

YULE
1957

Alpine Sun

T E N
C E N T S

AMERICA'S TINIEST NEWSPAPER

Joyous Greetings

"When they saw the
star they rejoiced
with exceeding great
joy."

MATTHEW 2:10



May we, too, rejoice in our praise to Him. Let us
sing these praises every day of the coming year . . .
grateful for the manifold blessings which have been
bestowed upon us.

-CLARKE AND ALICE IRVINE

THE Season's Greetings

and every good wish
for happiness



Open Evenings For Your Convenience

HATCH CHEVROLET
850 El Cajon Blvd. City of EL CAJON HI4-1105



Alpine Sun

"Best climate in the U.S. by government report."

VOL. 6, No. 24. [142] ALPINE, CALIF. FRIDAY, DEC. 20, 1957 PRICE 10¢

PREPARE TO START WORK ON TAVERN ROAD IMPROVEMENT

GRADING OLD SCHOOL

Fred Rushing and his crews of earthmovers are finishing filling and leveling at the site where the old original Alpine school was removed some months ago. They will blacktop the driveway, the rest being used for playground.

SURVEY STAKES PLACED AND POLES SOON TO BE MOVED

With the fine improvement on West Victoria Dr. completed by county roadmen, all is now set for start of the long-awaited task of widening, straightening and leveling Tavern Road from Arnold Way to South Grade Road.



TAVERN ROAD'S NEW ENTRY ON HIWAY 80 IN AL HOWE'S AIR SHOT OF AREA ABOVE SEWER PLANT. WHITE LINE SHOWS ROUTE SOON TO BE CREATED BY COUNTY ROAD DEPARTMENT WHICH WILL MAKE SAFE ENTRY INTO 80 AT 90 DEGREES.

plus the new entry of Tavern into Hiway 80 east of the sewer plant.

The S.D. Gas & Electric Co. reports that if all goes well on securing rights of way for anchorage of lines across private land, they should have it done in 3 to 4 weeks. Most of their lines, also the phone wires, have to be moved or adjusted to the new route of Tavern Road.

PILL SUTER HEADS DIMES

The drive starting Jan. 2, for the March of Dimes will have as its head, Wm. Suter, announces Mrs. Beth Bennett, county campaign chairman. Volunteers wishing to aid should contact him at HI5-2468.

Surveyors have staked the new line along the lands of Dr. R.D. Mercer, the Wilcox families, Dr. Howard Ball, the Millener frontage and others at the north end.

EDITORIAL

LET'S CONQUER EARTH BEFORE CONTROLLING SPACE!

LAST SUNDAY WEEK THE S.D. UNION RAN A FEATURE ON 'IS SPACE MAN'S NATURAL GOAL?' ABLY WRITTEN BY KRAFFT EHRCIKE, CONVAIR-ASTRONAUTICS SCIENTIST, AND REPRINTED FROM ASTRONAUTICS, A JOURNAL OF THE AMERICAN ROCKET SOCIETY.

IT SPARKED IN MY MIND, ESPECIALLY AS THIS IS THE CHRISTMAS SEASON, WHEN SOME OF US AT LEAST, OBSERVE IT AS THE BIRTH OF A MAN THAT CAME TO TEACH LOVE, NOT HATE.

TO MY WAY OF THINKING, WE SHOULD CONQUER THIS EARTH BEFORE WE GO TRAIPIING INTO OUTER SPACE OR EVEN TO THE MOON TO ACHIEVE GOALS THAT MAY MEAN NOTHING MORE THAN MORE WAR AND SAUABBLING OVER A FEW GRAINS OF EARTH.

HIGHLIGHT OF EHRCIKE'S ARTICLE WAS THIS: 'NOBODY AND NOTHING UNDER THE NATURAL LAWS OF THIS UNIVERSE IMPOSE ANY LIMITATIONS ON MAN EXCEPT MAN HIMSELF'.

THIS HAS DEEP IMPLICATIONS. INSTEAD OF MAN LEAVING THE EARTH AND ITS WOES AND LACK OF FELLOWSHIP AND LOVE, TO EXPLORE AND 'CONQUER' SPACE, WHY NOT SET HIS FEET FIRMLY ON OUR PLANET AND CONQUER ITS SAD CONDITION.

EHRCIKE SAID MAN IS 'ENDOWED WITH THE POWER OF REASON AND THE WIDSOM OF THE MORAL LAW WITHIN HIMSELF' THEN LET US RESOLVE TO USE THIS WISDOM AND MORALITY TO CONTROL OUR EARTH, PERHAPS TO 'REMOLD IT NEARER TO THE HEART'S DESIRE' AS EDWARD FITZGERALD SANG IN HIS BEAUTIFUL TRANSLATION OF THE RUBAIYAT. -CI

Dr. Gertrude T. Ryder
OPTOMETRIST

225 NORTH MAGNOLIA
El Cajon, California
Phone HI4-9012

LOSES RIGHT EYE

Tuesday was a sad day for Mr. and Mrs. Sam. andazzo as it was her second trip to Mercy Hospital in two months for eye trouble, at which time it was found necessary to remove her right eye. She is making nice recovery at home.



And A
P R O S P E R O U S

NEW YEAR

From

Eugene and Anne Sauter

WE GIVE S&H GREEN STAMPS

Alpine Hardware Co.

2218 Highway 80

Alpine

HI5-2406



130 So. Magnolia HI 2-2521

OPEN NIGHTLY TILL 9 UNTIL XMAS



WITH A



A P P L I A N C E

"The Gift that Keeps On Giving"

- AUTOMATIC WASHERS & DRYERS
- WRINGER WASHERS
- IRONERS
- GAS & ELECTRIC HEATERS
- HOT WATER HEATERS
- DISHWASHERS
- DISPOSAL UNITS
- GAS & ELECTRIC RANGES
- REFRIGERATORS
- FREEZERS
- VACUUM CLEANERS
- FLOOR POLISHERS
- RADIO
- TELEVISION
- HI-FI SYSTEMS
- SEWING MACHINES
- AND
- ALL SMALL APPLIANCES



Chiropractor**D Dr. Frank Bornowski**

1981 Arnold Way

1/2 MILE WEST OF P.O.

HI 5-2169 ALPINE CLOSED WED.

**FIRST SOUTHERN
BAPTIST CHURCH**

of Harbison Canyon

SERVICES

9:45 a.m.... Sunday School
 10:45 a.m.... Morning Worship
 6:45 p.m.... Training Union
 7:45 p.m.... Evening Worship

ACTIVITIES: WOMEN'S MISSIONARY
 UNION & CUB PACK TROOP 375

JOHN WESTLAKE, PASTOR HI 5-3895

ALPINERS AT INAJA

Paul Black and Dallas Lore attended the dedication and memorial service for the 11 men burned in last year's hot forest fire on the Inaja Reservation which seared 44,500 acres. It was at the memorial park west of Julian with over 150 present. Howard Keddie was chairman. Paul Black, representing Alpine, made a talk along with other officials. The beautiful service was conducted by the Rev. Ralph D. Bonaker, chaplain of Viejas Honor Camp. (Photo on Page 44).

Community organizations wishing to sponsor Fairest of the Fair preliminary contests in 1958 should contact the Southern California Exposition and County Fair now.

Father: "I'm worried about your being at the bottom of the class."

Son: "Don't worry Pop, they teach the same stuff on both ends."

COBB**NURSING HOME****Air Conditioned**

FIRE ALARM SYSTEMS • INNER & BOX SPRING MATTRESSES

LADIES ONLY

24 LARGE PATIO
 HOUR NURSING CARE
 LIVING & DINING ROOM
 State Licensed & Inspected

Hlkry 5-3125

873 ARNOLD WAY, ALPINE
 30 Miles East of San Diego
 2000' Elevation



"Even so let your light shine before men, that they may see your good works and glorify your Father which is in heaven."

MATTHEW 5:16

**JOYOUS CHRISTMAS
 TO ALL
 KITCHEN KORNER**

LAVENE D. BABCOCK

174 E. MAIN ST.

HI 4-2703

EL CAJON, CALIF.

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.



NIGERIAN FAMILY, proteges of Miss Burdette; at left, Ruth, her little daughter Grace, Alhamdu, the husband, and a little neighbor girl, at back.

ALPINE'S UNIQUE HOBBY

Miss Ruth Burdett, Alpine's talented and popular piano teacher has been carrying on a most noteworthy hobby and project for over 30 years.

When she lived in Escondido she met several missionaries through the first Congregational Church. Thus she became interested in adopting a little orphaned Nigerian child Phoebe who lived in the Wushishi Missionary school. For years Miss Burdett sent money for books and uniforms.

At 16 she married a pastor and as they have no last name they accept the husband's first as their last upon marriage. His name was Alhamdu. Her first child was named Ruth in honor of her friend in America who had been so kind to her. In all Phoebe has had 8 children.

When Ruth was 11 one of Africa's most deadly snakes, the Green Maba, bit her on the hand resulting in the loss of her left arm. When she grew older an artificial one helped her to overcome the handicap. She



MISS RUTH BURDETTE with unique feather fan sent from Nigeria.

married young to a minister named Paul and so far they have two children.

Now that she has made a good marriage, Miss Burdett is helping her younger sister Naomi, and will probably follow through with her younger brother Gideon.

She used to send all letters received from Nigeria to a retired missionary friend in Boston to have translated but now that English is being taught Samuel, Ruth's younger brother, 19, translates for his family. He is studying to be a male nurse, is educating himself quite well. He is learning something new in English all the time and in his last letter to her he ended with 'Rest in Peace' which gave Miss Burdett quite a chuckle.

Money: Stuff which is worshipped by two classes of people: those who have it and those who don't.



LEO CRICKMORE

Signal Oil Co.

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

H06-3291 OR H06-5177



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



VALLEY

Health Foods



El Cajon



THE SEASON'S GREETINGS
 ISOBEL'S GIFT & HOBBY SHOP
 HI5-3106
 2249 Highway 80 Alpine

Christmas Greetings

**ELSIE & RALPH'S
 EXPERT UPHOLSTERING**
 FREE PICKUP & DELIVERY
 FREE ESTIMATES
 HI5-2809
 All Work Guaranteed
 OAK GROVE ROAD, DESCANSO.

LA FORCE PLAY HIT
 The small crowd that attended Saturday night's performance of Lea La Force's winning play 'Night of the Black Toad' enjoyed every minute of it. The program with the two plays plus a wonderful performance by Ginger McKoon and the delightful singing of the Helix High quartette made it a memorable evening. The Gamma Gamma girls who sponsored the program were sorry so few turned out. Mrs. La Force and the cast worked hard to put on something of interest for the people of Alpine.

YOU PAY THIS TAX, TOO
 If you think your own property taxes are high, just consider what the S.D. Gas & Electric paid last week to the county--\$2,705,903.66 for its first half! Of course your money goes into this total through your bill. It's total over 4 1/2 millions more than 10 years ago! The firm is The county's largest taxpayer.



Christmas

It is our desire that our friendship may go forward through the years as enduring as that spirit which makes this season of good fellowship live through the ages.



A VERY MERRY CHRISTMAS TO
 OUR MANY FRIENDS IN ALPINE

215 W. MAIN ST.
 EL CAJON HI4-3129



MOTHER GOOSE parade plus planned industrial areas have made E.C. one bright spot in nation. Here is jolly Helen Moulton, busy C of C manager. She frequently visits Alpine, sees great future in im-

Al and Mildred Simmons and daughter Pat are back after 4 1/2 years in Idaho Falls, Id. He was formerly at the Log Cabin, is again helping there. He is a painter and decorator.



It's not so much the phrasing
 of a Christmas greeting
 as the thought that prompts it... and the
 sincerity with which it is offered.

We sincerely wish you a very

Happy
CHRISTMAS
Holiday



BOB'S
TEXACO SERVICE

Alpine

Hickory 5-2872

MERRY CHRISTMAS *and a* HAPPY NEW YEAR



Let's Go ALL DEMOCRATIC For 1958

Let's Unite & Get Behind Our Democratic Clubs!



McAllister Heating Co.

Installation · Service · Repairs

BUTANE · NATURAL · OIL

2223 Dryden Rd. H03-5076 Fletcher Hills
(El Cajon, California)

REAL TEPEE
at McCall's
Ranch School
gives kids
fun as part
of outdoor
regime.

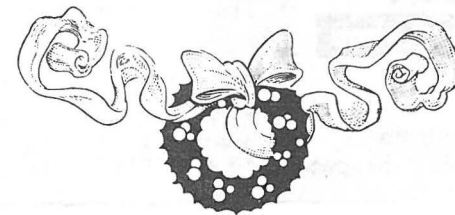


New phones are being installed
in E.C. making many numbers
change. Paul Weinstock reports
theirs is now HI2-3441.

Carl Haven and family have left
Pine Valley where he managed the
Inn. Art Collner is the new man
in charge for Mrs. Judson, owner.

SEASON'S GREETINGS

To All Our Friends in Alpine And The Mt. Empire



W. D. HALL COMPANY

230 E. Main St.

El Cajon

Ph. H4-3121

By Florence Brandow

Did you ever enter an ancient building and try to ferret out its history and background?

Such was our experience in browsing through the old winery in Alpine at 2115 Arnold Way. The building must be close to a century old. Its architecture, size of the beams, its mustiness—all speak of age. Accompanying buildings scattered about its sizeable acres smack of it. The old barn, moss covered huge slabs for sidings, old doors, battered hinges.

The winery itself is what interested us. The walls of the front entrance covered with yellowed and ageing cards - business cards of customers. Old pictures of early San Diego when it was a mere village - with its harbors and inner harbors.

There is a perfectly preserved program of a Sciot's meeting with the young, charming smile of a triumphant Lindberg, guest of that organization on his re-

turn home from adventure.

Then wine flasks of all designs and sizes. Flags hanging from the walls, large and ornate, in their shipping cases, still intact. One has a feeling that to burrow deep enough you would find a buried cache of rare old vintage.

Under the piles of old lumber, unused machinery, we unearthed box after box of books. The first things we laid our hands on were 2 bound volumes of 'Far and Home', a weekly newspaper published in London in 1882 and 1883, both books intact.

We found an 1829 edition of Scott's Waverly Novels, an early 19th century edition of Pickens' 'Old Curiosity Shop'. An 1884 volume of 'Don Quixote'. Books on science, history, philosophy, with dates of early 1800. There is a Spanish dictionary, 1875, a history of Asia and India. There are history books from Persia and Peru.

The home is crammed full of fabulous antique furniture, all from 80 to 100 years old. Hand made bedsteads, joined with wooden pegs, bookcases, desk, heavy carved mahogany and rosewood.

The property was purchased by Mr. and Mrs. Homer A. Spear about seven years ago from Mr. and Mrs. H.L. Flegal. They have fixed up the outlying cottages and buildings into apartments which they rent. It is a delightful place in which to live, just off the beaten track, with great spreading shade trees, giant cactus and flowers nestling among the rocks, and its obvious flavor of history and romance.

Mrs. Alice Liebert was stricken with a heart attack recently, was taken to Grossmont Hospital. She is doing nicely, is expected home soon.

FOR LAST MINUTE SHOPPERS. A COMPLETE TOY SELECTION.



Guthrie's
children's shop

135 W. MAIN ST. 44-4788
El Cajon, California

McCALL'S RANCH SCHOOL

RESIDENT & DAY SCHOOL FOR BOYS & GIRLS. PRE-SCHOOL THRU 7TH GRADE.

SMALL CLASSES -- INDIVIDUAL ATTENTION -- HIGH ACADEMIC STANDARDS-- FUNDAMENTALS AND GOOD STUDY HABITS STRESSED.

Mr. & Mrs. C.L. McCall, P.O. Box 133, Alpine, Calif. H15-2308



PRINCESS MATERIAL for Mother Goose Parade is this attractive 15-year old Alpine girl, Sharon McGee, daughter of Mr. & Mrs. O. E. McGee. Her father owns a jewelry store in Pacific Beach while his wife is the genial manager of Alpine U-Wash. Sharon goes to E. C. V. High.

Save 5 Hours Housework Weekly!

see **FILTER QUEEN** today

Revolutionary, new home sanitation system saves hours of time and work. There's nothing else like it.

Famous patent-protected disposable cone prevents suction failure. No dirty bag to empty!

Entirely new, entirely different jet demother gives real protection against moth damage!

Marvelous, fast and easy method for shampooing rugs and upholstered furniture. Save money! Prolong the life and beauty of your rugs and furniture!



TOM GAZICA

LIBERAL TRADE-IN ALLOWANCE! • EASY MONTHLY PAYMENTS! • FREE HOME DEMONSTRATION!

Don't Wait! See why Filter Queen is the only home sanitation system of its kind in the world. Get the facts!

See why Filter Queen sales are breaking all records. See how easy it is to own this marvelous work saver!

phone for demonstration now!

H03-3325



SISTERS ENJOY reunion. Mrs. Lane at left, Mrs. Forman, on right.

ENGLISH WOMAN VISITOR!

An outstanding civic-minded Englishwoman, Mrs. Nora A. Forman, of Grimoldby, Louth, Lincolnshire, England, is a visitor in the home of her sister, Mrs. R.C. Lane, Marshall Road. She is on a six-month's vacation, is getting another half-year's extension. Mr. Lane is of the Deakins-Lane Diesel Co., in E.C., handling Case tractors.

Mrs. Forman is the first woman chairman of the Louth Parliamentary Division of the Liberal Association, holds office as county organizer for the National Allotment and Gardens Society, acting as a delegate between the smaller bodies which she starts, and the national body. She is also parish counsellor,

MORE ON PAGE 43

Season's Greetings

Flowers by Marguerite

GIVE FLOWERS OR POTTED PLANTS FOR CHRISTMAS.

FLOWERS FOR ALL OCCASIONS
WEDDING DECORATIONS, CORSAGES

LOUIE & ALLEYNE MARKS
H14-5955 141 S. ORANGE AVE.
FUNERAL DESIGNS, EL CAJON, CAL

MURRAY BEAUTY SALON

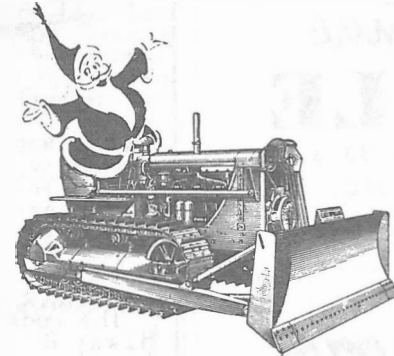
HIGHWAY 80 - 1 MILE EAST OF FLINN SPRINGS

H15-2551

CHRISTMAS GREETINGS and A Happy and Prosperous
New Year to our Friends and Patrons.
Connie Murray
Alex Murray

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

M. H. Smith PRESCRIPTION PHARMACY

113 W. MAIN EL CAJON TELEPHONE HI4-3135
WE GIVE S&H GREEN STAMPS

SEMI-ANNUAL

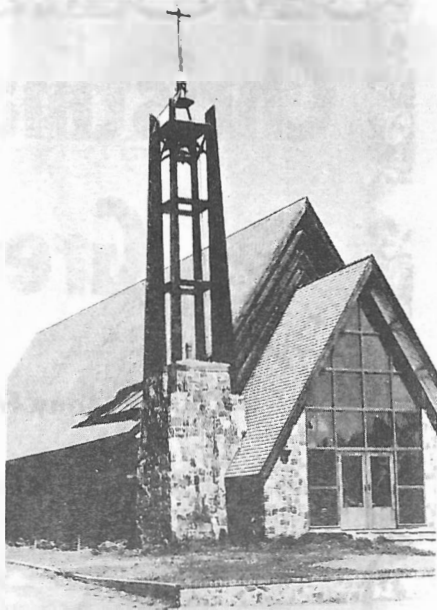
Christmas SALE

Starts 9:30 a.m.
FRIDAY DEC. 27
Be Early!
BIG SELECTIONS!

Nelson's

KID KORRAL
HI4-9371

-912 E. Main St., El Cajon -



ALPINE HAS four churches. This is Community Church. On opposite page is St. Philomena Catholic Church. Not shown are the Baptist and Assembly of God.

INSTALL SIGN BULKHEADS
The code says all parking on Hiway 80 should be parallel, but none observes it, so the law has put up sturdy bulkheads in front of the Alpine Cafe as a starter, threatens to issue tickets in future. More signs are to be erected.

ALPINE NEEDS A HOUSE PAINTER.

Merry Christmas

From **VALLEY MERCURY** and Staff
900 El Cajon Blvd. HI4-3191 El Cajon, California

GETS NEW DIAMOND DRILL
Riker's Pump and Supply in E.C. has just put into operation a new and somewhat costly 4-inch diamond drill for going down with the new economical water well which is actually cut 4 1/2 inches in diameter. Thus it is large enough to install a jet, turbine, or submersible type pump with capacities up to 65 gpm. In the softer formations a drag or roller bit is used, while in hard rock a diamond bit brings out a 3 inch core.
With this drilling facility Riker is able to offer the home owner and small rancher a medium-sized well at a moderate price, yet one capable of delivering sufficient water.

LOW HOME AFTER SURGERY
John Low, father of Ollie Low of S.D. was taken to County Hospital Dec. 6th for an appendectomy and an operation for hernia. Alpine's Dr. C.O. Tanner was the surgeon. He recovered nicely, was able to return home Friday.

Give the Gift of
HEARING

a new
ZENITH
QUALITY
HEARING AID

Easy time payments
arranged
with
GREEN
STAMPS

Weinstock's

169 E. MAIN EL CAJON HI2-3441

WITH
BEST WISHES
for a
MERRY CHRISTMAS



HAPPY NEW YEAR



B & R
Diamond Drilling Co.
ENGINEERING CONTRACTORS

HICKORY 4-2149

1025 East Main St., El Cajon, California



HAIG C. MERIGAN, D.D.S.

DENTIST

PHONE
OFF. HICKORY 4-2139
RES. HICKORY 4-7619

203 PRESCOTT STREET EL CAJON, CALIF.

BUSY INDEED is Sears Appliance Center in E.C., under management of Louis Onak, left, and his Assistant Manager Barrington, right. This store in former Arcade, reports steadily increasing business from Mt. Empire.

Among many Alpine Christmas family parties will be that at the home of the George Schaafs, Tavern Grounds. Daughter Gayle and husband John Wyvan Smith will be here from Glendale; Mrs. Schaaf's sister, Mrs. Mabel Shreve is coming from La Canada. Young Jay Schaaf will be on hand to help his Ma with the big Christmas dinner.

MART & JACKIE'S

Alpine
CAFE

2225 HIGHWAY 80

BREAKFAST, LUNCH & DINNER
SANDWICHES

TAP BEER & SOFT DRINKS. GAMES.

7 A.M. TILL MIDNIGHT DAILY

H15. 2179

**EMPIRE
MARKET**

The Friendly Store
That Saves You Money

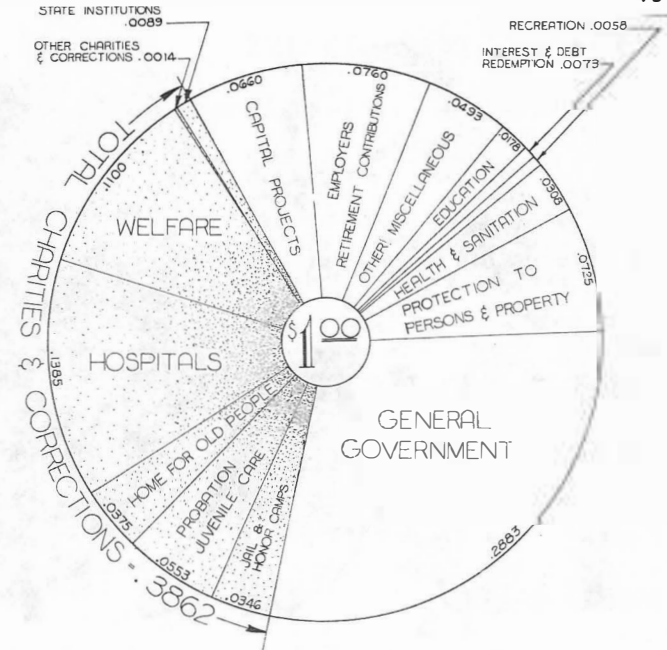
**BEST IN MEATS
AND FOODS.**

BEER & WINE

2169 ARNOLD WAY. ALPINE. H15-2105

NEXT TO ALPINE POSTOFFICE

THIS DOLLAR pie shows your county tax money allocation. note huge welfare slice small sliver for education. There is none for roads!



THERE IS NO PART OF THIS TAX DOLLAR FOR 'ROADS'



A FRIENDLY GREETING
A WISH SINCERE

Merry Christmas

JIM CLEMENTS REALTY

6217 University Ave.

San Diego 15, Calif.

JU2-5555



The reward of a thing well done, is to have done it.

PIONEER STORE OF A. Weinstock is ably managed by Son Paul, who has developed specialty in hearing aids, features famous Zenith line, has many customers in back country.

BARNEY & AGNES RATLIFF
of the

LOG CABIN CAFE

Wishes its many Friends and Patrons Joyous Season's Greetings.

2205 HIGHWAY 80, ALPINE 115-2243

Alpine is proud of its pretty candidate Verlayne Norwood for princess in the Mother Goose Parade. She worked hard, made a good showing, but lacked support. Perhaps Alpine will win a princess in some future parade.

Notice in Scottish church: "Would members in the habit of putting buttons in the collection plates instead of coins, please use their own and not those from the pew cushions."

Franklin's

FASHION CENTER FOR WOMEN AND CHILDREN

CHRISTMAS GREETINGS and HAPPY NEW YEAR

LAY-AWAY CHRISTMAS GIFTS NOW!

GIFT SUGGESTIONS

DRESSES, SLIPS, SWEATERS, P.J.'S, CAR COATS, ROBES
CHILDREN'S DEPARTMENT
NYLON & COTTON DRESSES, NYLON TOPPERS,
ROBES, PANTIES

El Cajon Store 117 W. Main St. 112-2833

4 WAYS TO BUY
• 30 DAY CHARGE
• NO MONEY DOWN
• BUDGET TRUST PLAN
5 MOS. TO PAY
• EASY LAY-AWAY CASH



NAVAL AVIATOR, Lieut. Gary Long, home from Texas for holidays.

The man who rolls up his sleeves seldom loses his shirt.

KELLERS BATTLE ASIAN FLU
The Hocking Branch was hit by the 'flu' last week. Mrs. Don Keller, who serves us at the Launderette, was several days in bed. Her husband who drives the school bus had to find someone to take his place on his afternoon runs. Their illness made it necessary for 'Gramps' and little Debbie to officiate at the birth of 13 little pigs.

MERRY CHRISTMAS HAPPY NEW YEAR

To our many friends whose patronage we appreciate

Art's
RADIO & TV REPAIR
HICKORY 5-3370
1945 HIGHWAY 80 ALPINE



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*

R

*appreciation of those spiritual
values that are true and lasting.*

- AL AND ALICE
- CARIN, AL, JR
- MRS. J. HINKLE
- AND STAFF:
- ED, BOB,
- AND CHARLIE
- VIRGIL BELL,
- MRS. DOROTHY
- AVERY

Al Hinkle Lumber & Ranch Supplies



SWEETEST PLACE in E.C. is the Candy House and its genial operator, Mrs. L.C. Finch, middle, with customer, Mrs. Emily Moorhouse, 1117 Pepper D. place of Alpine's pioneer mail carrier Roy Clarke, now retired.



SATISFIED SMILES reflect pleasure in progress report of new Bank of America in E.C. as Manager A.R. Wold discusses business with Helen Diekmann, escrow officer. Motto on his desk "Have you made your will?" calls patron's attention to importance of this matter.

Merry Christmas
and
Happy New Year



Alpine Motor Service



Wishing you
A
MERRY
CHRISTMAS
and a
HAPPY
NEW YEAR!

Bank of America

EXPLORERS NET \$122.

Over 100 enjoyed smooth dance music at the community house in Marlison Canyon Friday the 13th, which was a lucky night for the Explorer's post, netting \$122., reports W.F. McKenzie, advisor, in charge of the dance. They had a queen, called a sweetheart, Donna Kay Love, to preside, and issue the many prizes. All had a grand time, voted to hold another soon.

LAND CLEARING

AND BULLDOZING

McDOUGAL & AVERY

SATISFACTION IS A MUST WITH US

HI 5-3802

ALPINE

HAS HATCUE HOBBY

Mrs. Lizzie O'Rona of Campo, who sent in a subscription for the Sun 'as it is the best paper I know of because it has local news and is so easy to handle', has quite a hobby for a woman of 82-- she keeps three goats and makes her own delicious cheeses and butter.

One of the nanny goats recently went into the nearby rocks to have a kid, came back with a newly born fawn in addition to her own baby!

Mrs. O'Rona raised both on a bottle, successfully, too. She is a great, great, grandmother, is unusually young and spry for her years.

Try to save some money, if possible. Some day it may be valuable again.



We have distributed nearly

FOURTEEN MILLION DOLLARS FOR CHRISTMAS

to this year's Christmas Club members. Now's the time to join... and then you'll have Christmas cash with interest a year from now. Open 1958 Christmas Savings Club Accounts for your family today at your nearby branch of

SECURITY-FIRST NATIONAL BANK

SAN DIEGO DIVISION

NOW 200 BRANCHES STRONG

EL CAJON BRANCH 205 West Main

Member Federal Reserve System

Member Federal Deposit Insurance Corporation

FIVE GENERATIONS:

Lizzie O'Rona, Campo, who is 82 years young, and family.



Narrow roads where two cars could barely pass are being replaced by wide freeways on which six or eight cars can collide at the same time.

ALPINE SALES YARD

2940 HIGHWAY 80

HI 5-2984

MAIL ADDRESS: P.O. Box 234

"ALL KINDS OF NEW & USED STUFF"

"MILE EAST OF TOWN"

*Holiday
Greetings*

BILL & CHARLENE BROWN
OF

ALPINE BRANCH

LA MESA REALTY

2237 Hiway 80, HI5-3603

Christmas Greetings



and best wishes for a
Happy New Year



HI4-3628

115 W. MAIN

EL CAJON

SAN DIEGANS BUY HERE

Wm. R. Koehl, realtor, who lives in the home of the late Dr. Peter Boyke, Alpine Heights Road, reports its sale by the widow to Robert and Angela Vukich. He is a produce merchant of S.D., plans to move here early in 1958. It has 3 1/2 acres and a modern 3-bedroom home. As her sister bought the other Halvorson place next door, Mrs. Vukich is looking forward to living here.

Koehl's lease expires Dec. 31 but he will probably remain through January until the newcomers can move up. They have a son, 16.

FRENZEL SAILS TO PERU

A colorful postal to the Sun dated Callao, Peru, from Robt. Frenzel of Circle K Ranch here, tells of his enjoying his visit to South America as navigator aboard the Mayflower, now in drydock, 'then shortly back on the bounding billows...we have had a lot of bad luck'. Mrs. Dorothy Frenzel, a teacher in Alpine school, says he was in a terrible storm, was near a ship that sank. He expects to be back home around Jan. 15. He was a captain of merchant vessels in WW2.

BROWN HEADS REALTORS

Ted Brown, former Alpiner, of Ted M. Brown Realty in E.C., has been elected president of the E.C. Valley Realty Board, which includes areas from Grossmont to Alpine. The Browns have considerable property here and in E.C.

Christmas Greetings

Trouble Shooter

PUMP REPAIRS • ELECTRICAL WIRING
USED PUMPS

YOUR FORWARD PUMP DEALER

SMITTY 24-HOUR CALLS

HI5-2880 RT. 1. BOX 21 ALPINE

ALPINE NEEDS BUSINESS RENTALS.

SEASON'S GREETINGS

ALPINE VARIETY STORE

Gift items, Toys, Notions

MRS. VIOLA RUNBECK

2257 HIGHWAY 80 ALPINE



G. Hunter

FIRE AT WILSON'S

Saturday at 7 a.m. Alpine firemen made a fast run to the home of John C. Wilson, 2430 Wheeler, saved the house and furniture. An overheated oil stove started it. Wilson had earlier lit it, returned to bed, but Mrs. Wilson discovered it, phoned the alarm. Most damage was by water. No furniture was hurt as they carried it out. 'The boys did wonders' complimented Mrs. Wilson, whose son, Weldon, is a member of the volunteers.

Knut Svensson, carpenter, badly burned by a roofing tar top, is now up and around at his Hiway 80 home, his hand and arm still in bandages. He will not be able to work for several weeks.

"They have an ideal 50-50 marriage."

"How's that?"

"She buys 50-dollar dresses and he buys 50-cent ties."

Christmas Greetings

Water Well

PUMPS

SALES SERVICE

STOCKTON PUMP & MACHINE

411 N. SECOND, EL CAJON, HI4-2672.

WISHING ALL MY ALPINE,
CALIFORNIA FRIENDS

a Merry Christmas



and a



Happy New Year.

HENRY A. NELSON

May all the Joys
of the
Christmas Season
be yours

EL CAJON THEATRE

WED. DEC. 25 THRU DEC. 28
JAMES CAGNEY
'MAN OF 1000 FACES'
'APACHE WARRIOR'
STARTS NEW YEARS EVE
ELVIS PRESLEY
'JAIL HOUSE ROCK'

HI4-3272

SPEAR'S FAMILY REUNION
 Mr. and Mrs. Homer A. Spear, had their two daughters, sons-in-law and grandchildren with them for Thanksgiving. Mr. and Mrs. J.B. Quisenberry, April and David drove down from Newport Beach, and Mr. and Mrs. Ted Reynolds from El Centro. Their son, who is on the L.A. police force, was unable to join them.



ANOTHER CUTE BABY comes to Alpine. He's Kenny Homan, son of the young E.C. High bus driver who lives at Trailer Estates with his wife Claudia. She's a Californian while Frosty is from Wyoming.

ALPINE NEEDS A BUS SERVICE TO E.C.

ALPINE NEEDS A LOT OF RENTALS

Season's Greetings

Order Christmas Pastries & rolls ahead

TASTY BAKE SHOP

144 E. MAIN H14-3686 EL CAJON



ASPIRING YOUNG photographers from Alpine and mountain areas frequent popular Himmel's Camera Shop in E.C. Here is Les Himmel with Eastman Kodak gift display.

Let a Sun Classified ad sell it!

Merry Christmas



OPEN LISTINGS

WELCOMED

NO SALE - NO PAY

Strout Realty

"SINCE 1900"

WE HAVE EASTERN BUYERS
 FREE CATALOGS - FREE LOCAL LISTS

Frank & Rachel Zirwes
 REPRESENTATIVE

655 Hiway 80, El Cajon,

BALLANTYNE

OUR CHRISTMAS WISH-

*For the Joys of the Season-
 And may the year to come
 bring health, happiness and
 prosperity to you and yours.*

From the Staff

300 EL CAJON BLVD., EL CAJON

BUICK

Season's Greetings

TOYS

KAE'S TOYLAND

1060 E. MAIN ST.
 EL CAJON

SMALL TALK

BY CYNTHIA IRVINE

Merry, Merry Christmas everyone. I asked Daddy when I started writing Small Talk. He checked for me and I discovered that it has appeared in the paper for a whole year now. My first one was in Dec. 7th issue 1956. I could hardly believe it.

We had some excitement on Dec. 9th early in the morning. Our little dog Bunny had 7 puppies. She sat on two of them and they died. The rest are fat and cute. They won't be old enough to give away for Christmas but if anyone wants one later just let me now.

Linda Dowdy had some news for me that wasn't at all happy. Her little dog Mitzi was killed by a car last week. She still has Mopsy but everyone loved Mitzi. We were all sad to hear about it.

Mary Eva Fitzgerald called me to come over quick last week. She said she had something to show me and boy was it something. Her daddy bought her a baby steer. When I saw it in the grass I



thought it was little but when it got up it scared me he was so big. He is really pretty though and has curly brown hair and a white face. She calls him Sammy and we took this picture.

Barbara Rivera came to school with her finger wrapped up and I asked what happened. She accidentally smashed it in the car door but it is a lot better now.

Our 4th grade room won the PTA membership drive and as a prize after the first of the year we are going to go to the S.D. Zoo. Sherrie Clements and her family are going to Amarillo, Texas for Christmas if their daddy can get away from work for a few days. They went last year and had a good time.

Horsty McCall fell down and skinned his nose 2 times. It looked like it hurt to and Annie Lutz did the same thing only skinned her face.

The twins class has a new girl from Bostonia. Her name is Laura Fisher. She likes Alpine school. Dennis, Jeff and Danny Stiehm got to go on a camping trip last Saturday... Dinkie Frey sprained her ankle and had to have it bandaged... Linda Askerdell is in the hospital. She is in Mrs. Trant's 2nd grade.

Karen Jordan's horse Luckey stumbled on a rock Saturday and he fell. She went right over his neck and skinned her hand. Luckey was hurt a little but not very bad.

John West cut his hand on a sharp knife.



RECENT NEW MEN'S shop in E.C. is Howard's, whose owner-manager is Edwin Hoffman, shown here at right, with W. R. Webster, his assistant. Hoffman was pilot in WW2, was shot down, became a POW likes E.C. immensely.

Mr. and Mrs. Paul Black drove their new Mercury to Van Nuys for Thanksgiving dinner with his daughter, and family, Mr. and Mrs. Gene Trier.

Wishing You a

Merry Christmas

and a Prosperous

Happy New Year



Jack & Carmen Hoistad

ALPINE

**RENDEZVOUS CAFE
and Trailer Park**

GERMAN-AMERICAN COOKING
4009 HWY 80, 2 MI. EAST OF ALPINE
Tues. closed all day
HI5-2150

Ladies of the Youth Center are still stocked with some choice Christmas trees at reasonable prices in front of Bailey's Cafe, so they say to 'get yours here and help the Y.C.'

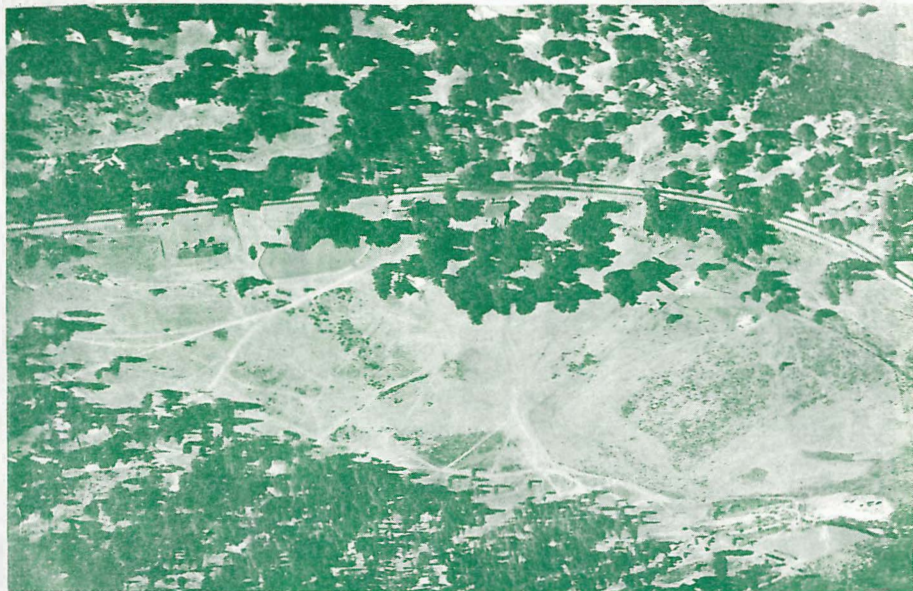


Greetings

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

Jimmy's Barber Shop

2530 HIGHWAY 80



PINE VALLEY as few ever see it, pines. In middle is trading post, in air shot made by Al Howe while flying Editor Irvine to Jacumba. at right fine new community hall with horseshow ring on its left. Highway 80 curves through stately

"Glory to God in the highest,
and on earth peace, good
will toward men."

LUKE 2:14

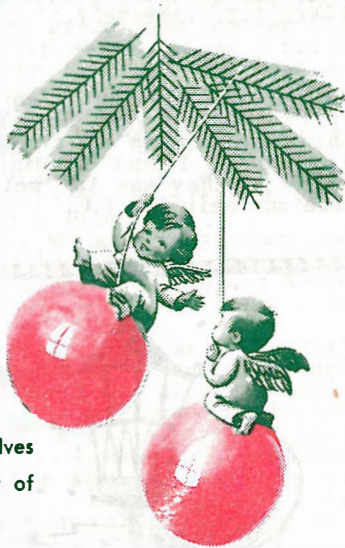
Merry
Christmas

On this magnificent occasion let us remind ourselves
again that we should maintain the true spirit of
Christmas throughout the months to come.



EL CAJON

237 WEST MAIN ST. HI2-2555



GAVIN-HAGEMAN WED

On Saturday, Dec. 7th, James Gavin, Alpine and Cecil Hageman of Harbison Canyon were married at a nuptial mass at the St. Philomena Catholic Church. Mary and Frank McDermott, sister and brother-in-law of the groom, served as matron of honor and best man. Family members and friends of the newlyweds were in attendance. Fr. Jos. di Christina officiated.

CHURCH FOLK ENJOY DAY

Fifty from the Community Church chartered a bus last Wednesday for an all day excursion. They left at 6 a.m., visited 'Queen for a Day' in Hollywood, did Cinerama and then drove to Knox's Berry Farm for dinner, returned home about 10, all had a wonderful day.

Susie Pepper, Pt. Loma, while riding at Alpine Stables, fell from her mount, injured her leg, was treated for a small bone fracture by Dr. Earl C. Woodall.

Mrs. Minnie McGee, manager of Alpine U-Wash, has been away from work for a few days with the Asian flu. Mrs. Don Keller is now helping out around this busy spot.

Two fishermen sitting on a bridge made a bet as to which one would get the first fish.

One of them got so excited he fell in. "Well," snorted the other, "if you're going to dive for them, the bet is off."

SEASON'S GREETINGS CHRISTMAS TREES, living or cut

To please those who have everything, give house plants, ornamental shrubs and trees.

RT. 3, BOX 482 GLENVIEW
1/4 MI W LOS COCHES RD. HI2-1292

Sincerest wishes
for a
Merry
Christmas

AERO Drive-in
BOSTONIA HI4-8800

NOW THRU DEC. 23
ELVIS PRESLEY
'JAIL HOUSE ROCK'
TONY CURTIS, MARTHA HYER
'MR. CORY'
CLOSED TUES. XMAS EVE
STARTING WED. DEC. 25
KIM NOVAC 'JEANNE EAGLES'
DORIS DAY 'PAJAMA GAME'

SWAP MEET EVERY SUNDAY
10 to 4, 35¢ A Car

THIS CHRISTMAS

WRAP HER IN GLAMOUR . . . Lingerie

ROBES-- EVELYN PEARSON, ROBERTA LYNN, TOMMIES.

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

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

We give S & H Green Stamps

MANZER'S

EL CAJON CORSET SHOP

'Especially for You'

153 E. Main

HI4-4170

North Park: 2934 University Ave. CY6-1846



A little jack will lift a car, but it takes a lot to keep it up.



SEASON'S GREETINGS

GARNER'S ALPINE SERVICE

Mobil Products, white gas
Complete lub service, auto
repairing, Nic-1-Silver
Batteries.

OPEN 8 A.M. TO 8 P.M.
HI5-2334
Hiway 80, Alpine - Don Garner

SORORITY PLANS PARTY
Sunday, Dec. 22nd at 4 p.m. the Youth Center will be bulging with happy people. The Gamma Gamma girls are holding their annual children's Christmas party and their own at the same time with husbands invited. A delicious pot luck turkey dinner plus Santa and presents for all is being planned. In charge of the affair is Mrs. Temple Smith, social chairman.

FINISHING SUBDIVISION
Fred Rushing and his equipment are back on the job at the Highlands subdivision where they are completing drainage ditches and other street work. In another month it will be completed, he believes.



Glenview Feed Co.

GEORGE PALMER & O.E. ANDERSON, OWNERS

HIGHWAY 80. AT GLENVIEW

HICKORY 4-3536

A landmark
on West
Victoria
Drive.



GIRL 16 FLIES SOLO
Mr. and Mrs. Otto Miller, 1166 Midway Dr., are mighty proud as their granddaughter June Fox, 16, soloed as a student flier at 2 p.m. Saturday on Gillespie Field. She is a student at Hoover High, works week-ends at Gillespie. Incidentally her instructor, Vance Briese, son of Fred Briese who operates the Briese-Johnston Flying Service there, is America's youngest flight instructor, only 19. It was only last week that young Briese achieved his instrument rating, a feat in itself. 'June is a fine flyer' says Vance, 'and she soloed in 25 hours, record time'. Harold Keen of Channel 8 was on hand to interview June on film for his popular 'People in the News' program. June lives with her parents, Mr. and Mrs. Wm. Garber, jr., in Allied Gardens.

Chas. Bradley was chairman at the last Kiwanis dinner session in Fuller Hall with a Boy Scout program.

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

TO ALL

IF YOU WANT THE BEST FRUIT TREES GROWN GET STARK BROS. TREES - GUARANTEED TO GROW. ORDER AT ONCE AND PLANT AS SOON AS POSSIBLE FOR FRUIT IN 1959.

I WILL HAVE A FEW CALIFORNIA GROWN BARE ROOT TREES I WILL CLOSE OUT AT COST IF YOU ORDER IN DECEMBER. ALSO THE BEST SHADE TREES FOR THIS LOCALITY.

Frank E. Bellamy

HI 5-3609

RT. 2, BOX 519

EL CAJON

**MERRY CHRISTMAS AND
HAPPY NEW YEAR
FAIRVIEW STATION**

CHUCK & ESSIE'S

SERVING CHRISTMAS DINNER

Reservations call HI5-2238

GAS STATION NOW OPEN

Highway 80

VIGNEAULTS OF ALPINE ENJOY TRAILER TRIP IN MEXICO

By Mr. and Mrs. W.B. Vigneault

We left Pine Bluff, Arkansas, on January 17th in 16 above weather, and after all the preliminaries at the border in Laredo, Texas, we were in Mexico, a most wonderful and fabulous



MRS. VIGNEAULT examines one of the strange stone images at an ancient temple.

country of many contrasts, much beauty, and perfect weather.

For two months we enjoyed every day of this neighboring country, and decided that the best way - the really only way to get full benefit of all the things it has to offer the tourist, is to go by trailer.

Yes, we had heard stories from many people as to the 'Whys and wherefores' that one should not take a trailer. We did - along with thousands of other 'trailer-

ites' coming and going every day, some of them on return trips. One Oklahoma attorney and his wife were on their 12th visit to Mexico, their 10th by trailer.

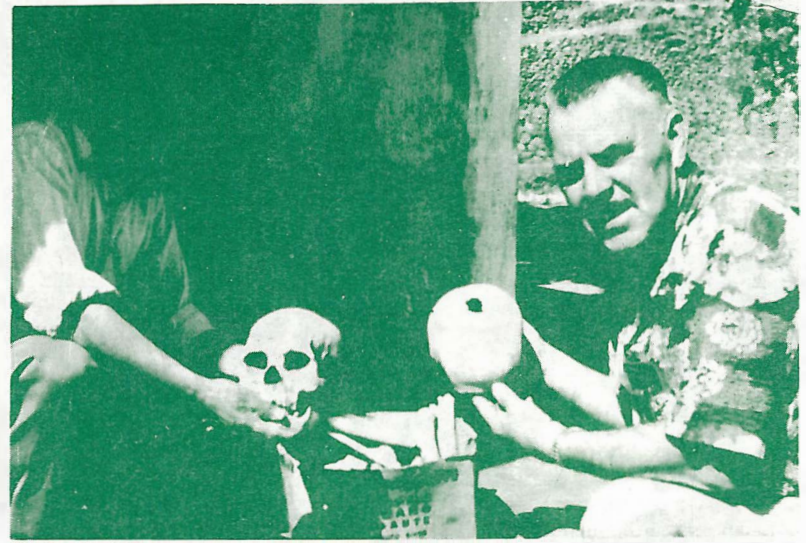
First, we found very nice accommodations. If there were no trailer parks, there were always motels or hotels where a trailer was welcome; could be parked and hooked to water and electricity. In the two months we were there, we only found ourselves one night without a real park. In this case, we were caught in dark between towns, and not desiring to drive at



ALPINE HAD TOP BILLING on the Vigneault's trailer all thru Mexico.

night, we were advised to park alongside an all-night service station where we were made welcome, at no charge. We never parked on open highway, though we saw others who did. Trailer spaces are reasonable and we had a choice in the larger towns.

Second, the roads are good,



NATIVE SHOWS Blackie ancient skulls which are of great interest. For many years Vigneault ran waterfront Ship Service, retired to Alpine, sold Sleepy Hollow Ranch to the Agenos.

despite all stories to the contrary, which we heard before entering Mexico. With the exception of a few detours, the roads on both the Laredo-Mexico City, and the Western Route highways were good and smooth, though not as wide as our California ones.

Third, there is the eternal question of what to eat and drink in Mexico. It is true that one should be very careful, and if you have your own kitchen, you can cook your own food as you want, and as in our case, boil all your water, which dispels any doubts. In the larger cities, supermarkets rival our own. Fresh fruits, vegetables, meats, as well as Mexican canned goods, rice, cereals, and in fact, the same foods you buy in this country (with the exception of frozen items), are reasonable. There are many nice restaurants, but there are also many which aren't always known to a customer, where a person can pick up the 'Mexican bug', something to try to avoid, if possible. We say a trailer is the answer. We had a 10 foot 1950 Lakewood with bath.

There is so much to see and do in all of Mexico, that even our two months weren't sufficient. In Mexico City alone we listed 102 places of interest to visit. These were just those meant for tourist attraction, and the hundreds of other churches, markets, and little places to delight the eye, not even listed.

We saw hundreds of beautiful churches. In every little village no matter how small or how poor, there was always the dominating church steeple. We visited over 200 of these and every one seemed more beautiful than the last.

The museums have a veritable wealth of historical and valuable material for everyone. The old and new works of art we will remember always.

In the rural sections, the mode of living and making a living, with use of oxen drawn plows, burros and mules, and the people themselves, friendly and responsive to a smile or a wave, give you a feeling of being in another world, but a very nice one. For a real vacation, truly relaxing and enjoyable, take a trip to Old Mexico, by trailer!

RIKER'S
Pump & Supply

1035 E. MAIN ST.
EL CAJON, CALIF.
HI4-9444 OR HI4-7306

4" WATER WELLS

Large enough for adequate pump
Small enough to be economical.

CUSTOM MACHINE WORK
WELDING SERVICE

ALL MAKES OF PUMPS SERVICED & REPAIRED

NOW SERVING- COCKTAILS
BREAKFAST, LUNCH, DINNER
OPEN DAILY 6 A.M. TO 2 A.M.
FEATURING STEAKS, CHICKEN, ETC.

ALPINE CASINO
1155 Hiway 80 HI5-2952



Alpine needs a branch bank.

SPEED AND GRACE accent one new Chevrolet model, the nifty Impala, with Clarke Hatch, left, of Hatch Chevrolet, in F.C. and Roy Ware, sales manager. Hatch serves the Mt. Empire.

A Merry
Christmas

And a Happy New Year
JEANETTE C. HINKLE

The secret of good oratory: Be bright, be brief, be seated!

Season's Greetings AND A PROSPEROUS NEW YEAR

TO OUR MANY FRIENDS IN THE MOUNTAIN EMPIRE.

COMPLETE APPAREL SHOPS FOR WOMEN AND MISSES

And remember, there is never an extra charge when you say 'Charge It'

145 SOUTH MAGNOLIA
EL CAJON



QUALITY APPAREL SHOPS FASHION

Hickory 4-2177

SMART SHOPS IN EL CAJON . LEMON GROVE . NATIONAL CITY . PACIFIC BEACH



HUGE CROWD at Mother Goose Parade was many deep near end of great march. This shows those on Second St., facing lowering winter sun but still interested during last moments of thrilling parade.

The only way to get the best of an argument is to avoid it.

STEAL, WRECK TINY AUTO

Recently the garage at the home of Mr. and Mrs. H.D. Sturdivant was broken into and her little electric car was stolen. Police were notified, and the car was eventually located near the Lariat Cafe in El Cajon, turned over and badly wrecked. The offenders were not apprehended.

Perfect health is above gold, and a sound body before all riches.

MERRY CHRISTMAS
and
HAPPY NEW YEAR

McGuffie's

Pen Sets . Cosmetics . Gifts
Christmas Cards . Candies

Hours 8 to 5:30, Closed Sun.

2363 HIWAY 80 HI5-2121

Wishing you a MERRY CHRISTMAS
and a
HAPPY NEW YEAR!

Howard's
Men's Shop

108 WEST MAIN EL CAJON HI2-1646



RALPH MAY, manager of popular Mayseed in E.C. with feature Shopsmith in their tool department. This unique machine combines five basic tools in one compact unit. It's the dream of any home work-shop man. Alpine needs a bakery & caterer.

PTA XMAS PARTY TONIGHT
Mrs. Chas Bradley, former vice-president of the PTA, who has stepped into the presidency in the place of Mrs. Hoffman, has called an important meeting for 7:45 tonight preceding the big Xmas party in the school auditorium.

At this time the executive board will recommend these officers to fill recent vacancies on the board: Mrs. Harry Whiting, vice-president; Mrs. Virginia Payne, secretary; Mrs. Ruth Chynoweth, room mother chairman; Rev. Paul Yancy, welfare chairman. If these are approved, the association will have a complete executive board of 14 officers and chairmen.

This evening's affair should be quite enjoyable, say officers, and all are invited. For details see last issue of the Sun.

Henry Nelson, former Alpiner, reports that he is carrying on his photographic work successfully up in Las Vegas

CHRISTMAS GREETINGS

TO ALL MY FRIENDS

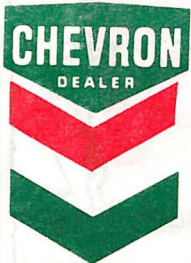
NELL'S FUR SHOP

1/2 Mile E of Glenview
Highway 80, HI4-6878

a Very Merry
CHRISTMAS
and a Happy
NEW YEAR
 TED AND TEEMO BROWN
 Realtors, El Cajon

Christmas

Greetings from



LARRY LANDHOLM'S CHEVRON STATION

WE APPRECIATE YOUR FRIENDLY PATRONAGE

HICKORY 5-2963

ALPINE, CALIF.



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



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!

RORIE'S

FLYING A SERVICE



HI5-2443

1925 HIGHWAY 80, ALPINE

ALPINE REALTY I.S. BRANCH
Bill Brown and wife Charlene who recently bought the office, cottage and property of Alpine Realty from W.B. Thorp, is now operating as the Alpine Branch of La Mesa Realty Co., with which he has been associated for some time.

Brown, former Alpiner for 5 years, is well known here, is anxious to meet all his old friends and make new acquaintances. 'I'm surely happy to be back in Alpine' he avers, 'and have great faith in its future'. He is also a notary public. He is now refurbishing and painting the office.

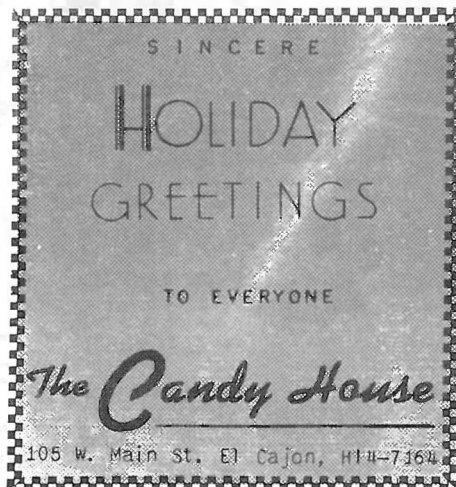
Wayne and Dorothy Conner have moved back to the Bal Darnell's place where they lived upon arriving in Alpine 4 years ago. Wayne is in the air force, stationed at Mt. Laguna.

REALITY

Oh Mortal,
Give to me your ear—
How vain
Is struggle, grief and strife.
Be still with me
And learn to hear
The symphony of birth and death
That sings—
The Everlastingness—
Of Life.—

—Abbe.

"Dad, aren't showers ever given for the groom?"
"No son, there will be plenty of storms for him after the bride begins to reign."



Season's Greetings

J. H. MCKIE, JR.

REALTOR
CY 5-7720

3676 5TH AVE., SAN DIEGO 3, CAL.

DON FULLER
General Contractor

Residential
Commercial, Remodeling

HI5-2890, Rt. 1, Box 264B, ALPINE

LES BARRETT

wishes everyone a

Merry Christmas
and a
Happy New Year



LES BARRETT'S BARBER SHOP

2210 Highway 80

Alpine

ENGLISH WOMAN STORY FROM PAGE 14

an elective office of three years, where she recommends the need of her community. Mrs. Forman is also past-president of the Women's institute, but her most urgent task is being postwoman for Louth, covering 11 miles in the morning with the mail.

All these duties, however, have not hindered her from being a homemaker and mother. She bore six sons, four living, has 12 grandchildren. One was killed in WW2 while the eldest, a husky chap of 6'-5", was in the King's lifeguards but was blinded in the explosion of a grenade in desert fighting. Her youngest died at 11 when he fell from a tree, his head being impaled on a fence railing.

The Forman home is a 300-year old sturdy house, rich in history and well loved by the family all of whom reside in England.

Mrs. Forman has another sister in the U.S., Mrs. E.G. Miller, in New Boston, near Detroit, where she visited, whose daughter lives in Japatul Valley. Her husband is P.A. Garner, Cdr. USN, ret'd.

STIEHM IN HOSPITAL

Three of the Farrel Stiehm youngsters injured in a car accident 3½ months ago are back in Children's Hospital for treatment. Mrs. Stiehm drives to see them daily, hopes they will be home for Christmas.

They are Sandy, 14; Daniel, 13, and Phillip, 9. They had been discharged following the wreck, but of late suffered headaches and nausea. All are in traction for hourly periods during the day, and it is not revealed just what the matter is.

J.L. Allen, former owner, Alpine Realty, who suffered a heart attack, is home in L.M. from the hospital, making fine recovery, reports his wife.

ALPINE CLEANERS
PICKUP & DELIVER

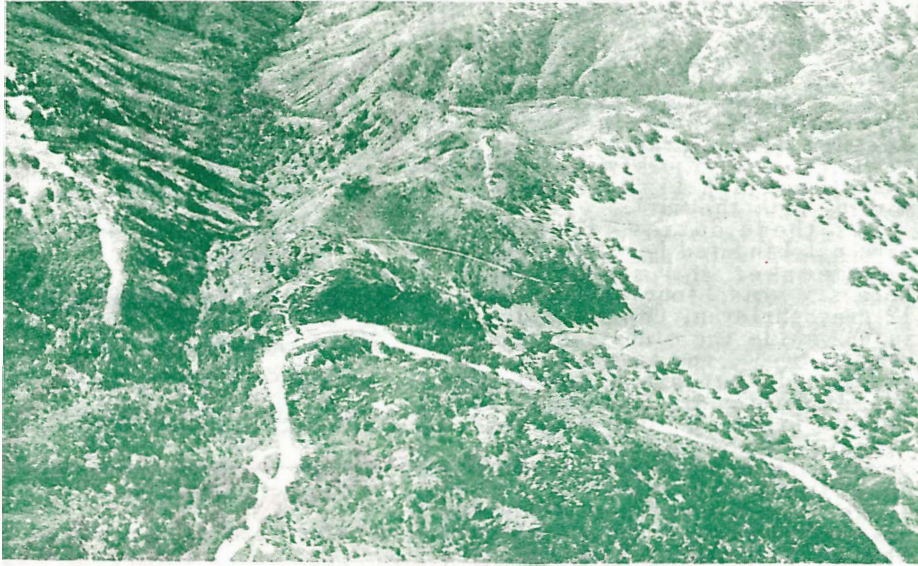
SEASON'S
GREETINGS

DON DESKINS, Representative for the Mt. Empire

2223 Highway 80

ALPINE

HI5-2242



The Rendezvous Cafe will be closed on Christmas, reports Karl Haug, owner.

SITE OF INAJA monument from air by Al Howe during dedication. This is area of burn where 11 died in awful fire.

Season's Greetings

The Greatest Treasures in this Life are Friends.

At this Christmas Season, it gives us great pleasure to extend to our Friends the very Best Wishes for a Happy Christmas and a Prosperous New Year.

GENE WILCOX

Your Friendly Plumber

1905 Tavern Road

Rt. 1, Box 226,

H15-2260

UNITED FUND IS 70%.

Mrs. P.V. Black, district chairman for the Alpine area, reports that donations to date for United Fund is \$1328.93 or 70% of the quota.

Zone chairmen were Dallas Lore, Alpine; Mrs. A.R. Everson, the Willows; volunteer workers for Alpine were Meses. Bradley, Pratt, Cost, Chynoweth, Dowdy, Geroy, Huey, Hughes, Kidder, Latham, Nichols, Stiehm and Worley, A.J. Littmar assisted Lore as did Phil Hall.

The Willows volunteer workers were Meses Brabazon, Sells and Wotring; men; Everson, Schulke and Sharrow.

'If anyone has not been contacted' says Mrs. Black, and would like to donate, please call me at H15-2954'.

St. Philomena Catholic Church announces a high mass at midnight on Christmas Eve. The choir, under direction of Lucile Cheng, will present its annual concert of Christmas music beginning at 11:25.

Soloists include Pat Eggleston, Betty Jane McLeod, and Waneta Swearingen, of Alpine; Virginia Miller, of Harbison Canyon, and visiting soloists, Loretta James of Crystal Lake, Ill. (niece of pastor Fr. Jos. di Cristina) and Scott Hayes of San Francisco (son of Mrs. Robert Duell, Alpine). Loretta McLeod will play the organ.

ALPINE'S FINE WEATHER

FORTNIGHT TO DEC. 18

EXT. HIGH, 80, LOW 35

AVE. HIGH, 71, LOW 55

RAINFALL 1.48, SEASON 6.72

ALPINE NEEDS A BUS LINE TO E. C.

For Homes & Homesites
DON BATES

LOANS FROM \$50. TO \$500.
2445 HIWAY 80, ALPINE, H15-2537

Season's Greetings
THE LITTLE BIG HORN ROCK SHOP
AND TRADING POST

WE SELL NAVAJO INDIAN RUGS, SADDLE
BLANKETS, INDIAN JEWELRY, ANTIQUES
OLD GUNS, ROCKS, GEMS & MINERALS.

3522 HIWAY 80 H15-3636
½ MILE E OF ALPINE ALPINE, CALIF.

Greetings
of the
Season

and BEST WISHES
for a Happy New Year

ELM'S

102 E. Main Street
El Cajon H14-1040
Open every night till Xmas

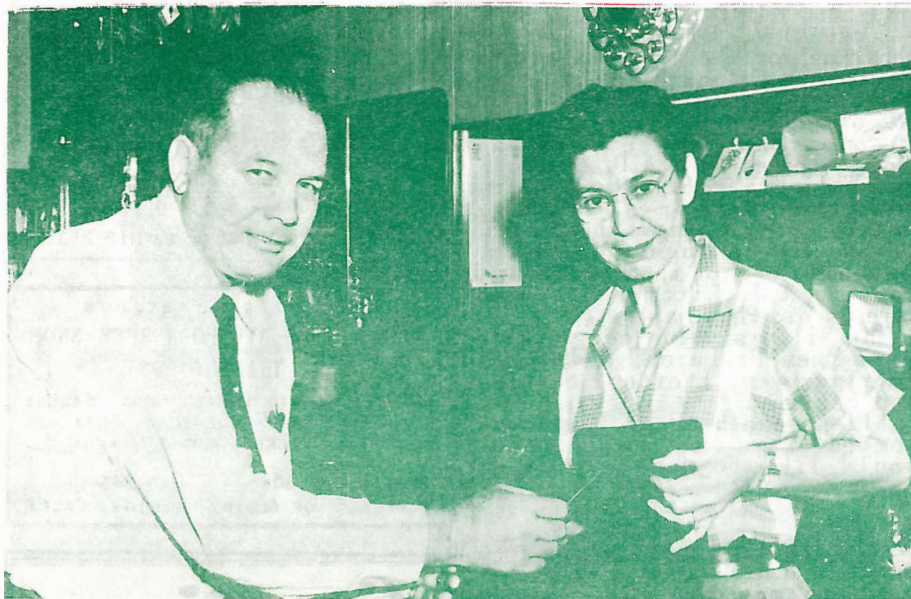
Benbough's
El Cajon

CHRISTMAS GREETINGS

COMPLETE
HOME FURNISHINGS

INTERIOR DECORATING SERVICE
CARPETS, DRAPES

GIFTS for the home
SPECIAL ON LEATHER CHAIRS
316 N. MAGNOLIA H14-3158



AREA FAMED FOR RARE GEMS

Many Alpiners do not know that in their back lots among the boulders may be found rare bits of rock that could be polished into gorgeous jewels! In fact the entire back country is world famous for some of its gems.

According to Miss Maxine Scott, certified gemologist with Hobbs-Baranov Jewelers in E.C., they actually stock many fine stones that came from this area. She is a member of the American Gem Society, is an expert on this subject which is a popular hobby as well as business.

Among them is Kunzite, one of the rare and precious gems mined here. In fact from this county comes some of the finest quality Kunzite in the world. It also produces other rare gems, such as tourmaline, beryl, precious

Miss Maxine Scott, certified gemologist with Hobbs-Baranov Jewelers, and John C. Hobbs, owner, discuss the beauty of a rare 20-carat kunzite in the E.C. store.

topaz, to name a few.

Miss Scott has been guest speaker in Alpine on several occasions for Kiwanis and other clubs.

Of interest to many radio listeners, Miss Scott is on KCB the 'Margie Show' every Friday between 12:15 and 1:30 p.m. She answers questions sent in by listeners on diamonds, all gems, birthstones and any question concerning gems or gemology.

Hobbs-Baranov, 115 W. Main in E.C. have many rare and precious gems, are always glad to show them and answer questions.

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

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

BARB WIRE, STEEL GATES, SPLIT R.W. POSTS, RABBIT HUTCHES, FOUNDATION PIERS, BRICKS, CHICKEN PENS, HAND CART, D.H. WINDOWS, GOOD STEEL WHEEL WAGON, 30, 50, 100 GALLON DRUMS, SIDES OF GALVANIZED TANK, HI4-3019 WELLS, 936 HIWAY 80, EL CAJON.

TYPEWRITER NEW ROYAL PORTABLE AND CASE WITH AUTOMATIC TAB. NEVER USED \$85. HI5-2394 OR HI5-2415.

2 WHEEL TRAILER. GOOD COND. \$30 CALL HO6-9621

REG. HAMPSHIRE RAM, WILL TRADE HI5-3738

CINDERELLA PORTABLE WASHER, HI5-2394

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FOR RENT, HOUSES

FOR 2 ADULTS, GRACIOUS LIVING IN HEALTHFUL ALPINE. FULLY FURNISHED INCLUDING DISHES & SILVER, \$125. PER MO. ON LEASE. REFERENCES. CALL AROUND 6 P.M. CY6-1385 (1-10)

2 HOUSES IN GUATAY, 1 BR. \$45. 2 BR. HOUSE \$50. MO. HI5-3738.

GENERAL CONTRACTING

LICENSED GEN. CONTRACTOR, REPAIR OR NEW CONSTRUCTION. CONTRACT OR TIME AND MATERIAL. FINANCING CAN BE ARRANGED. HI5-2173 OR P.O. BOX 471, ALPINE, (TF)

FOR RENT, TRAILERS

CLEAN 3-ROOM TRAILER, PANELRAY HEAT, RANGE, REF. INNERSPRINGS, BED-DIVAN, ETC. \$40. ADULTS. WE TOW TO YOUR LOCATION. FINE FOR GUEST HOUSE, WHILE BUILDING, ETC. CAN BE BOUGHT, EASY TERMS. HI5-2415 OR HI5-2394.

VAGABOND, 21 FT. SLEEPS 4. BUTANE RANGE & HEATER, ELEC. REF. STEEL ROOF, NEW UPHOLSTERY, \$750. \$200. DOWN, EZ TERMS. HI5-2415

Unquestionably the most difficult thing about business is minding your own.

EL CAJON VALLEY

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(LINCOLN AMBULANCE SERVICE, INC.)

HICKORY 2-3140

24 HOURS AVAILABLE WHEN MINUTES COUNT

SPECIAL NOTICES

MONEY TO LOAN

EL CAJON FINANCE CO.
133 NO. ORANGE, EL CAJON, HI4-4103.

TAPPY'S ALPINE MOTEL, FURN. APTS., BUNGALOWS, TOURIST ROOMS, DAY, WEEK, MO. 2335 HIWAY 80, ALPINE, HI5-2484.

RUTH BURDETT, PIANO LESSONS, \$1.50 PER HALF HOUR, HI5-2790 (6-21).

ALPINE CHILD NURSERY, BY DAY, HOUR OR LONGER (BOARDING) BOYS, GIRLS, INFANTS, EXP. NURSE IN CHARGE, 50¢ HR., \$2.50 DAY. LICENSED, 1354 MIDWAY DR., HI5-3078. (TF)

WASHER-REFRIGERATOR REPAIRS AND SERVICE. EXPERIENCED ALL MAKES & MODELS. REASONABLE CHARGES. VERN SWIFT, HO9-2909, CALL AFTER 6.

ALPINE CLEANERS & U-WASH
A COMPLETE CLEANING, PRESSING AND LAUNDRY SERVICE.
2223 HIWAY 80 HICKORY 5-2242

HORSES, PICNIC GROUNDS, FISHING, PEACOCK RANCH, ALPINE STABLES, 2320 HIWAY 80, HI5-3311 (TF)

WORK WANTED

WELL WORK, CEMENT, PLASTER, MASONRY; CARPENTRY. FRED YALE, HI5-2098 (TF)

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ASSOCIATED OIL COMPANY

HI4-3361

For quick delivery of stove oil and petroleum products.

REGULAR ALPINE DELIVERY SERVICE



YOUR SHELL DEALER

VIC & MARY SHAHAN

WE GIVE  GREEN STAMPS

2 MILES EAST OF ALPINE, HI5-2168



A TEEN-AGE GIRL TELLING HER MOTHER AS THEY ENTER SEARS: 'BUY SOMETHING FOR YOURSELF THAT'LL LOOK GOOD ON ME, MOM'.

QUEEN FOR A DAY TV program made stiehm family royalty for a long time. Here they are the other day when "Skip" Hall of the W.D. Hall Co., in E.C. supervised installation of a fine new Myers pump with complete pressure system which she had asked for on famous TV show. All but one of the 11 children shown here with Hall and Farrell Stiehm, (holding new baby, Princess Lois) with Mrs. Stiehm.

THE FRUIT BOWL

SEASON'S GREETINGS

Tree ripe oranges

MOUNTAIN APPLES

\$1.00 a peck

Apple Cider, Gift Packs

DATES, 4 lbs. \$1.

H15-3329

Highway 80, 4 Miles W of Alpine

Harry Case, well known retired photographer, is just about recovered from his foot trouble, is hobbling around pretty well.

Most of the stumbling blocks people complain about are under their hats.

A Merry Christmas

House of Nutrition

THREE LOCATIONS TO SERVE YOU

DOWN TOWN

1125 SIXTH AVENUE

BE9-9453

LA MESA

8269 LA MESA BOULEVARD

HO6-1585

CHULA VISTA

314 THIRD ST.

GA2-5538

Season's
Greetings



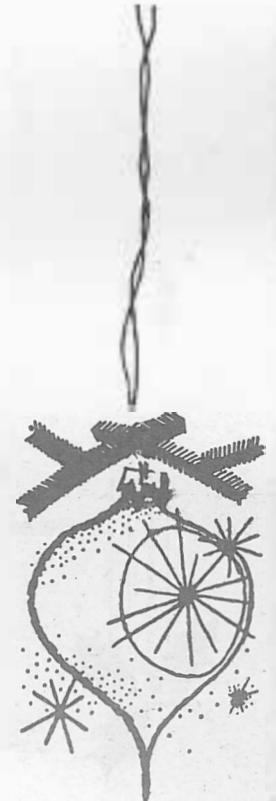
During the rush and drive of

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

8203 UNIVERSITY

HO9-4124

THE ALPINE SUN HIS-2415
HIS-2394



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

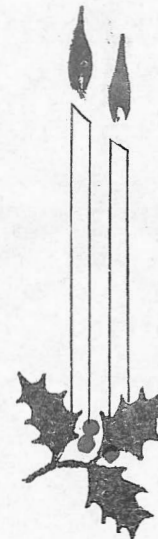
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ALPINE, CALIF.

For Weather please see Page 45.



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