELCOME SIGN: "BEST CLIMATE IN USA BY GOVERNMENT REPORT". THIS FACT HAS BEEN HEARD AROUND THE NATION, ESPECIALLY AMONG THE DOCTORS WHO HAVE SENT ASTHMA, BRONCHIAL AND PULMONARY SUFFERERS HERE. THEY HAVE FOUND RELIEF AND MANY BECAME PERMANENT RESIDENTS.

THIS MOTTO IS NOT NEW. THE GOVERNMENT HEALTH DEPARTMENT DID SAY THAT WAY BACK IN THE 1890'S, AND ALPINE RECEIVED NATIONAL PUBLICITY. IT STILL DOES. AND FOLKS COME HERE UPON RECOMMENDATION OF DOCTORS ALL THE WAY TO THE ATLANTIC SEABORD.

THE LATE W.A. SIMMONS CAME HERE MANY YEARS AGO FROM THE EAST WHERE HIS DOCTOR TOLD HIM HE HAD ONLY A FEW MONTHS TO LIVE. HAVING HEARD OF ALPINE'S EASY THERMOMETER. HE ARRIVED TO TAKE IT EASY FOR THOSE FEW MONTHS. IN A BRIEF TIME HE HAD RECOVERED, BOUGHT A GROCERY, BECAME POSTMASTER AND SETTLED DOWN-- TO A LONG AND HAPPY LIFE. WE KNEW HIM FOR MANY YEARS, AFTER HE HAD BEEN TOLD HIS LIFE WOULD END IN SIX MONTHS!

IN CONNECTION WITH HEALTH, MIGHT NOT CHRISTMAS TIME BE A GOOD TIME TO THINK OF ITS REASON. THE BIRTH OF THE MAN THAT TAUGHT US TO HEAL THE SICK, RAISE THE DEAD AND LOVE ONE ANOTHER. WHY NOT OBSERVE IT IN THAT MANNER. INSTEAD OF THE USUAL MAD RUSH FOR PRESENTS, FEASTING, DRINKING, SPORTS. -C.I.

OPEN BIDS ON OLD SCHOOL

At a special meeting of the board last night bids were to be opened. As the Sun was out early this issue, it was impossible to report who bought the two old buildings.

FEW DAYS LEFT TO MAIL

Although most have their Christmas packets, letters and cards in, Postmaster Phil Hall urges all to get everything in just as soon as possible. Extra workers are keeping the local office cleared.



And A

PROSPEROUS

NEW YEAR

From

Eugene and Anne Sauter

WE GIVE 5¢ GREEN STAMPS

Alpine Hardware & Dept. Store

HICKORY 5-2406

P.O. Box 118

2218 HIGHWAY 80



FROM

ADOBE HACIENDA
Alpine, California

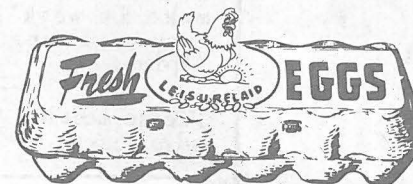
ONE HOUR TO OCEAN. SNOW. DESERT. MEXICO.

HOME OF THE FAMOUS

"LEISURELAID"

AA QUALITY EGGS

Rich in living vitamins & minerals.



WHY NOT STOP IN AND VISIT OUR RANCH?
OPEN 7 TO 7, 7 DAYS A WEEK.

Scotty and Ed Zimmer

US HIGHWAY 80, SOUTH SIDE

2 MILES EAST OF ALPINE

CLITSOME GETS CHECK UP

Following a supposed heart attack, Alex Clitsome, former owner of Elm Tree Ranch, spent a few days in the hospital for a complete check up. reports that he was found to be in top physical condition. 'Must have been just a small gas attack' he says. The Clitsomes are back in their trailer in Palm Springs.

Then there was the dealer who advertised thus: "We have no quarrel with our competitors who sell for less. . . . They should know what their stuff is worth."

ALPINE SALES YARD

2940 HIGHWAY 80 HI5-2984
MAIL ADDRESS: P.O. Box 234

"ALL KINDS OF NEW & USED STUFF"

"MILE EAST OF TOWN"

MERRY CHRISTMAS

ALPINE
CLEANERS &
U-WASH

2223 Highway 80 HI5-2242



GUESS WHO IS THIS ALPINE

HERE IS A PORTRAIT OF A LATE RESIDENT, A WELL KNOWN PERSON WHO LIVED HERE ON A LOVELY RANCH AND WHOSE NAME IS KNOWN AND SPOKEN NEARLY EVERY DAY. PHOTO WAS LOANED BY ALEX CLITSOME, FORMER RESIDENT. ALPINE'S SALUBRIOUS CLIMATE BROUGHT THIS NOTED PERSON HERE TO LIVE. WHO IS IT? (SEE ANSWER ON PAGE 56).

Alpine needs a photographer.

Christmas Greetings

May the spirit of Christmas with you abide
and bring happiness and peace

VALLEY Health Foods

133 Prescott, El Cajon W.L. Houghton, Owner Hickory 4-8447

CHRISTMAS SERVICES

St. Philomena Catholic Church
821 W. Victoria Jr.

Fr. Jos. C. di Christina, rector.
Midnight Mass, Christmas Eve.
Carols will be sung before mass,
11:30 p.m. by the Youth Choir.
Christmas Day services: Mass
at 8 and 10 a.m.

Community Church
1337 W. Victoria Drive

Dr. Roger Larson, pastor.
Christmas Eve Candlelight Service
11 to midnight.

Christmas Sunday service on Dec.
23. Topic: 'Those Who Missed the
First Christmas'.

Sunday School party. Sun. Dec.
23, 5:30 p.m., Fuller Hall.

First Baptist Chapel

2253 Highway 80

Paul J. Yancy, pastor
Christmas service combines at
Johnstown with parent body.



Christmas, with its joyous magic

Christmas,
With its joyous magic
and Holy meaning,
Again brings us to the full
Appreciation
of loyal friendships
and so, mindful of these
associations, we pause
to extend our Heartiest
Christmas Greetings

SINCERE

HOLIDAY
GREETINGS

TO OUR MANY FRIENDS

IN ALPINE

The Candy House

105 W. Main St. El Cajon, HI4-7164



Ed Michael

WELL DRILLING SERVICE



SOMETHING TO CACKLE OVER! ALPINE EGGMAN ATTRACTS NATIONAL ATTENTION

By Clarke Irvine



A few weeks ago Al Howe, my flying friend, circled around stately Viejas Mountain, then soared over Ed Zimmer's egg ranch east of the Willows, south side of Highway 80.

I knew Ed operated one of the largest automation chicken ranches in the west, but I was really surprised at the magnitude of the operation from the air.

STRIKING AIR SHOT OF ZIMMER'S EGG FACTORY SHOWING THREE HUGE NEW SHEDS IN FOREGROUND. PHOTO BY AL HOWE.

'Let's circle around and get a shot of this' I asked the obliging Al, who has flown for 28 years.

So we obtained a photo that shows the large size of his

MORE ON PAGE 51

THIS CHRISTMAS

WRAP HER IN GLAMOUR . . . Lingerie

ROBES-- EVELYN PEARSON ROBERTA LYNN, TOMMIES.

LINGERIE-- LEONORA, PEER, KICKERNICK, VAN RAALTE, ARTEMIS, BLUE SWAN.

AND-- GLOVES, HANDKERCHIEFS, SLIPPERS, SCARVES, STOLES, SHRUGS.



MANZER'S

 EL CAJON CORSET SHOP
'Especially for You'

153 E. Main Cash Dividend Stamps HI4-4170
North Park: 2934 University Ave, CY6-1846

ALPINE MAN HELD IN DEATH

In S.D. jail without bail is Avelino La Chappa, 67, of Viejas Indian Reservation Alpine, accused in the killing of Benito Pablo, 51, according to the sheriff's office. He was arraigned in Municipal Court Thursday, with hearing set for Jan. 8 at 1:45 p.m. Sgt. S.O. Strange said the man admitted that he hit Pablo with a hatchet during an argument. Pablo, of the Santa Ysabel Indian Reservation was found by a motorist beside the old Viejas Grade.

LARGE 4TH GRADE IS SPLIT

When school resumes on Jan. 2, the 4th grade will find itself in two sections, advises Supt. David B. Everett. A new teacher will be engaged for the 1st grade. 'Enrollment is over that of this time in 1955', he adds, 'as we today have 561'.

Intellectual liberty is the air of the soul, the sunshine of the mind. Without it the world is a prison.—Ingersoll.



LEO CRICKMORE Signal Oil Co.

Stove Oil, Distillate, Gasoline, Kerosene, Motor Oil, Batteries, Tires.

H06-3291 OR H06-5177

EDITOR'S MAIL JUSTIFIED!

If we had to use a linotype you would have no paper in Alpine. We print offset, use a Varityper to set it. It has no quotes, as the makers, Coxhead Co., claim that quotes are not punctuation marks! yet all typewriters and linos have them. But Coxhead gives us these symbols which hardly anyone ever uses (see our dilemma?):

¶ ¶ ¶ ¶

Coxhead please givesus quotes!

MAKE

COURTESY

YOUR

CODE OF THE ROAD



Wishing you
A
MERRY
CHRISTMAS
and a
HAPPY
NEW YEAR!



115 W. MAIN

EL CAJON

HI4-3628

JUNIOR HUMOR

Jeannie Manning, granddaughter of Dr. and Mrs. Howard Ball was visiting Mrs. F.L. Edwards, from Canada. She said 'I understand your grandfather practices in San Diego.

Jeannie replied 'My grampy has been a doctor for a long time, he doesn't have to practice'.

Do Your
CHRISTMAS
SHOPPING in Alpine

Viejas

Handcrafted Jewelry

for that

"Something Different"

2355 HIGHWAY 80, NEXT TO DRUG STORE



**MERRY CHRISTMAS
HAPPY NEW YEAR**

WE WANT YOU TO KNOW HOW
MUCH YOUR PATRONAGE AND
FRIENDSHIP MEANS TO US.
WE'VE TRIED TO DESERVE
THIS FRIENDSHIP AND IN
THE YEARS TO COME WE
HOPE TO SERVE YOU OFTEN.

Marthel's

MAIN AT MAGNOLIA EL CAJON

35 SCHOOLS AT FFA MEET

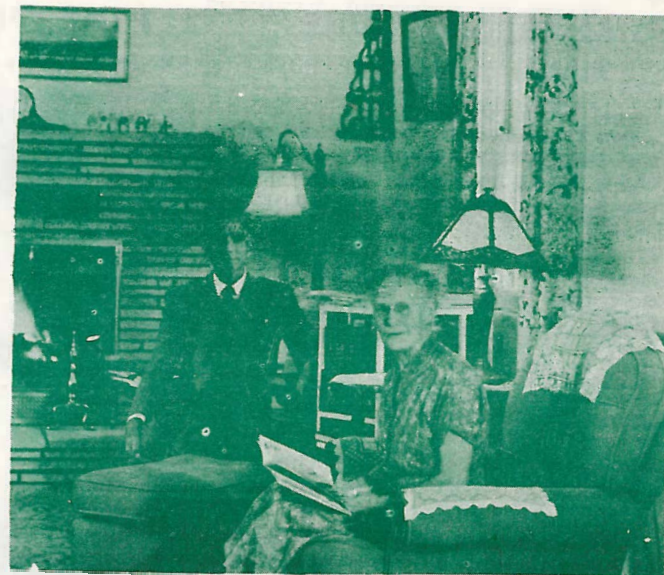
At the big field day of the FFA, Imperial Valley fair grounds E.C. Valley high was represented by two teams. The A boys won 5th place with Dick Magoffin, Dick Chilson, Harold Matzamoto. The B team made 2nd place represented by Dick De Nure, Geo. and Louis Landt. Individual award, a 5th place, went to George.

H.H. Alpine Champions are holding a Christmas party tomorrow night in Fuller Hall for members and families. Gifts for the children's orphanage will be a feature.

CARMEN HOISTAD GRANDMOTHER

The happy smile you see on Mrs. Jack Hoistad's face is due to the good news of the arrival of her little granddaughter, Debbie Joan, born Dec. 4th to son Paul and daughter-in-law Joan Bailey.

COMFORTABLE IS
THE HOME OF
WILL & WANDA
SOPER, CON-
FIRMED ALPINERS
WHO EACH YULE
SEND PERSONAL
PHOTO GREETING
CARDS WHICH
WILL MAKES
HIMSELF, BEING
A FORMER
PROFESSIONAL.



It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure you haven't lost the things that money can't buy.

Al Howe flew his Piper plane up to Palm Springs for lunch Thursday and next day went up to Van Nuys to visit friends, one way only an hour and 10 minutes!

A
*Merry
Christmas*

MR. AND MRS. TOM EARWOOD
SERVICE STATION

LUBRICATION . ACCESSORIES
STOVE OIL, KEROSENE,
HIWAY 80 OPPOSITE P.O. HI 5-2334

NOTED ARTISTS COME TO ALPINE TO MAKE HOME

Husband is Author-Painter, Wife is Sculptor-Singer.

By Jeanne Berger

Note- Mrs. Berger, an artist and a newcomer, kindly obtained this interesting interview specially for the Sun, and Mr. Gruelle obliged with the loan of his pictures. The arrival of such interesting folks shows that this community has something fine to offer and as others learn of it, may come here to live. -Cl.

A nice rustic home on lower Lilac Lane-- named for our lovely wild lilac that colors the hills in the spring and fills the air with that haunting sweetness-- have been transformed into a rendezvous for artists, writers and visitors from afar. It is also a going art studio for these pleasant newcomers.

They are Mr. and Mrs. Justin C. Gruelle who arrived last spring from Silvermine, Conn. He is well known in eastern art circles for his beautiful murals, portraits and landscapes as well as children's books written and illustrated by himself.

He is the son of Richard B. Gruelle, eminent Indiana artist and brother of Johnny Gruelle, creator of the 'Raggedy Ann' books, famous for many years as classics in the juvenile field.

Among many murals executed in the east are 'Aladdin and the Magic Lamp', in the children's room of the S. Norwalk, Conn. library, and a panel showing



FIRST HOUSE GRUELLE SAW IN ALPINE HE LIKED-- AND BOUGHT-- AND HAS NOT REGRETTED IT.

famous educators which hangs in the New Canaan Senior High School. Four large lifesize murals depicting American inventors, scientists and aviators are in the entrance hall of the Liquidometer Corp. building, Long Island City, N.Y.

As we sat in the cozy living room which affords a magnificent view of the hills against a

MORE ON PAGE 18

THANKS, SENATOR!

From the Capitol comes a note to the Sun from our friend Senator Fred H. Kraft, which warms hearts around here: 'Please enter my subscription for your paper... thanking you for past favors and with kindest personal regards.'

EVERETT REPORTS ON TRIP

Routine matters were aired at the convention of school administrators in San Francisco, attended by Supt. David B. Everett. Main topics were on textbooks by the state, new patterns for school administration and salary schedules, he reported to the board.

SUBSCRIBE TO THE SUN. \$2 A YEAR.

Alpine badly needs a bank.

IF You Cannot Find it in Alpine, Come to the Hayseed, in El Cajon. Thousands of Items to Pick from.



Hickory 4-3129

215 WEST MAIN STREET

APPLIANCES — HARDWARE
FEED — GARDEN SUPPLIES



Merry Christmas

from your **CHECKERBOARD FEED**
and
FARM SUPPLY STAFF

Glenview Feed Co.

GEORGE PALMER & O.E. ANDERSON. OWNERS
HIGHWAY 80. AT GLENVIEW HICKORY 4-3536

Season's Greetings

D.M. Walker

PLUMBING CONTRACTOR

Homeland 8-3371

9710 Shadow Road Grossmont, California



May we say that we appreciate having

MAY WE SAY THAT WE APPRECIATE HAVING HAD THE OPPORTUNITY OF SERVING YOU AND THE PRIVILEGE OF ENJOYING YOUR FRIENDSHIP AND GOOD WILL. YOU HAVE HELPED US ACCOMPLISH A VERY SATISFACTORY YEAR SO WE ADD OUR CHRISTMAS GREETINGS AND AN HONEST AND SINCERE THANK YOU!

CARMEN & JACK HOISTAD

ALPINE



McCALL SCHOOL OPENS SOON

After over 12 years as a guest ranch and summer camp for children, Carl and Blanche McCall announce the opening of McCall's Ranch School Wednesday, Jan. 2nd. Classes will include grades 1 through 4, and will be held in the ranch house. Enrollments will be available for a limited number of girls or boys as day students.

The teacher, Mrs. Claudine Swycaffer, is a retired elementary teacher with California background of education and training, and 28 years of experience in all elementary levels. She is particularly interested in the opportunity of working with a small group of students and is well-known among educators in San Diego in her methods of teaching phonetics, reading and mathematics. She is also interested in applied arts and crafts and dramatic activities.

Tell them you're from Alpine.

Sincerest wishes
for a
Merry Christmas
and a
New Year
filled with joy

● PLUMBING H15-2260

E.A. WILCOX

Route 1, Box 226, Alpine, Cal.



START OF AN ENTERPRISE IS THIS NEW ALPINE FEEDS, WITH PETE PETERSON AND WIFE GEORGIE GETTING IT UNDER WAY. 'AD IN SUN IS BRINGING US BUSINESS FROM ALL OVER MOUNTAINS' DECLARES PETE, WHO COMMUTES TO NAVY IN S.D.

MRS. JACK BOYD HONORED
Friday week, 16 attended a baby shower for Mrs. Jack Boyd (Alice Robins). Hostesses were Mrs. Wells Gowdy and Mrs. Tom Judd. Many lovely gifts were received.

Dan Dixon PRACTICAL FOR
Unfinished Furniture GIFTS CHRISTMAS

OPEN 9 TO 9 TILL CHRISTMAS.

SAVE \$7.97

Scandia
MODERN ASH

Everyone in the family will use it! \$22⁹⁸
20" x 40" x 30" high.
An outstanding buy!
REG. PRICE \$30.95

MANY OTHER FINE GIFTS FOR ADULTS AND CHILDREN

140 W, Main
EL CAJON
Hickory 4-8852

GRUELLE STORY FROM PAGE 14

backdrop of El Cajon Mountain, I asked if he had any reproductions of these murals.

'Yes, we have' he said, and brought out the largest portfolio I ever saw from which he took photo copies. In the largest panel of the one mentioned, are portraits of 21 American scientists together with their various inventions, designed against a landscape setting.

Browsing through clippings I found that Lucille E. Morehouse of the Indianapolis Star, said of his work 'Justin C. Gruelle has accomplished more than any

other contemporary painter in his artistic tying together of such seemingly opposite subjects as art and science. His designs are unified in arrangement, the historic characters portrayed with their inventions are distinct personalities, each readily recognizable'.

One of the four murals originally commissioned by Liquidometer was recently presented by them to the Institute of Aeronautical sciences for their western headquarters in L.A., where it is mounted on the wall of the lounge. (See picture Page 30)

It is an 'Early Bird' panel which depicts some of the first American planes and flyers who pioneered in aviation history in our country.

Justin and Mabel are a wonderful addition to Alpine. They chose this house because a large area could be converted to studio which includes workshop, darkroom and the studio proper, with that breath taking view of the mountains. Here some of his paintings are hung.

Mabel is an artist in her own right in painting, and in clay, and has sung professionally, also conducted classes in design. besides-- she serves a good cup of coffee and honey cookies-- and graces the home to perfection.

A visitor browsing through their scrapbook might well be impressed by the recognition they've had, the people they've known and the places they have seen. But more than anything else, by the air of friendly, hospitality in their home and the feeling that one could come back any time and find a welcome!

The blessedness of life depends more upon its interest than upon its comforts.

Merry Christmas



OPEN LISTINGS

WELCOMED

NO SALE - NO PAY

Strout Realty

" SINCE 1900 "

WE HAVE EASTERN BUYERS

FREE CATALOGS - FREE LOCAL LISTS

FRANK T. ZIRWES

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RIKER'S PUMP & SUPPLY

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WATER WELL DRILLING

1035 E. Main, El Cajon, HI4-9444

PACKUS DIES IN CAR CRASH

Tuesday afternoon while delivering blueprints for his S.D. employer, Wm. Arthur Packus, 26, of Lilac Lane, was killed when his foreign speedster crashed the rear of a pickup on Mission Valley Freeway and swirled over a bank.

Packus came to E.C. last May with his wife Ruth and stepson Jimmy, 9, from Lansing. She is employed at Convair. They lived at the Chieftan Trailer Park, then in July bought the Pill Pain house here where they lived.

On Sept. 1 he was injured on Dead Man's curve, Tavern Road, when his motorcycle hit a hole and crashed. He suffered an injured shoulder and Jimmy escaped with bruises.

Besides his widow, he leaves his parents in Lansing, an uncle at the Chieftan, Verne Perkins. Paris Mortuary prepared the remains which Perkins and the widow took back to Lansing Thursday for burial. His death brought the county traffic toll to 196, compared with 168

MICHAEL GETS BIG TOOL

A specially built diamond core drilling rig that will tear into the hard blue granite of this area has just been constructed for Ed Michael, Alpine well driller. He says it will core from 2 to 4 inches. He reports that his business has been steadily increasing.

on that date last year.

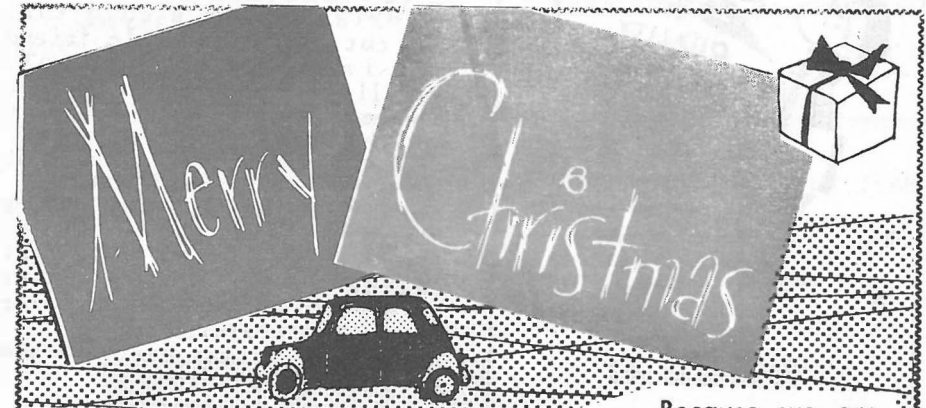
Note- I knew Pill well and when I heard of his sudden passing it was quite a shock. He was a nice lad and a fine musician. Had once conducted a small band and could play the guitar and sing. We had talked of getting up a quartet here sometime. Adieu, Bill! -CI

TREES TRIMMED, TOPPED, REMOVED

FULL NURSERY STOCK: INSECTICIDES, FERTILIZERS, ETC.

AYNES NURSERY

HWY 80 GLENVIEW, HI4-1879-HI5-2282



Because we are proud to number you among our friends, we send this greeting and a sincere thanks for your friendship and patronage.



From all the employees of the

VALLEY MERCURY

900 El Cajon Blvd.

HI4-3191

El Cajon, California

80 CHAMBER PARTIES

A large number of merrymaking members of Highway 80 Chamber of Commerce attended the annual Christmas party at Rose Hedge Manor, L.M. on Tuesday night with President Don Walker presiding. Director John A. Davis, L.M. was installing officer. Small gifts were exchanged and all had a great time.

Intuition: That strange instinct that tells a woman she's right whether she is or not.

SMALL TALK

BY CYNTHIA IRVINE

Jimmy Mosier has five water spanials that he wants to give away, bet somebody would like one for Christmas.

Patty Vanlou has posin oke and has to carry around a towl to sit on. It is all over her legs. David Kelly is back at school after he got over the chicken pox. Dail Bates has a birthday party on Dec. 19 and school is out Wednesday to. We are having our Christmas party the last day of school.

Chrissy Grandeury is home from school with the flu. Pamela Axsom bumped her head on the door at her girl friends house and chipped her front tooth.

Sherry Clements and her family are leaving right after school is out Wednesday for Amarillo, Texas to spend Christmas with her grandmother and grandfather.

Dail and Sandy Smith are going to Texas to to spend Christmas and New Years.

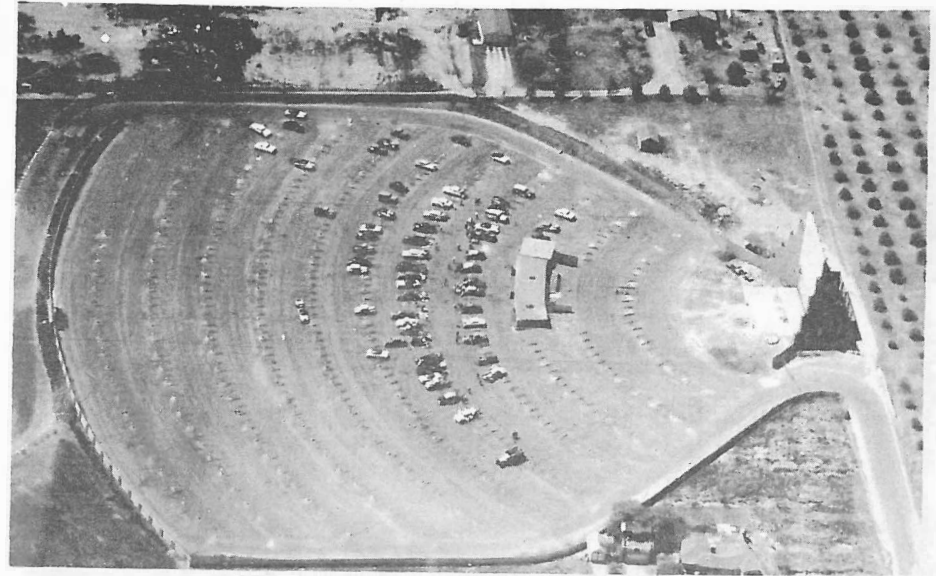
Christine has a cold that she cot from her little friend and is home from school. Lowell Hitchcock has two jobs and he is looking for some more for the Boy Scouts.

Lynn Coleman is a visitor at the Frey's. Mr. and Mrs. Coleman drove down from Myrtle Creek Oregon.

We were happy to hear that Maxine Kinkin's baby sister is home from the hospital after her kidney operation.

Merry Christmas everyone and have some nice holidays.



ALPINE NEEDS A PHOTOGRAPHIC STUDIO.



AERO DRIVE IN FROM ALOFT ON A SUNDAY MORNING WHEN DOORS JUST OPENED. LAST SUNDAY MANAGER AL DUMONT SAYS SCORE WAS 492 CARS FROM ALL OVER SOUTHLAND. RECENTLY NIGHT WATCHMAN WAS SURPRISED WHEN A MAN DROVE IN FROM EL MONTE UNDER IMPRESSION BIG SWAPMEET OPENED AT 5:30 A.M. HOURS ARE FROM 10 TO 5. AL HOWE PHOTO.

P I A N O  **Walter C. Currey**
8540 Roach Drive
La Mesa, Calif.
TUNING Phone HO6-2833
REPAIRING If no answer call
SERVICE CO4-4276

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HEARING
a new
ZENITH
QUALITY
HEARING AID
Easy time payments
arranged
on
GREEN
STRAPS
Weinstock's
169 E. MAIN EL CAJON HI4-5248

 *A Merry Christmas* 
HOUSE of NUTRITION
THREE LOCATIONS TO SERVE YOU
DOWNTOWN 1125 SIXTH AVENUE BE9-9453
LA MESA 8269 LA MESA BOULEVARD HO6-1585
CHULA VISTA 314 THIRD ST. GA2-5538

Seasons Greetings AND A PROSPEROUS NEW YEAR
TO OUR MANY FRIENDS IN THE MOUNTAIN EMPIRE.
And remember, there is never an extra charge when you say 'Charge It'
COMPLETE APPAREL SHOPS FOR WOMEN AND MISSES
30-60-90 DAY
CHARGE ACCOUNTS
Open Friday Evenings
EVELYN WIGTON'S
145 SOUTH MAGNOLIA
EL CAJON
QUALITY APPAREL SHOPS FASHION HIckory 4-2177
SMART SHOPS IN EL CAJON . LEMON GROVE . NATIONAL CITY . PACIFIC BEACH



We wish you a delightful Christmas when, making glad the hearts of others, your own will be filled with abundant happiness.



BUTLER DRILLING COMPANY

Kenneth Hittle

Alpine

Calif.



ROOKLIDGE FAMILY AT HOME. LARRY AT LEFT, SHERRY, RUTH AND RONNIE.

Tommy Hill writes his parents the T.E. Hills that he expects his merchant ship to be home by the middle of January from Australia.

Let the Sun estimate your printing.

HOLIDAY GREETING

TO OUR FRIENDS

OF ALPINE

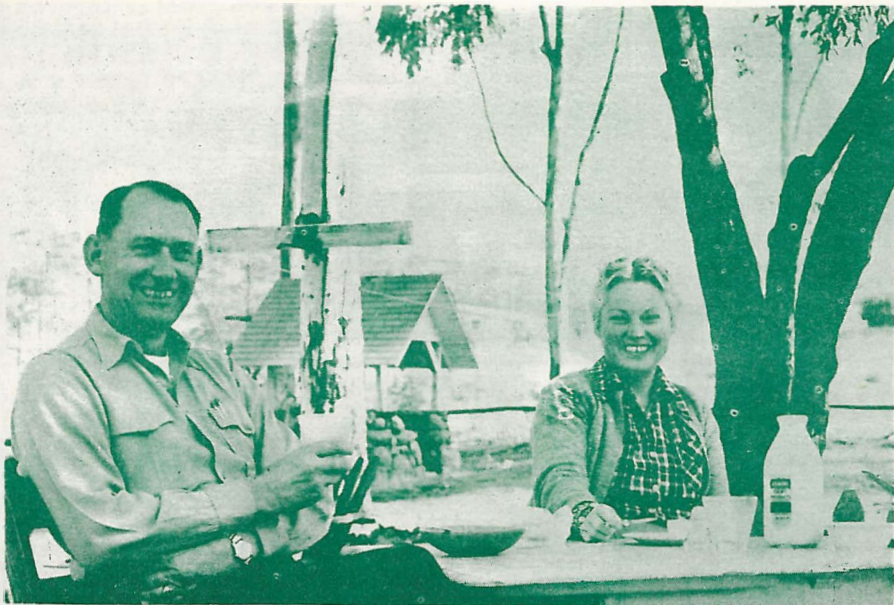


George C. Clark

VALLEY STATIONERS & SUPPLY

117 SOUTH MAIN STREET

EL CAJON



Tell advertisers you're from Alpine.

FOR LAST MINUTE
SHOPPERS, A
COMPLETE
TOY
SELECTION.



J.N. Green Stamps.

Guthrie's
children's shop

135 W. MAIN ST. HI 4-4788
El Cajon, California

AL FRESCO BREAKFAST DEC. 1 IS ENJOYED BY PIONEERS LT. CDR. LIEF LARSON AND ARTIST WIFE MAREE IN PATIO OF THEIR TAVERN ROAD HOME, RECENTLY SOLD. 'LARRY' AND 'DUTCHY' WILL BE GREATLY MISSED BY THEIR HOST OF FRIENDS HERE.

JEANNIE MANNING TO N.M.
The little granddaughter of Dr. and Mrs. Howard Ball, Rancho Metate is leaving by car with her aunt and uncle, the Pieter de Jonges, for Alamogordo, N.Mex., home of Mr. and Mrs. David Smith, (formerly Olive Ball, mother of Jeannie.

The de Jonges will drive, weather permitting, to Denver, then to Salt Lake to visit de Jonge's parents, plan to be home by New Year.

At long last woman has been placed at a disadvantage. Man can now travel faster than sound.



Alley-Ramay Paint & Supply

EL CAJON

THE HOUSE OF COLOR

MAKE IT A HOBBY GIFT

Everything in the craft & art line

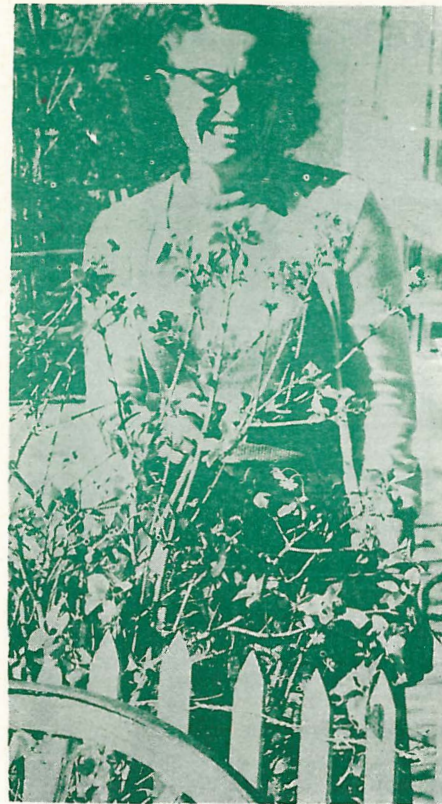


PAINT WITH
Treasure Tones

148 EAST MAIN

E. A. UHLER

HICKORY 4-5170



RAIN WAS MERE SAMPLE
At presstime last issue it was stated that it looked like rain. it did, but officially only .37 fell, but the Sun's gauge showed .45 as on the mesa of Tavern Rd. it is usually a bit wetter, a bit warmer in winter and a bit cooler in summer! Let's hope we get a good soaking before long.

A Sun Classified will sell it!

Christmas
Greetings



FROM

Alpine
STABLES

AT PEACOCK RANCH

HI5-3311

2320 HIGHWAY 80

ALPINE.

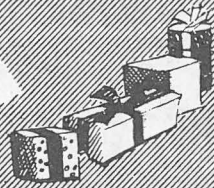
"So you're a golfer. What's your favorite course?"
"Soup."

Deachum
FURNITURE

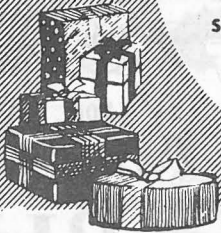
237 W. Main St. El Cajon
HI4-5143

SEE OUR GIFT DEPT. FOR
CERAMICS, GLASSWARE, CHINA
AND KITCHEN GADGETS. WE
HAVE A FINE SELECTION.

MERRY
CHRISTMAS



Friends
are like keepsakes grow-
ing more dear and meaning still
more to us year after year, and
with every Christmas it means
still more, too, to send warm-
est wishes to good friends
like you.



KITCHEN KORNER

LAVENE D. BABCOCK



174 E. MAIN ST.

HI 4-2703

EL CAJON, CALIF.

PLANTATION CLOSED ON XMAS

Foy Gregory and wife who run the refurbished and popular Plantation Restaurant on Hiway 80, Twin Oaks, advises that they will be closed on Christmas to observe the day at home. The Gregorys have transformed this eating place into a regular stopping spot for the hungry public.



ROGER RORIE WHO TURNS 14 IN FEBRUARY, SON OF THE JIM RORIE'S, IS QUITE AN ACTIVE BOY SCOUT AND ONE OF ALPINE'S FINE LADS.

DA SILVAS GRANDPARENTS

A fine baby daughter, Robin Suzanne was born recently in Oakland to Robert, son of Mr. and Mrs. John Da Silva, of Alpine Casino. She is a dark curly haired miss, tipped the beam at 6-6, which made the grandparents quite happy.

A Merry
Christmas

And a Happy New Year
JEANETTE C. HINKLE



TO OUR FRIENDS OF THE MOUNTAIN EMPIRE

May the spirit of Him

whose birthday we

celebrate abide in our

hearts as a living expression

of love... adding a deeper

appreciation of those spiritual

values that are true and lasting.

AL AND ALICE
CARIN, AL, JR
MRS. J. HINKLE
AND STAFF:
ED. BOB.
STEVE
AND
VIRGIL
JOHN REYNOLDS

AL HINKLE LUMBER AND RANCH SUPPLIES

LOADS

of

good wishes

TO OUR
FRIENDS



Himmel's

CAMERA SHOP

HICKORY 4-8262

We Give S&H Green Stamps

118 East Main

El Cajon, Calif.

NEW CHURCH DRAWS WELL

Paul J. Yancy, jr., pastor of the new First Baptist Chapel, 2253 Highway 80, told the Sun yesterday that the Sunday service had drawn many new faces due to the announcement in this paper, which was gratifying in the church as well as the Sun.

For Christmas they are combining special service with the Johnstown body which is their sponsor.

John Wm. Ball, better known in Alpine as 'Billy', son of Dr. and Mrs. Howard Ball, Rancho Metate, is expected home for New Year. He will fly from Ft. Riley, Kans., is attached to the army engineers.

"Do you know who I am?" shouted the irate general at the rookie who had neglected to salute.

The rookie looked at him blankly for a moment, then turned and called to a couple of friends: "Hey fellows, here's a good one. A General who doesn't even know his own name."

Season's
Greetings



Los Barrott

2210 HIGHWAY 80

ALPINE



DECLINE OF THE BRITISH EMPIRE: QUEEN VICTORIA, WHO USED TO REIGN OVER VICTORIA HEIGHTS AND THE VALLEY NOW ACTS AS WATCHMAN FOR A GARAGE. ALPINE MIGHT HAVE TAKEN OVER THIS FAMED ROCK AND HAD THE STATE MAKE IT AN HISTORICAL LANDMARK.

An economist is a guy who has a plan to do something with someone else's money.

WE ARE COMPILING ALPINE'S FIRST DIRECTORY: PLEASE FILL THIS OUT & MAIL:

LAST NAME FIRST INITIAL

STREET & NUMBER PHONE

MAIL ADDRESS

OCCUPATION

NUMBER OF CHILDREN

WE TAKE THE SUN. (IF NOT, WHY NOT?) ENTER MY SUBSCRIPTION, \$2. ENCLOSED.

PLEASE TYPE OR PRINT LEGIBLY.

CUT ON DOTTED LINE & MAIL TO THE SUN.

The man in the audience was annoyed by conversation in the row behind.

"Excuse me," he said, turning to the offending patron, "I can't hear a word."

And one of the women retorted, "Is that so! Well, what we are talking about is none of your business anyhow."

DON FULLER

General Contractor

Residential
Commercial, Remodeling

HI 5-2890, RT. 1, Box 264B, ALPINE

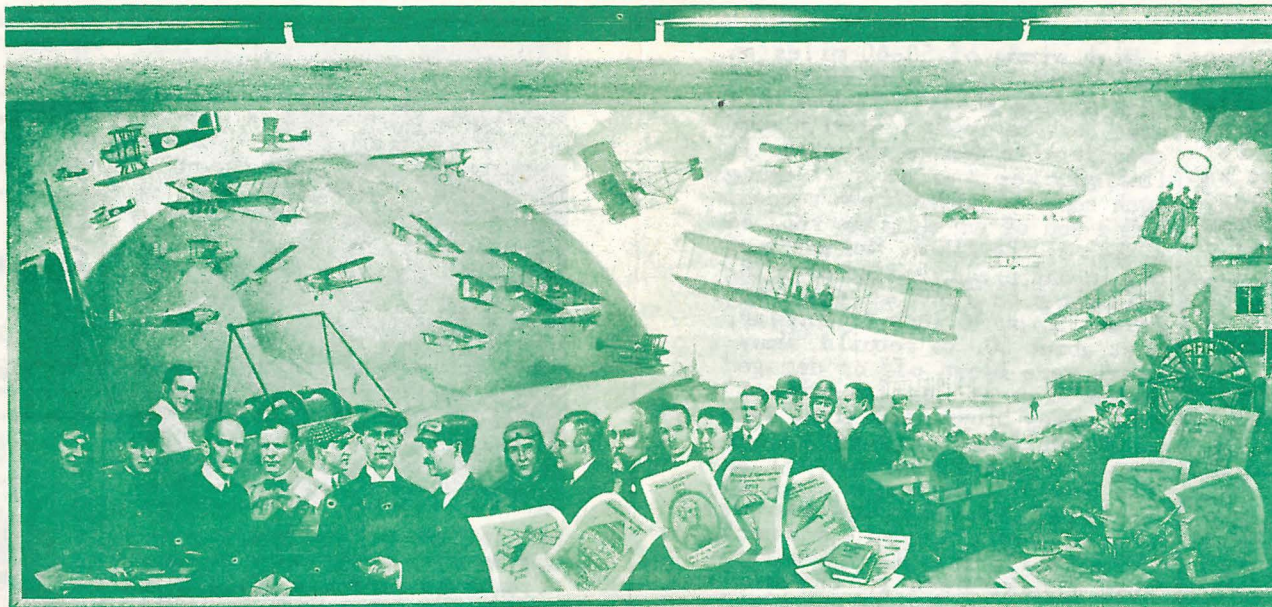


YOUR SHELL DEALER

VIC & MARY SHAHAN

WE GIVE S&H GREEN STAMPS

2 MILES EAST OF ALPINE. HI 5-2168



Historic aircraft of pioneer days greet the visitor to Western Headquarters, Los Angeles, in this mural given to the IAS by The Liquidometer Corporation. A key identifies each subject. In the foreground are portrayed (left to right) Lt. H. H. Arnold, Lt. John H. Towers, Clarence A. deGiers, Glenn H. Curtiss, Capt. Thomas S. Baldwin, Frank T. Coffyn, Wilbur Wright, Orville Wright, Glenn L. Martin, Charles L. Lawrence, Octave Chanute, Grover C. Loening, Edson F. Gallaudet, George A. Page, Jr., Lt. Thomas E. Selfridge, Earle Ovington, and Robert J. Collier. Beside Collier is the Wright brothers' engine that powered their first flight.

From Aeronautical Engineering Review - Dec. 1955

TO STUDY FOREST FIRES

Paul Black, fire commissioner of Alpine, invites the public to attend a Forestry Study Group, to discuss recent county fires. Meetings are the 2nd Tuesday, 2:30 p.m. in the Natural History Museum, Balboa Park.

The average husband is one who lays down the law to his wife and then accepts all her amendments.

New Low Price!

TOP QUALITY EXTRA THIN
BUSINESS CARDS

1000 ... \$4.95

WE DEFY YOU TO BEAT THIS PRICE!!

THE ALPINE SUN

PRINTING . PUBLISHING . WRITING
CUTS PHOTOS, RUBBER STAMPS, SCRATCH
PADS, PAPER, ENVELOPES, ETC. ETC....
2255 TAVERN RD. HI5-2394 - 2415 94

FLYING CLUB CIRCLES FIELD

Due to the rush of the holidays, Ken Hittle, president of the new Alpine Flying Club reports that activity will be throttled down till January when the organization will be given the gun and some takeoffs made.

Jack Schradé has promised to do all he can statewide to aid Alpine in getting an airport. Al Howe, living here, who flies almost daily and whose lovely photos are printed herein regularly, is ready to lend his aid in this worthy project, which has had some nice national publicity already, besides aid from the S.D. papers.

Don't throw the Sun away; send it!

AT4-7698

HI5-2468

Suter Bros.
HARDWOOD FLOORS

Laid . Sanded & Finished
Old Floors Refinished

ALPINE

PALL OF FOREST FIRE ASH

When last week's really unusual high winds hit this area fire stations from Lakeside to Descanso were swamped with calls by those who thought the Inaja fire had broken out again. It was the high wind blowing dust and ash off the hills that had burned only a few days previously. The huge gray-brown cloud reached up to 10,000 feet, reported Al Howe, the flier who went up to look-see. At one time the cloud came this side, obscured El Cajon Mountain.

Suggests the *Rocky Mountain News*:
"Don't drive as if you own the road; drive as if you own the car."

HICKORY 5-2330

CHAS. B. JOBES

LICENSED

GENERAL ELECTRICAL CONTRACTOR
RT. 1, Box 587-B
WILLOWS ROAD

ALPINE,
CALIFORNIA

THROTTLE YOUR BOTTLE!

If you drink, don't drive, and you'll stay alive, and such mottos are coming daily from the CHP, says Capt. R. Gautsche of the S.D. patrol office which is slated to curtail drunk driving over the holidays. So don't step on the throttle of your bottle. Take it easy and remember a soft drink never gave anyone a hard bump!

Alpine needs business rentals.

A Merry Christmas

TO MY MANY FRIENDS IN ALPINE
FUR REMODELING

All Furs Insured

Mrs. Nellie Dauley
Hwy 80 opposite Candlelight
HI4-6878 Day or evenings

SCHAAF HOME FOR HOLIDAYS

A happy voice on the phone told the Sun 'I'm surely glad to be home from Naval Hospital after the operation. I had the finest treatment, but it's great to be home. The voice was that of M/SGt. Geo. Schaaf, USMC owner of the Tavern Grounds. He was a CWO during WW2.

Dr. Gertrude T. Ryder
OPTOMETRIST

225 NORTH MAGNOLIA
El Cajon, California
Phone HI4-9012

Nelson's KID
KORRAL

SEASON'S GREETINGS



912 E. Main El Cajon HI4-9371

Christmas Greetings

Grayson Studios of Music

Classes Now Forming

Alpine Branch

FOR TEACHING ALL AGES, GROUP OR PRIVATE INSTRUCTION
ACCORDION, STEEL & STANDARD GUITAR, PIANO,
BAND INSTRUMENTS.

Instruments can be furnished

FOR INFORMATION CALL AT. 3-2195

UNUSUAL BLOW HITS ALPINE

High winds of 50-60 miles an hour-- not the regular east wind that Alpine knows-- lashed this area last Saturday week with some considerable damage reported. It lasted over two days, blowing much top soil off of open places.

One end of an aluminum roof on a shop of the Alpine Sun was torn off in one piece, sailed over the building to land at the rear. It was 20 by 10 feet triangular, cost about 50. to rebuild. Many roofs were blown off or damaged and a sign at Cecil Lewinson's office was blown over along with many smaller ones about town. Many trees were blown over and Jim Rorie's garage at his Associated Service Station was lifted and dropped, a wreck.

Note- While this is the worst wind I have seen in the eight years we have lived here this time, I still maintain that my slogan still holds true: 'When the weather is bad here it is worse everywhere else!'

Pullman passenger: "Porter, what about these shoes? One's black and one's tan."

Porter: "Wal, if dat don't beat all. Dis am de second time dat's happened dis mawnin'."

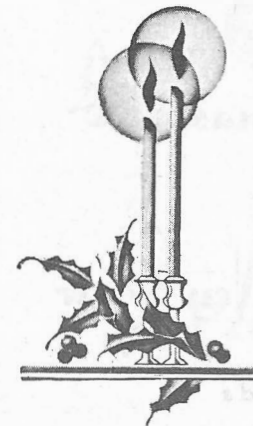
BUICK MOVES INTO NEW HOME

Last week saw another milestone in the progress of E.C. when Ballantyne Buick moved from Main Street where it has been for over 30 years, around to 300 E.C. Blvd. to a fine modern building. Don Barron, sales manager, says all service facilities are available as usual although the structure is not quite completed. They have 8800 feet of show space and 12,545 feet for service work. Grand opening will be after Jan 1, says veteran automan Andy Ballantyne purveyor of this splendid motor car.

On Sun. Dec. 30th, Community Church will offer infant baptism. Dr. Larson asks that you ring him early, HI5-2110.

S-I-Z-I-S is a word that I have coined. It has no meanin', I've found; But 'tis fun to know a word that reads The same backward as upside down.

CHRISTMAS
GREETINGS



Dorlan's Jewelers
J.N. MANISCALCO

155 E. Main St. El Cajon, HI4-7333

Christmas

Greetings 

and best wishes for a
Happy New Year



Alpine

CASINO

JOHN AND MARY DA SILVA

1155 Hiway 80 HI5-2952

FR. DI CHRISTINA HAS BOOK
 Among the many hobbies of Fr. Jos. C. di Christina, of St. Philomena Catholic Church here, is book publishing. He compiled a hymnal while on a jaunt to Mexico, which is used regularly. It is in Spanish, inspired by the Rev. Padre Isidoro Dwyer, a missionary south of the border, and to whom it is dedicated. Arrangements are by Senora Floris Hudnall.



IMPRINTED IN HYMNAL IS THIS FACSIMILE OF BEAUTIFUL LEADED GLASS WINDOW FROM OLD MEXICAN CATHEDRAL.

Pitter: "So you used to make whaling trips with your father when you were quite young?"

Patter: "Sure. Out to the woodshed!"

**RENDEZVOUS CAFE
 and Trailer Park**

GERMAN-AMERICAN COOKING

4009 Hwy 80, 2 MI. EAST OF ALPINE

Tues. closed all day
 H15-2150

Wm. P. Little, head school custodian is still abed but making nice recovery from his recent heart trouble.

After you read this please pass it on.

A
Merry Christmas

And a

Happy, Prosperous New Year

To All Our Friends

AL ARCHARD, INC.

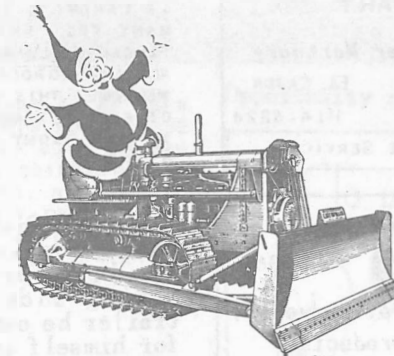
WILLYS JEEP, SHELL PRODUCTS, KELLY TIRES, RETREADING

695 El Cajon Blvd., El Cajon

Hickory 4-2175

Christmas Greetings

To Our Many Friends and Customers



Fred D. Rushing
Construction

HICKORY 5-2214

ALPINE



PARIS MORTUARY

This Area's Pioneer Mortuary

474 N. MAGNOLIA EL CAJON

HI4-5195 HI4-4224

24-HOUR AMBULANCE SERVICE

FLORENCE'S MARKET, 2262 HIGHWAY 80, IS LANDMARK IN BACK COUNTRY WHERE MANY FROG UP GRADE COME TO SHOP. FLORENCE CLARKE, OWNER AND OPERATOR, AND HER CORDIAL STAFF MAKE EVERYONE WELCOME. THIS IS LARGEST MARKET EAST OF E.C. SET AMONG STATELY GUM TREES. IT HAS ROOMY PARKING LOT OFF THE HIGHWAY.

CALL

**ASSOCIATED
OIL COMPANY**

HI4-3361

For quick delivery of stove oil
and petroleum products.

REGULAR ALPINE DELIVERY SERVICE

Wm. W. Bishop has moved his mobilhome into the Log Cabin Trailer Court where he enjoys living under a big oak. The trailer he owns was one he built for himself and is a fine specimen of carpentry, a line from which he retired.



Greetings

IN GRATEFUL APPRECIATION FOR YOUR FRIENDSHIP, AS SHOWN BY THE FINE PATRONAGE YOU HAVE GIVEN ME, I WISH YOU A MERRY CHRISTMAS.

Jimmy's BARBER SHOP


2530 HIGHWAY 80



SUPERB VIEW BY AL HOWE AS HE FLEW EDITOR IRVINE OVER HIS HOME, 2255 TAVERN ROAD. HOME OF O.E. JORDAN AT RIGHT. NEXT THREE BUILDINGS ARE SUN OFFICE AND SHOPS. NEXT HOUSE IS OCCUPIED BY BREEZY CROCKER. AT LEFT IS RALPH FREY'S PLACE. THEN IRVINE'S HOME AND THE BUNGALOW OF WAYNE LONG. BACKGROUND SHOWS TRAILER ESTATES.

Opportunity in Alpine: Roofer.

Harold P. Requa, chief deputy assessor and well known in the back country is retiring from the Civic Center on Dec. 31. He has served the county for 21 years.

To wish you 
Happiness
NOT ONLY
at Christmas

BUT ALWAYS!

PRATER'S

SEPTIC TANKS
Cesspools
Cleaned

HI4-3318, 625 HIGHWAY 80, EL CAJON

a Very Merry
CHRISTMAS 

and a Happy
NEW YEAR

MR. AND MRS. A.L. HILL

VALLEY HAS HUGE GROWTH

As El Cajon grows so grows Alpine applies to this community for with the continued expansion of the sister city below, Alpine is likewise expanding. This is shown in the annual report for the fiscal year 1955-56 for the city of El Cajon. In the decade it has grown six times in area, seven times in population, 11 times in assessed valuation, and its annual revenue upped from \$302,532 to \$1,378,966. And further expansion in all phases of that fine town is anticipated.

Friends: Some are true, others are not. They either love you, or what you've got.

ELSIE & RALPH'S

EXPERT UPHOLSTERING

FREE PICKUP & DELIVERY

FREE ESTIMATES

All Work Guaranteed

OAK GROVE RD. DESCANSO HI5-2809

COMPILING FIRST ALPINE MAP

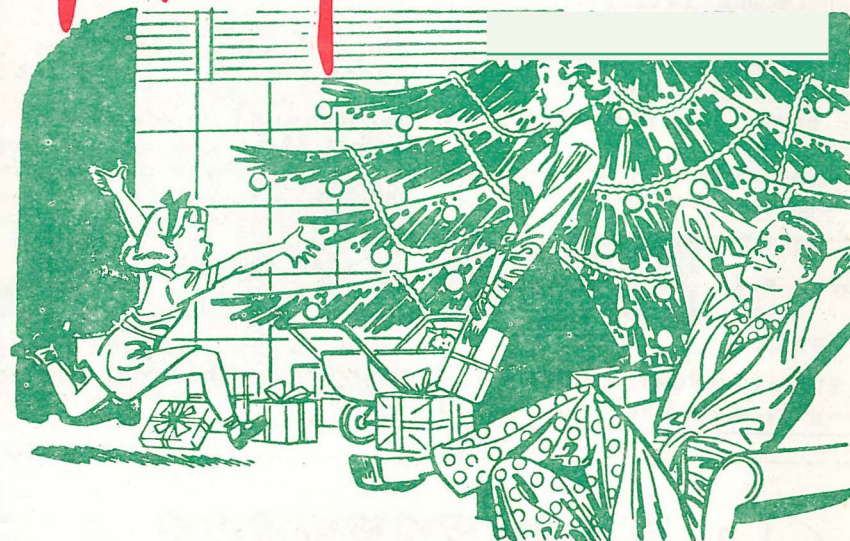
With the aid of various county offices, mainly the building department with T.L. Yakel; Al Howe, the flier; Sam Hansen, local county road superintendent and the Sun editor, the first complete map of Alpine ever published will appear in an early issue.

It will show all main county roads and highways, streets, lanes, even private roads, with bridle and fire trails, etc. Street numbers in hundreds like city maps will be given so that any dwelling may easily be found. Building and landmarks will also appear so that the map will be of general value to all.

Note- Any suggestions or help will be mightily appreciated as this is quite a task and we have no official cartographer on the job!

Sunday night the 30th, at 7:30, Dr. Roger Larson will screen a film 'A Gift for My Son' at Community Church. All invited.

Merry Christmas



May its laughter and its friendships and good cheer be yours in abundance in this Joyous Season.

JIM, MILDRED, JERRY LYNN AND ROGER DALE

RORIE'S
ASSOCIATED SERVICE

1925 HIGHWAY 80

ALPINE

HICKORY 5.2443

MERRY CHRISTMAS

Ever mindful of your friendship and good will, we wish you and yours a most Happy Holiday with the realization of dreams far beyond all expectations.



LOG CABIN CAFE

2205 HIGHWAY 80 ALPINE

HI5.2243

DIM LIGHTS WHEN FOLLOWING
 The CHP requires drivers to lower headlights not only when passing another car headon, but when following. 'This is not only unlawful and dangerous,' Commissioner Caldwell says, 'but is discourteous'.

Note- The Golden Rule: 'do unto others', applies in every phase of driving and if observed would stop a majority of accidents and fatalities.-CI.

The second floor tenant called the party below and shouted, "If you don't stop playing that blasted saxophone, I'll go crazy."

"I guest it's too late," came the reply, "I stopped an hour ago."

Water Well PUMPS
 SALES SERVICE
 STOCKTON PUMP & MACHINE
 411 N. SECOND, EL CAJON, HI4-2672.

BREWER OUT OF HOSPITAL
 From Tucson comes a letter of interest to friends of Alpine's



former 'mayor', John Brewer: 'Dear Irvine: Here's my two bucks for your grand little paper, always full of Alpine sunshine. If Harold Bishop can afford \$2. so can I, for I won't be outdone by a marine. Just put in three months at Whipple Hospital, glad to say I'm doing l.k. again. Merry Christmas to my many friends in dear old Alpine.'

Scribed by Jean Rigaux in *Paris Match* is this definition of a psychiatrist: "A man who goes to the Folies-Bergère and then watches the audience."

GEORGE DOWDY WEDS
 Mr. and Mrs. George Dowdy announce the marriage of their son George, 29, to Carol Sue Jorgensen,



19. They are both Grossmont graduates. Carol Sue sailed to Honolulu for the wedding which was on Oct. 15th at the Lutheran Church. George has been in Japan on submarine duty but has been transferred to Pearl Harbor until his discharge sometime in March.

The couple have had a wonderful time honeymooning in the Islands.

DAULEY'S LOVE MOUNTAINS
 Mr. and Mrs. Wm. H. Dauley, she owns and operates that cute little shop on Highway 80 where they both do tailoring, alterations and fur remodelling, came up from Imperial Beach for the wonderful mountain weather.

AVOID HEAT FOR HEALTH
 With cold weather just around the turn of the year, the national liquid gas-- butane to you-- officials admonish folks in the country that it is not only unhealthful but expensive to heat their homes so that one 'feels' the warmth.

'For each degree the thermostat is set above 70, the seasonal heating cost rises about 4%'. Health officers recommend 70, no more, and most homes find that 65 to 68 is best.

Merry Christmas
 Happy New Year

Alpine MOTOR SERVICE

Complete Automotive Repairs
 Arc & Gas Welding

76 GAS OIL LUBRICATION
 HI5-2317 Hiway 80

With many good wishes
 for the holiday season.

TO OUR FRIENDS AND PATRONS

EMPIRE MARKET

2169 ARNOLD WAY HI5-2105

Season's Greetings

EYES EXAMINED--BROKEN LENS REPLACED--VISUAL TRAINING

LOUIS M. WINN, O. D.
 HICKORY 4-6129 H. DUDLEY WINN, O. D. Since 1912
 OPTOMETRISTS

120 REA AVENUE, FIRST STREET NORTH OF MAIN, EL CAJON, CALIFORNIA

SUN GOES TO HARBISON

Explorer Post 375, Harbison Canyon, sent this letter to the Sun: (signed by W.F. MacKenzie, advisor and David Hughes, sec. Dear Mr. Irvine: Post 375 wishes to thank you for giving us the chance to raise money for our Post treasury by selling subscriptions to the Alpine Sun. Respectfully yours, W.F. MacKenzie, Explorer Advisor.

FOR HOMES & HOMESITES

See

DON BATES

LOANS FROM \$50. TO \$500.
2445 Hiway 80, Alpine, HI5-2537

MARTIN 24-HOUR

Ambulance

Service
Hickory 4-4403



BOB'S
TEXACO SERVICE

Alpine

Hickory 5-2872

CLASSIFIED SELLS DOG

This may be America's tiniest newspaper, but it packs a big sales wallop has been proved time after time, even the little classified ads sell things from houses ranches, Jeeps, down to canaries. This letter tells its own story:

Descanso-- Dear Irvine: We wish to thank you for the quick response we received on our dog ad placed with you Thursday; the paper came out Friday, and Saturday we sold the dog. I call that quick service. Thanks again.
-Frank 'Lucky' Gabel

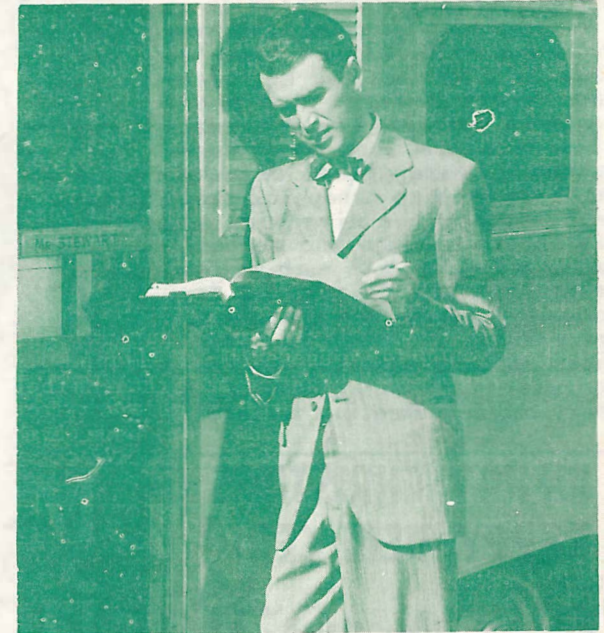
GAMMAS ENTERTAIN CHILDREN

The annual Christmas party for children of the Gamma Gamma Chapter, ESA Sorority was held Sunday at the Youth Center with Patti Blankenship in charge of program and refreshments. Santa was there to give each child a gift and a delightful afternoon was enjoyed.

Health is one thing in this world that we may have as much as we want.

EVER POPULAR
JAMES STEWART,
STUDIES SCRIPT

WHILE USING ONE
OF IRVINE'S BIG
TRAILERS AS A
DRESSING ROOM,
BOTH MEN ARE
FATHERS OF FINE
TWIN GIRLS. MOST
STUDIOS NOW USE
TRAILERS ALL THE
TIME IN AND OUT
OF THE STUDIO
AND THEY ARE
QUITE POPULAR,
AND SAVE MUCH TIME
AND MONEY.



Merry Christmas • Happy New Year

ALPINE VARIETY STORE

TOYS AND GIFTS

MRS. VIOLA RUNBECK

2257 HIGHWAY 80

ALPINE



Get the Sun regularly, mail this with check to Rt.1, Box 191.

Fortnightly

ALPINE, CALIF.

SUBSCRIPTION BLANK

Name..... Starts.....

Street.....

City..... Zone..... State.....

(Please print or write clearly)

Please enter or renew my subscription to *The Alpine Sun* as checked:

New

Renewal

() One year, \$2.00; () Two years, \$3.50; () Foreign, one year, \$2.50

THE ALPINE SUN

"Where the Sunshine Spends the Year"

12/21/56

America's tiniest newspaper!

CLARKE IRVINE, Editor and Publisher

WOMAN'S CLUB ENTERTAINED

A delightful Christmas program was enjoyed by Alpine Woman's Club Tuesday when Bea La Force and Sarabeth Magnussen presented a yule play with a cast of youngsters from Mrs. Magnussen's Drama class. Blanche McCall's Brownie troop 762 sang carols under the direction of Mrs. Elsie Hoffman and members exchanged gifts with each member bringing a white offering for community welfare baskets. Mrs. Harry Colby, in charge of decorations and refreshments, was congratulated on their beauty. A short business meeting followed.



"Well, anyway, we got our money's worth."

Lady - "Little boy, you shouldn't swear that way."

Tough Lad - "Okay, lady - if you know any better way, what is it?"

**MERRY CHRISTMAS
HAPPY NEW YEAR**



T.E. HILL, Alpine



ALTAR AND REREDOS OF COMMUNITY CHURCH ARE NATIONALLY FAMOUS, MADE OF VITREOUS ENAMEL ON COPPER.

Schoolboy's definition of a hypocrite: A kid who comes to school with a smile on his face.

To the People of

ALPINE

**THANK
YOU**

is the most sincere expression we know of to convey our appreciation for the friendship, cooperation and excellent business relationship which were so important to our mutual benefit during the past year.

May we extend to you and yours our best wishes for a Merry Christmas.



PENNEY'S

El Cajon

A FRIENDLY GREETING

A WISH SINCERE

Merry Christmas

HOWELL'S LUMBER YARD

773 HIGHWAY 80

EL CAJON

**Announcing
McCall's
RANCH SCHOOL**

Classes Beginning

JAN 2, 1957

MRS. CLAUDINE SWYCAFFER

TEACHER

GRADES 1 THRU 4

LIMITED ENROLLMENTS FOR
DAY STUDENTS

H15-2308 OR P.O. BOX 133, ALPINE

71 CAR MISHAPS DAILY!

The CHP this season promises a statewide attack on drunk driving over the holidays with local law agencies aiding, reports Com. B.R. Caldwell. Last December there were 71 fatal and injury traffic accidents daily involving drinking drivers, 50% higher than for the whole year.

Alpine Sun. Here's \$2. for another year-- so welcome each time it comes. Yours for success. Ethel H. Tracy, Alpine.

OPPORTUNITY IN ALPINE: JANITOR SERVICE

Chiropractor

Dr. Frank Bornowski

1981 Arnold Way

1/2 MILE WEST OF P.O.

HI5-2169 ALPINE CLOSED WED.

GEOLOGIST TO SPEAK

Lakeside Gem and Mineral Society extends an invitation to the Alpine Rock Hounds to attend their next meeting on Jan. 19th to be held in the Memorial Bldg. Lindo Park, Lakeside at 8 p.m. Our speaker will be Mary Frances Berkholz, field trip editor of Gem and Mineral Magazine and Federation Field trip chairman.

Mrs. Berkholz will speak on 'The Desert as I see It', a topic on which she is well qualified. She will show the desert via her beautiful color slides and take us on some of her field trips. She is also a geologist, writer and rock collector.

A midget employed by a circus got on a sleeper at Chicago to go to New York. He had an upper berth. He went into the diner and drank a large cup of coffee. About two hours later the man in the lower berth rang violently for the porter.

"Porter!" he exclaimed. "I can't sleep. Someone's pacing overhead."

May the best of all
life's blessings and the
warmth of the Yuletide
cheer be with you this
glad season.

Merry Christmas

Clements Real Estate & Ins

6217 UNIVERSITY AVE.

SAN DIEGO, CALIF

ALPINE IS FAMILY TOWN

Thousands in big cities are forever trying to 'get away from it all' by driving into the country, but here in the delightful community of Alpine, most folks don't have to leave, as they are already living 'away from it all'.

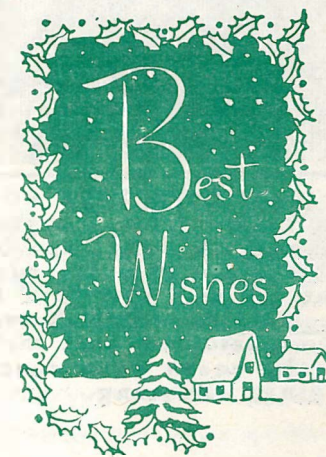
Among the many happy families residing here is that of Mr. and Mrs. Larry Rooklidge. He is a native of Winslow, Ariz., born there Dec. 4, 1919. Ruth is an Angelino, born there Nov. 17, 1922, but spent most of her life here, while Larry lived in La Mesa where his father and J.T. Wysong operate the Chevrolet agency Rooklidge & Wysong, with Larry as sales manager.

They have lived here since 1950 at Windy Hill Ranch, off Highway 80 above the Willows. Both went to school here and Hazel Hohanshelt was their teacher. They first met previously at L.M. They were married on Oct. 4, in S.D. where their children were born, Ronnie on May 1, 1943, and Sherry on Sept. 23, 1946.

A SPINSTER of uncertain years decided at last to join the Baptist Church. As the deacons plunged her into the river the first time, she gasped, "I believe." The second time she chattered, "I believe." A third time, gulping air, she sputtered, "I believe." One of the elders interposed: "You believe what, sister?" She eyed him savagely: "I believe you stinkers are trying to drown me."

BENEFIT TREE SALE GOING

Youth Center officials report that the yule tree sale going on in front of Bailey's Cafe, 2139 Highway 80, is being well patronized by Alpiners and folks from up the highway. The Alpine Teen-Age Club is doing a fine job with adult aid. They advise that you select early to get the best tree.



Alpine Rock Shop

Headquarters for Rockhounds

HOURS: NOON TO 6 P.M.

3520 HIGHWAY 80,

1 1/2 MI. E. OF ALPINE



SEASON'S GREETINGS
FROM the HAVENS



may you
share the joy of
the winter solstice
as our brother sun summons
our sisters the flowers to
awaken again to love; and the
GREAT CAT
purrs her appreciation.

GUY BOGART
PURR HALL, BEAUMONT, CALIFORNIA - 1956

McCALLS ENTERTAIN 60
As is their usual custom at Christmas, the McCall home bursts at the seams with friends and relatives when they hold their annual holiday party. Norwegian customs have been kept throughout the years with dancing, singing, feasting.

WORLD FAMOUS WRITER ON CATS. SENDS UNIQUE ANNUAL CARD TO CLARKE IRVINE. OLD FRIEND OF 33 YEARS STANDING IN L.A. HE IS DR. GUY BOGART, FOUNDER OF THE BEAUMONT CHERRY FESTIVAL, AND THE BOGART BOWL, ALSO WRITER OF PUBLISHED VERSE. BOTH WERE MEMBERS OF THE LONGER LIFE CLUB IN THOSE DAYS.

Conference — The confusion of one man multiplied by the number present.

Christmas and New Year Greetings



FROM
SMITTY
Trouble
Shooter

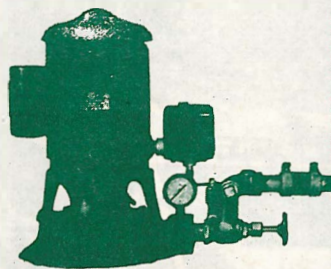
Your **DORWARD** Dealer

PUMP REPAIRS
ELECTRICAL WIRING
USED PUMPS, ETC.

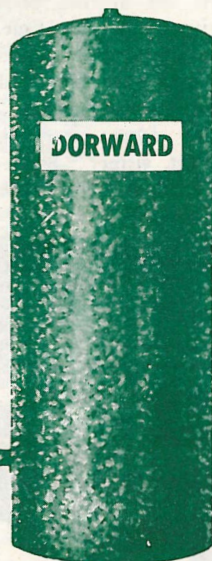
24-Hour Calls

HICKORY 5-2880

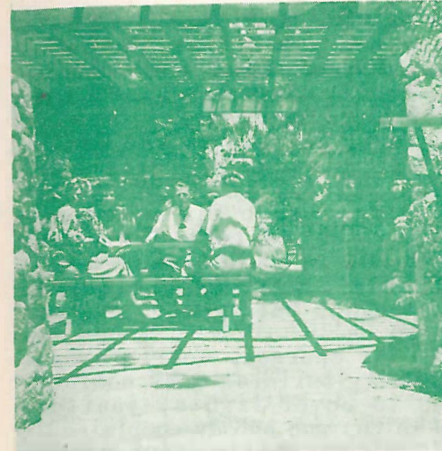
AUTOMATIC
WATER SYSTEMS
DEEP AND SHALLOW WELL PUMPS
FOR
Farms, Homes, Dairies
Industrial Plants



ROUTE 1, Box 21



ALPINE, CALIF.



DECEMBER BARBECUE ENJOYED AT THE HOLLYWOOD HOME, ALPINE HEIGHTS ROAD.

PATROL THANKS PRESS
The Sun was delighted by a letter signed by B.R. Caldwell, CHP commissioner 'thanking you for your fine cooperation in our efforts during the past year. best holiday wishes to you and your staff'
Thanks, Commissioner, we are always glad to help your fine organization for safety and order. -CI

ORDER YOUR

Christmas

PASTRIES AHEAD



TASTY BAKE SHOP

144 E. MAIN HI4-3686 EL CAJON

After John Jones had celebrated his 50th birthday, he asked his father how old a man had to be before his interest in women become merely platonic.
"Don't ask me, son," answered his father irritably. "I'm only 75."



Merry Christmas

It is a pleasure, at this time of the year, to greet our friends, who, through their faith in us, have made this year one of continued progress. Our sincere thanks and hearty greetings to all.

BALLANTYNE BUICK

300 EL CAJON BLVD.

EL CAJON

HI4-3155

YOUTH CENTER FROM PAGE 3 AS sion, to see if they might take over the buildings and grounds to be run as a county park.

'We were not up here to sell anything to anybody', Gardner told the Sun, 'we were invited to explore the possibilities and answer questions, which we did'. He said the matter must go to the supervisors anyhow. He was highly complimentary of the people who had worked so hard to get the building, barbecue and so on.

Should the county take the helm it would be with a master plan to develop it same as other fine county parks. There would be maintenance, a resident caretaker eventually, utilities, improvements, landscaping

Two ways are open to operation: as an Alpine recreation district with money from taxes, or the school could take it over and run it as a playground, etc., as part of school activities.

Should the county take over,

the \$2,000. that fire district taxpayers are giving the Y.C. for a 99-year lease, would go to the county, but earmarked for local improvement only.

Gardner pointed to the South Bay park where eight acres were given several years ago. 'It takes time to build up these places' he stated, 'so that eventually we would have perhaps a library, well-baby clinic, playground, ball games, lights and so on'.

As for charges, nearly every community building sets nominal fees to cover lights, janitor and so on, and nobody complains. A local recreation committee would set charges and for youngsters it might even be free.

Note- for several years we have urged that the Y.C. be made a civic center with its 10 acres. Eventually we will need it for library, sheriff's and other county offices and so forth. We believe it would be profitable in the long run for the county to take over. -CI



With all best wishes
for the
holiday season

Alpine FEEDS



PETE AND GEORGIE
PETERSON



Rock Terrace Rd.
2800 Highway 80
H15-2048, Alpine

CKACKLE STORY FROM PAGE 10

ranch. Hence this story and pictures, which Ed is sending to trade magazines and friends throughout the nation. This is fine publicity for Alpine and its salubrious climate.

Later in getting data from Ed, he asked me 'How many heartbeats does it take to make an egg?' That floored me.

'You would think it was all up to the chicken, but it isn't' he answered.

Well, Ed had it all figured out in his navy-like efficiency. He's a veteran of WW2, blasted into a hospital for many months, then many more rebuilding, finally landing here via Harbison Canyon.

He pointed out that science tells us a chicken's heart beats 300 times per minute-- 18,000 an hour; 432,000 times a day and 157,680,000 times per year. Quite a few heartbeats for a normal 250 eggs per year, or 444,960 heart beats per egg!

But that is not all---one has to consider the heartbeats necessary to produce the feed, water and care of the chickens by dedicated personnel at Adobe Hacienda, 30,000 chickens are cared for in such a manner that they simply lay better eggs. The term 'Leisurelaid' is no idle boast.

The 30,000 hens total 4,736,400,000 heartbeats a year. They consume four tons of feed per day costing \$125,000

yearly. The 5,000 gallon water consumption daily means 1,825,000 gallons a year.

As we chatted in his modern office which gives onto the shedded acres where happy cackling made a symphony in harmony with sweet music by a p.a. system which he built, we discovered a few things.

'Ed, I asked 'Where are your employes-- I've seen only the girl in the egg office and Scotty (his wife) on the job-- how do you get all this done?'

Then he confided: 'our best ranch hand works like a hundred me's, so we employ only 3 around here'.

It seems that this chap handles 3 million pounds of feed a year, and does a lot of other jobs. His name is Reddy Kilowatt. He is the most dependable and cheapest hired man we have!

It is he that makes automation possible-- turns the screws that send the feed to the hens 10 times a day; pumps the water; times the electric lights for summer and winter, and finally helps the girl grade and refrigerate the product. At times the ingenuity of Ed and Scotty is taxed to keep all the birds personnel and customers happy--

MORE ON PAGE 53

Barney & Agnes Ratliff

Twin Oaks Cafe

Meals, Cold Beer, Dancing.

H14-9268

Hiway 80, 7 1/2 mi. E. of El Cajon



Alpine Realty Co.



WISHES

Each and Every One
of Our Many Friends

a Merry Christmas

and a Happy New Year





WAIT...

SOME MORE!



There is no time quite like Christmas for remembering the friendships we cherish and there are no wishes like the old tried and true one—



A Merry Christmas to all. May you have loads more greetings to brighten your Holiday.



MART & JACKIE'S
Alpine
CAFE

2225 HIGHWAY 80
Hickory 5-2179

BREAKFAST, LUNCH & DINNER
EASTSIDE ON TAP; BEER & SOFT DRINKS

7 A.M. TO MIDNIGHT DAILY



"That's to keep me from sleeping past quitting time."

SEPTIC PERMITS IN EC

No more will back county folk have to buck traffic to S.D. to get permits for sewer installations, is the word from Dr. J.B. Askew, county health office. Starting Jan. 2, from 8 to 9 a.m. Monday thru Friday, they may be had at the E.C. City Hall, building department. As 14 to 15 hundred permits are issued annually, this will save ruralites much time and gasoline. For details call HI4-2134, after 9, HI4-6197 or BE5-9761, Be9-7561, Ext. 611.

Children are natural mimics. They act like their parents in spite of every effort to teach them good manners.

a Merry Christmas

and a.

Happy New Year.

McGuffie's SUNDRIES

MEDICINAL PREPARATIONS VITAMINS

COSMETICS FOUNTAIN LUNCH

2363 HIGHWAY 80, ALPINE, HI 5. 2121



ONE WOMAN. LOIS KIRKPATRICK, DOES THE WORK OF THREE WITH THIS LATE MODEL.

CAKLE STORY FROM PAGE 51

that takes work and consideration.

Maintenance is no small task, in charge is Damon Kirkpatrick, with Geo. Kehl, jr. The Kehl family, recently from Austria, collect eggs thrice daily, rush them to humidified coolers, latest and finest to condition 'Leisurelaid' eggs for the consumer.

'Only complaint we ever have' moans Ed-- with pride-- is that our eggs sometimes are difficult to hard boil-- because they are so fresh!' I did not know this scientific fact myself.

Ed is a believer in nutrition-- for man as well as stock-- feeds his hens that way scientifically, gives them personal attention, demands top vitamin and mineral in the feeds which is passed on to the egg. In fact his poultry is so healthy that they need no vaccination and no drugs are ever used, which sometimes adversely affects egg flavor.

During the year Zimmer has increased production greatly with three new sheds, other

equipment and a billboard on 80 in front pulls visitors from the nation who drop in to take a dozen or more fresh eggs to friends or relatives, and his regular roadside business has about doubled. It is open from 7 to 7, 7 days a week.

The quality of these eggs and their fine flavor is proved by the fact that every ship to Hawaii carries many cases to the Royal Hawaiian Hotel, San Francisco and other cities, hearing of this unusually fine product, send for them.

'We believe in quality from the hatching egg to the eating egg' avers Ed, 'so we have the best hatcheries send us their finest day old chicks for which we pay a premium-- result, better hens lay better eggs!'

Alpiners that have seen the Zimmer place and watch him boost Alpine, are proud of such a far-reaching enterprise, which shows just what determination and know-how can do in a few years with 20 acres of sagebrush!

Jas. Bennett returned to Naval Hospital today for checkup after his recent operation there. He is making satisfactory recovery,

CHRISTMAS

SEASON'S GREETINGS

This season of the year affords us a splendid opportunity to express our Best Wishes to each of our friends and customers in this area. We are grateful for your past favors and wish you a season of great joy and happiness.

Suttner's

APPLIANCES ★ TELEVISION

229 EAST MAIN

EL CAJON

HI 4. 3146



HARBISON CANYON FOLK ARE MIGHTY PROUD OF THEIR VOLUNTEER FIREMEN WHO ARE FINISHING THEIR NEW FIREHOUSE AS NOTED IN IRVINE'S PHOTO LAST SUNDAY WHEN MOST OF THE BOYS WERE ON HAND SHINING UP THEIR THREE RIGS. THEY'RE A GREAT BUNCH OF BOYS DOWN IN THE CANYON.

Agnes McGuffie had a big thrill last week when her brother Jas. Underation, S.D. brought Bob Mitchell, an old school chum from Chicago up to see her after 24 years. They attended Williamson School.



Merry Christmas Happy New Year

To Alpine and the Mountain Empire

JUST OPENED

Alpine Fixit Shop

'Don't Throw it away- we'll fix it or make it work or what?'

1945 HIGHWAY 80 (NEXT TO RORIE'S ASSOCIATED STATION)

HI5-2058



Mrs. Mildred Smith, of the cottages bearing her name, entertained her daughter and her husband, Jos. Helm, from Hamilton Field near San Francisco last week-end, winding up the visit with a family reunion dinner at which were her two sons Bud and Bob and their brides.

Mrs. Wally Way, den mother of Scout Den 3, has had the laddies busy painting toys for needy children of this area. They meet Sundays at her Holly Road home.

Note from teacher on Betty's report card:

"Good worker, but talks too much."

Note from father under signature:

"Come up sometime and meet her mother."

M. H. Smith
PRESCRIPTION PHARMACY
 113 W. MAIN
 EL CAJON
 WE GIVE S&H GREEN STAMPS

TELEPHONE
 H14.3135

SEASON'S GREETINGS

To All Our Friends in the Mountain Empire



DURBIN'S Feed & Supply Co.

1202 PALM

EL CAJON, CALIF.

CLASSIFIED

30¢ PER LINE PER TIME. CASH ONLY.
 COUNT SIX WORDS TO EACH LINE
 MAIL TO THE SUN, ALPINE, CALIF.
 CASH, CHECK, COIN, OR STAMPS O.K.

FOR SALE, MISCELLANEOUS

HOUND DAWG. GOOD HUNTER? LAND'S SAKES. YES! BEAGLE, MALE, 5 MOS. OLD. \$15. GAS STOVE. 4 BURNERS. OVEN & BROILER. 2 STORAGE COMPARTMENTS & WORK SPACE. EXCELLENT COND. \$50 STANLEY & EVELYN WALKER RT. 1. BOX 304 C. ALPINE (BET. FOSS & ARNOLD ON SO. GRADE). (12-21)

CHRISTMAS SPECIALS
 PLAY EQUIPMENT. LARGE CHOICE. WELDING SHOP. 4 MI. W. HY. 80. PHONE H15-2186 ALPINE

FUEL OIL BARREL - 55 GAL. ALL CONNECTIONS. \$10. ALSO 14 STEEL FENCE POSTS. 6 FT. LONG. 50¢ EACH. A.L. HILL. OPPOSITE WILLOWS MOTEL. ALPINE.

SAVE WITH AWNINGS. PROMPT. COURTEOUS SERVICE FOR TRAILER. HOME. STORE. PATIO FURNITURE. EL CAJON AWNING CO. 845 EL CAJON BLVD. H14-5447. (TF)

ADMIRAL FREEZER. UPRIGHT. 3 MONTHS OLD \$185. H15-2394. H15-2415.

BOSTON STAPLER. FLOOR MODEL. FOOTPOWER. WORKS FINE. WE BOUGHT LARGER ONE. \$45. SUN H15-2415.

MASTER ADDRESSER. NEVER USED. FINE FOR CHURCH OR MAILING LIST OF 1000 OR LESS. \$20. COST OVER \$30. THE SUN H15-2394.

YOUTH BED. EXCL. COND. TWIN BABY BUTLER HIGHCHAIR. \$15. BED \$20. H15-2394.

"DID YOU LIKE the second act of the play?"

"I didn't see it."

"Why not?"

"Because the program read: 'Second act—Two years later' and I couldn't wait."

SPECIAL NOTICES

MONEY TO LOAN

EL CAJON FINANCE CO.
 133 NO. ORANGE, EL CAJON, H14-4103.

PERSONALS

NEED MONEY? \$5.00 TO \$500. LOANS 4% INTEREST ON CARS. JEWELRY FURNITURE. REAL ESTATE. DON BATES. 2445 HIGHWAY 80. ALPINE.

TRAILER PARKS

TRAILER ESTATES. 2255 TAVERN ROAD. MODERN. RESIDENTIAL. ADULTS. QUIET. SCENIC. H15-2394.

SPECIAL NOTICES

WELL DIGGING & LATERALS BY THE FOOT. PUMP WORK. SEPTIC TANKS & CEMENT WORK. FRED YALE. H15-2098. (11-23)

CONSTRUCTION. STONE. CEMENT. ROADS. BUILDING. HANDYMAN. ETC. HOUR OR DAY REAS. JOHN ROMAFNE. H15-2473 (TF)

KIDS FREE FOR HOLIDAYS

Yesterday was the first day of vacation for Alpine school children, in whose minds at night are dreams of St. Nick and all that he stands for. Supt. David Everett says they will be back on Wed. Jan. 2.

BEAUTY QUEST COSMETIC

LOCAL REPRESENTATIVE

MILDRED RORIE

1919 HIGHWAY 80, H15-2571. 2443

PLANTATION RESTAURANT WISHES EVERYONE A

Merry Christmas

Happy New Year



Closed Christmas Day

7½ MILES EAST OF EL CAJON ON HIWAY 80 AT ENTRANCE TO BLOSSOM VALLEY ROAD.

STROUT OFFICE GETS AGENCY

Frank Zirwes, E.C. agent for nationally known Strout Realty, reveals that his office has been selected to handle the new ABC prefab homes which are now being marketed by his firm in the 11 western states. FHA and GI financing is obtainable on these 'do it yourself' homes which have 19 floor plans and cost from \$2,475. to \$7,395. They should help a lot on local housing shortage, Zirwes believes.

"She thinks no man is good enough for her."

"She may be right."

"She may be left."

El Cajon Valley Florist

223 NORTH MAGNOLIA - EL CAJON, CALIF

HI. 4-7325

You Charge It-We Deliver It

FLOWERS BY WIRE. MEMBER F.T.D.A.

MERRY CHRISTMAS HAPPY NEW YEAR

STARTS AT 6:45

75¢. JUNIORS 50

AERO Drive-in

BOSTONIA HI4-8800

BIG NEW WIDE SCREEN

FILL THE CAR. COME AS YOU ARE

NOW THRU MONDAY, DEC. 24
JUDY HOLLIDAY, PAUL DOUGLAS
'THE SOLID GOLD CADILLAC'
JOEL McCRAE & VERA MILES
'WICHITA'
CINEMASCOPE & COLOR
ONE WEEK, STARTING XMAS
WM. HOLDEN
'TOWARD THE UNKNOWN'
PHIL CAREY
'PORT AFIQUE'
PLUS 5 CARTOONS!

SWAP MEET EVERY SUNDAY
10 TO 5, 35¢ A CAR



FAMOUS NATURE PHYSICIAN, DR. JOHN MAXWELL OF SANTA ANA, FORMER OPERATOR OF MAXWELL VEG-ETARIAN CAFETERIA, 404 S. WABASH, CHICAGO, VISITS THE IRVINES AT SUNNYSLOPE RANCH. WITH HIS WIFE HE STAYED AT ALPINE MOTEL FOR 10 DAYS AS HE LIKES THIS AREA HAVING FIRST VISITED HERE WITH IRVINE IN 1937 AT HIS SO. GRADE PLACE. HE IS 94, IN EXCELLENT HEALTH. STILL LECTURES

Merry Christmas Happy New Year



DEC. 23 THRU 25
WAR & PEACE
TEEN AGE REBEL
COMING SOON
'LOVE ME TENDER'

EL CAJON THEATRE

Hickory 4-3272

Any seat 50¢ any time

Season's
Greetings



During the rush and drive of

business day by day,

we seldom take sufficient time to

acknowledge the courtesies we have

enjoyed during the year just closing.

So, we're glad when Christmas comes

because we can say in all sincerity

A Very Merry Christmas to all!



ROOKLIDGE & WYSONG

LA MESA CHEVROLET DEALER

8203 UNIVERSITY

H09-4124



THE ALPINE SUN

HIS. 2415
HIS. 2394

RETURN POSTAGE GUARANTEE

AMERICA'S TINIEST NEWSPAPER
FORTNIGHTLY ON FRIDAY
ALPINE, SAN DIEGO COUNTY CALIF.
CLARKE IRVINE, EDITOR-PUBLISHER
ALICE IRVINE, NEWS & COMPOSITION
COMPLETELY PRODUCED BY PHOTO-OFFSET
AT SUNNYSLOPE RANCH, WHERE WE DO
A HEAP O' LIVING EVERY DAY!



SEC. 34.66 PL&R

U.S. POSTAGE
Paid

PERMIT NO. 1

ALPINE, CALIF.

PER COPY 5¢ BY MAIL, \$2. YEARLY

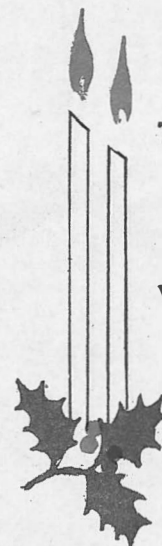
Hickory 5-2394

ALPINE WEATHER

FORTNIGHT TO DEC. 19
AVE. HIGH, 67, LOW 35
EXT. HIGH, 77, LOW 29
RAIN .44, SEASON .89



for
Christmas



To our faithful friends of long standing and
to our cherished new friends and to
those whose friendship we hope to earn,
we extend greetings of the season



FLORENCE'S MARKET