

AREA POPULATION

Alpine	3196
Campo	1256
Dehesa	400
Descanso	776
Guatay	200
Harbison Canyon	720
Jamul	952
Pine Valley	956

ALPINE ECHO

Serving a Growing Area of Homes and Ranches

U. S. POSTAGE
2c PAID
PERMIT NO. 3
Alpine, California

POSTAL PATRONS
POST OFFICE BOX HOLDER
BOX HOLDER RURAL ROUTE
BOX HOLDER STAR ROUTE
LOCAL

Community Church Gets New Officers

Election of officers for the Alpine Community Church was held in Fuller Hall, January 15. A family dinner preceded the election.

Dr. Larson presided over the meeting. Mr. Rennie Hollett, chairman of the nominating committee presented the slate of nominees.

Those elected were:

John R. Reynolds, Clerk. Mrs. Beulah Ford, Treasurer. Mrs. Mary Benton, Financial Secretary, and Mrs. Lida McKitrick, Building Fund Treasurer.

Mr. D. Donald Cost, Trustee, three year term. Mr. Julius Schulke, Raymond Partridge, and William Ingels, Deacons, three year terms.

Mr. E. V. Scott, Deacon, two year term.

Mrs. Edgar Welty, Mrs. Erle Schorey and Mrs. Frances Bauch, Deaconesses, three year terms.

Mrs. C. Donald Cost, Music Director. Mrs. Phyllis Shepard, Sunday School Superintendent and Mrs. Helene Allen, Assistant Sunday School Superintendent.

Mrs. John F. Manly and Mrs. Raymond Partridge, Religious education committee. Mr. Jay Clinton, Cub Scout Institutional representative. Mrs. Charles Bradley, Senior Fellowship advisor.

Mr. and Mrs. Clarence Kirby, Mrs. Marvin Chutor, Mrs. Mary Benton, and Mrs. Ethyl Benton, Fellowship Committee.

Mrs. Arnold Drew, editor of the Church newspaper.

GIRL SCOUTS RECEIVE PINS

The Alpine Girl Scouts, Troop 239, had their Investiture Candlelight Ceremony, Sunday in Fuller Hall. This is the ceremony where the girls receive their pins.

The girls who received their Girl Scout pins were: Tasha Dennis, Mary Lee, Egrisdela Lopez, Jean Lutz, Diana McKinney, Ellen Phelps, Linda Radford, Linda Tyler, Jackie Welty. Three girls were absent so they will receive their pins later, they are Virginia Hill, Judy Smith, and Claudia Williams.

Cynthia Irvine received her Proficiency Badges in three categories. Taking care of cats and dogs, painting and horsemanship.

Phyllis Sumner, who has recently moved here from Maryland, received her Proficiency Badges in taking care of cats and dogs, painting, and community life.

The Community Life Proficiency Badge is for taking an interested part in the community. To earn this badge you must know about the public school system and how much it costs to run it. You must learn and study how public property has been misused and how to correct the misuse. You also have to know the history of your own community.

COTTON BURNS

The fire alarm that went off Wednesday morning was for a truck with a full load of cotton that caught fire in front of Randazzo's Sales Yard. The trailer caught on fire and 53 bales were lost.

The truck is owned by Bob Merrill Trucking Co., 1682 Main Street in Brawley. The driver of the truck is Mr. Lloyd McGuire.

Water District Meets

At its regular meeting January 12, 1960, the Board of Directors of Rio San Diego Municipal Water District, after reviewing the annexation applications of Alpine Heights Municipal Water District, the Ed Fletcher Co., Mountain Top Mutual Water Company, Harbison Canyon Mutual Water Company, and several small land holders, passed resolutions requesting the County Water Authority and The Metropolitan Water District of Southern California to approve Rio's annexation of the entire East County area of approximately 24,400 acres. This action was taken in accord with the conditions laid down by the CWA for securing water entitlement for the area.

Charles C. Price, president of the Board of Directors of Rio San Diego Municipal Water District.

Dog License Due In San Diego County

All dogs in the unincorporated area of San Diego must be licensed after attaining the age of four months. Licenses are due January 1 and become delinquent February 15, after which there will be a penalty.

One may obtain a license by mailing a check for \$2.00 per dog, with name, address and description of animal, to Tax Collector at Civic Center, San Diego. It is not necessary to come into the Civic Center in person.

As many newcomers to the area are unfamiliar with the contents of Ordinance 1031, we wish to bring the following to your attention.

Section 19. Restraint of dogs by owner. Every owner shall restrain his dog or dogs from:

- Running at large on public property or running at large on private property, not his own, without the permission of its owner or possessor.
- Denying the public access to or interfering with public use of public thoroughfares.
- Biting or harassing any person engaged in any lawful act.

Every owner shall securely confine his female dog or dogs which in heat.

It is not necessary for your dog to have his shots before he obtains his license, but it is a good idea. Shots are given at any veterinary or you may go to the Livestock Department, Building 2, County Operations Center, Rosecrans and Highway 101, in San Diego.

Speed Limit To 30 M. P. H.

The Woman's Club of Alpine urges all persons who are interested to write to the Department of Motor Vehicles, about the speed limit thru Alpine.

They believe, and the Alpine Echo supports their beliefs, that the speed limit from the Tavern Road turn off, coming into Alpine, to the V. F. W. Hall, should be reduced to 30 miles an hour.

Everyone is urged to write their requests to the Department of Motor Vehicles for this move is made to protect all the people of Alpine, especially our children.

EDITOR'S NOTE

Because the Alpine Echo is under new management and because we want everyone to see what kind of paper we are putting out, we will be sending out some free copies for each of several weeks.

We hope you will like it well enough to subscribe so that you will get it all the time.

E. S. Welty

Easter Eggs For Children's Hospitals

The Y-W-Wives, of which Elna Bratt is president, is starting on a new project, which is decorating Easter eggs to be given to the children's hospitals.

The Y-W-Wives hold their meetings every Thursday afternoon in the Youth Center building. The first meeting of every month they serve a pot-luck luncheon. At their next pot-luck, which will be February 4, they will hold their election of officers.

Vaqueros Plan Breakfast Ride

A meeting of the Board of Directors of the Alpine Vaqueros was held Sunday, January 17, at Mr. Frank Green's home. A breakfast ride is planned for Sunday, February 7, at Pine Valley. Mr. Green, chairman of the ride, stated that everyone in the area is welcome. The ride starts at 8 a.m. For reservations call HI 5-3396.

Plans are being made for the Club's Horse Show to be held September 10 and 11.

Mr. Norman Foster was selected to represent the Alpine Vaqueros at the California State Horsemen's Association Board of Directors' meeting in San Bernardino, Calif., on February 12 and 13.

New Gymnasium Is Completed

Mr. Savage, Principal of El Capitan High School, announced that their new gymnasium is completed except for the lights.

The first basketball game to be played in the new gym will be January 22. The first basketball game with audience participation will be the 26th of January.

The El Capitan P.T.A. will have a dedication of the new gymnasium, Founder's Day, February 11th at 6:30 in the gymnasium.



The men who are busy pouring a slab for the Announcer's booth and concession stand at the new baseball field at the Alpine Youth center are from left to right: Harry Jennings, Gene Wilcox, Robert Wilcox, Larry Wilcox and Gordon Gilroy.

Dessert-Fashion Show Held At El Capitan

Mexican Travelogue is the theme announced for the Mother-Daughter Dessert and Fashion Show to be held Saturday, January 30 at 1 p.m. in El Capitan High School Library, according to Mrs. Harold Rogers, chairman for the event.

Decorations will follow the Mexican theme, and members of the homemaking department will model fashions appropriate for travel, sports and a gala visit. Leone Dyer will furnish background music as the girls walk between tables to allow a close-up look of costumes. A gay and timely Mexican Hat Dance by Carol Rae will complete the entertainment.

Tickets are available through members of the Homemaking Department and members of the El Capitan High School PTA Board. Serving on the committee are Mrs. Kit McKee, food; Mrs. William Davis, decorations and Mrs. Ted Levithure, serving.

MOVIES IN ALPINE

Every Friday night at 7:30, beginning the 29th of January, there will be a movie shown in the Woman's Club Auditorium, by Mr. Ramsey, of El Cajon.

Mr. Ramsey stated that all the movies that will be shown will be feature length, first rate movies. None of them are over two years old.

Half of the shows will be in technicolor and the other half in traditional black and white. All of them will feature top notch stars.

Every other week there will be a technicolor modern western. Each week there will be one full length feature and two shorts, all for the price of 35c.

There will be an ad in next week's paper giving the names of the first picture that will be shown.

This is something that Alpine has needed, so let's support it.

Youth Center Budget Discussed

The 20th of January the officers of the Youth Center had dinner with Harold De Muth, from the Community Chest, to discuss the Youth Center's budget for the coming year.

The Youth Center, which is a non-profit organization, receives its money from the Community Chest.

The Community Chest, which is part of the United Fund, has put a new roof on the Youth Center, gave them a new heater, pays for janitorial services and makes it possible for the Youth Center to have a Youth Director each summer.

Woman's Rights To Be Discussed

"Woman's Wills and Woman's Rights" will be the subject discussed by Mr. J. L. Pecht of the San Diego Bar Association, at the Alpine Woman's Club the 26th of January.

Hostess for the day will be Mrs. Alex Vasquez.

Teens To Swim

The Alpine Rambler Teenage Club is having a swimming party Saturday night at the YMCA. Any parent who is interested in volunteering for transportation is urged to call Jo Anne Nicholas at HIckory 5-2854.

Reapportionment

Reapportionment of the California State Senate is a proposed bugaboo haunting many Northerners and Southerners alike which hasn't drifted away with the off-year political tide.

Baseball News

Work continued this weekend on the new ballfield, but unless more help is received on the next few weekends the field will never be finished in time for the upcoming season, which is just around the corner. The Baseball Association can't seem to figure out why more of you fathers with boys, who play ball each year, don't come out and lend a hand in the building of this ball park. When the cry rings out "play ball," you all manage to get your boys out to play. The whole burden of building this park has fallen on the shoulders of a few men, who have worked very hard completing the work done to date. You would never know this is a community project judging by the size of the crew that does show up on weekends. Start thinking about it fathers, have you done your share?

This past weekend, Bill Hause and Tom Nicholas hauled the pipe up from San Diego to be used for the bleachers. Cliff Woolridge also helped out with a load of pipe. Gene Wilcox, John Gilroy, Gordon Gilroy, Larry Wilcox and Phil Hall showed up to finish putting the roof on the announcer's booth. Thanks a lot, men!

Harry Jennings,
President,
Baseball Association.

CLASSIFIED ADVERTISING

BOYS
If you are interested in putting forth a little effort in order to make yourself some money. Monthly prizes given and promotions available. Call HI 2-6859. Ask for Wanda.

—Advertisement

ALMOST NEW 40-ft. TV Antenna \$10, and misc. tools. HI 5-3810.

ALPINE ECHO

An Independent Weekly Newspaper
Published in Alpine, California, San Diego County
Subscription: 1 Year \$3.00

Judicially declared a newspaper of general circulation by the Superior Court of San Diego County, California, Nov. 12, 1959; legally qualified to publish legal notices.

TELEPHONE Hickory 5-2616

Edgar S. Welty, HI 5-2179 Editor
LaVerne/Crosby, HI 5-3197 Assistant Editor
Ruby Henterseher, HI 2-1215 Advertising

Mailed at the Post Office in Alpine, California
ALPINE ECHO, POST OFFICE BOX 8, ALPINE, CALIFORNIA

CHURCH Services



ALPINE COMMUNITY CHURCH — Roger M. Larson, Ph.D., Pastor; HI 5-2110
 Sunday School For All Ages 9:45 A. M.
 Morning Worship Service 9:45 A. M. and 11:00 A. M.
 Pilgrim Fellowship (Senior) 7:00 P. M.
 Pilgrim Fellowship (Junior) 6:00 P. M.
 Church Guild, Fuller Hall Every Wednesday 9:00 A. M.

ST. PHILOMENA CATHOLIC CHURCH—Rev. Thomas Bolten, Pastor; HI 5-2145
 Sunday Masses 8:00 and 10:00 A. M.; 6:30 P. M.
 Daily Mass 8:00 A. M.
 Receive Confessions Saturdays 4:30 to 5:30 P. M.; 7:30 to 8:30 P. M.
 Religious Instruction for Children Attending Public Schools:
 Harbison Canyon 11:00 A. M. Saturdays
 Alpine 1:30 P. M. Saturdays

BAPTIST CHURCH — Rev. James C. Arnold, Pastor; CY 8-3768
 Sunday School For All Ages 9:45 A. M.
 Morning Worship Service 10:55 A. M.

CHAPEL OF THE HILLS, Descanso. Rev. Robert Laird; HI 5-3628
 Prayer Service Wednesday Evening 7:30 P. M.

BETHEL ASSEMBLY OF GOD — Rev. Eva Bailey;
 Sunday School For All Ages 9:45 A. M.
 Morning Worship Service 11:00 A. M.
 H. O. A. 6:30 P. M.
 Evangelistic Sunday Night Service 7:00 P. M.
 Prayer Service Wednesday Evening 7:00 P. M.

BLESSED SACRAMENT CHURCH, Descanso—Fr. Tullio Andreatta, Pastor;
 HI 5-3620
 Sunday Mass 9:00 A. M. and 10:45 A. M. For week day Mass call rectory
 Holy Days and First Fridays Mass at 7 P. M.
 Confessions heard before all Masses

OUR LADY OF THE PINES CHAPEL, Mt. Laguna
 Sunday Mass 12:15 P. M.

ALPINE LUTHERAN CHURCH — Rev. Charles W. Tedrahn, Pastor; HI 2-3595
 Morning Worship Service, Woman's Club 10:45 A. M.
 Sunday School, every Sunday 9:30 A. M.

FIRST BAPTIST CHURCH OF THE WILLOWS, 3522 Highway 80, Alpine
 (AFFILIATED WITH AMERICAN BAPTIST CONVENTION)
 Sunday School 9:30 a.m.
 Evening Worship Service 7:30 p.m.
 Prayer Meeting Wednesday Evening 7:30 p.m.
 All Welcome. If transportation is needed call HI 5-2485 or HI 5-2476.

PASTOR'S CORNER

Various pastors of churches in the Alpine area will be invited to write short inspirational messages for this column.

Our guest Pastor this week is Reverend Roger Larson, Ph.D., Pastor of the Alpine Community Church.

The Meaning of Religion

Religion seeks to discover and interpret the meaning of the universe and of life, and to relate our conduct to that meaning. Men ask the purpose of the universe and why we are here. Religion replies that the universe is not an accident nor man a by-product of matter. It asserts that there is a God behind the universe and an eternal purpose in creation. Thus, it seeks to point men beyond the temporal and passing interests to eternal truths.

The Church, as the exponent of the Christian religion, therefore, affirms that the worship of God should not be casual or occasional, but the center of life. The vertical relationship to God, which we approach in our worship should be the inspirations for Christian living.

Thus, strengthened by our vertical relationship to God, we reach out in our horizontal relationship toward our fellowmen, in a life governed by the spirit of love and expressed in human service. As the ideal of such living the Christian Church proclaims Jesus Christ, who, by his life and teachings of perfection, culminating in the cross, was the personifications of God in human life and the Redeemer of those who make him their master and Lord and follow him toward the higher life.

Jesus proclaimed the essence of that higher life when he said, "It is more blessed to give than to receive," but the basis of that way of life is religious. Only in our vertical relationship with God can we be strengthened for that horizontal relationship of love and service to our fellowmen.

CAMPO NEWS

By FAY FARRIS

Due to the bad weather and the virus epidemic, the Mountain Empire Woman's Club did not meet last week as planned at the home of Ladonna Colley in Pine Valley. The next meeting will be done on January 27, and it will be held at the Colley home.

Mrs. Dell Nielsen returned from her trip to Texas on Sunday, January 17. She left to visit her daughter before Thanksgiving, and welcomed a new great grand-daughter while there.

Mrs. Pete Cooper of Buckman Springs Road gave a joint birthday party for Helen Pate and Alice Liggett Wednesday evening, January 13. The evening was spent playing canasta, and the prizes were won by Helen Pate and Millie Wilson. The following were present in addition to the hostess and honored guests: Pearl Deines, Bee Boyd, Mollie Wilson, Marie Lindemann and Fay Farris.

Do not forget the card party to be held at the home of Marie Lindemann in Campo by the Lake Morena Woman's Club on Tuesday evening, January 26. The men are invited and there will be prizes and refreshments.

Mr. and Mrs. Charles Hassell of San Diego visited the Alden Farris home on Thursday, January 14.

They came up to see the snow in Laguna, had lunch at Hobart House, and then came to Lake Morena. The Hassels belonged to a Dinner Bridge Club with the Farris when they lived in San Diego.

The Mountain Whirlers held its regular Square Dance Saturday evening, January 16 with Al
Continued on Page 4

Helland Appliance Co.
FRIGIDAIRE—MAYTAG
Sales and Service
484 E. Main St. El Cajon
HI 4-1411

T-BIRD SERVICE
Specializing In Auto Repairs
ALL MAKES OF CARS
GUARANTEED WORK
1548 E. Main St. El Cajon
HI 2-6522

LOUIS H. LANDT
Licensed Electrical Contractor
Pumps—Wiring—Fixtures
HI 5-2116 HI 5-2361
25 Years In Alpine

**BULLDOZING
ROADS, DAMS
DISKING, BRUSHING
SOIL
CONSERVATION WORK**
JIM GAVIN
HI 5-3779

Long's Men's Wear
116 EAST MAIN STREET
El Cajon, California HI 4-7220

PLYMOUTH AND VALIANTS
Are rolling in by the car loads. Complete selection of Wagons and Sedans OVER 100 TO CHOOSE FROM
BENTER'S
Plymouth Center
444 W. Main St., El Cajon
HI 4-1161
(Where Service Never Ends With a Sale)

PARIS MORTUARY
IN EL CAJON SINCE 1943
* Experienced Reliability—Courtesy—Non-Sectarian
* Complete Funeral Arrangements

* Pre-Need Trusts * Funeral Insurance
* Veterans Benefits Applicable

Completely Modern, Air-Conditioned Church-Like Chapel
* NO FINER FACILITIES ANYWHERE
* AMPLE ON PREMISES PARKING
* FOUR VISITATION ROOMS

An institute of personal service, within the means of all and "the same consideration regardless of cost"

MILT PARIS, Owner and Director
374 No. Magnolia Ave. EL CAJON
HI 4-5195 HI 4-4224

Subscribe to The Echo

E & M AUTO PARTS

Acetylene and Oxygen—Welding Supplies—Factory Rebuilt Engines—Auto Springs—Chains and Tire Chains—Armstrong Tires
945 Hiway 80, Two miles East of El Cajon
EL CAJON, CALIF. Hickory 4-3119

HURRY TO LORA'S
EVERYTHING MUST GO!
YOUR CHOICE OF OUR COMPLETE STOCK AT
25% DISCOUNT
*—Due to Fair Trade Regulations we must exclude a few items
LORA'S GIFT SHOP
174 E. MAIN EL CAJON

Benbough's Clearance Sale Continues
Reductions of 10% to 50% In All Departments
100-inch Sofa—Hand-tied Base; Three Cushions. Durable Brown Tweed Fabric \$299⁵⁰
Regular \$369.50. Priced at
Wing Chair—Choice of Fabrics; Foam Cushions. Hand Tied Base. \$99⁵⁰
Regular \$149.50. Priced at

A Large Selection of Specially Priced Occasional Tables for any decor
BENBOUGH'S El Cajon

Bessie B. Young
Mrs. Bessie B. Young passed away at her home, 2342 Tavern Road, Alpine, Saturday, January 16. Mrs. Young was 69 years old and a native of Kansas. She has lived in this area for 48 years. Besides her husband, Ben O. Young, she leaves a son, Lloyd Greaser of National City, Calif. Services were performed at the Paris Mortuary Chapel in El Cajon, Dr. Roger Larson, officiating, last Tuesday at 2:00. Mrs. Bessie Young was buried in the Alpine Cemetery.

our sincere wish

May the prescription we so carefully dispense for you repay you a thousandfold in good health.

YOUR **REXALL** PHARMACIST

THE NEW WOODSIDE REXALL PHARMACY
Open 9 a.m. to 10 p.m.
7 Days a Week
Jack Harner, Proprietor
Pharmacist
2108 WOODSIDE AVE.

TEEN TALK

By JANIE

Election

The students of Alpine Junior High voted for their new officers of the Student Council today. Elections are held at the middle of the term and at the end of a school year. The results of the election will be in next week's paper.

This Friday, the Junior Pilgrim Fellowship will go on their skating party. As always, they will skate at Palisades, then stop at a drive-in for refreshments.

4-H Wins Blue Ribbon

The Japatul 4-H Club was in a judging contest Saturday, January 16, in Escondido, for the 4-H's Home Economics Field Day.

Mrs. James Dyer, sponsor of the group, was very happy to report that the group came home with one blue ribbon and four red ribbons.

The blue ribbon was won by Bruce Shepard, who was the best judge in his particular group.

The red ribbons were won by Leone Dyer, Cathy Dyer, Jane Fordyce and Jimmy Woolridge. The judging was done on a Danish System.

The Japatul 4-H group is very active. The 31st of January they will go to the Children's Zoo to take care of the animals.

'Honest Survey?' or 'An Afternoon At Home?'

The phone rings:
 Me: Hello.
 She: This is Mrs. Croman: we're conducting a survey on how people buy their food. May I ask you a few questions?
 Me: All right (with tongue in cheek).
 She: Do you buy your food wholesale or retail?
 Me: Retail.
 She: Oh, how many in your family?
 Me: Six of us, we have 4 children.
 She: Let's see, that's 4 children and two adults. Do you have any trouble storing your food?
 Me: No.
 She: How large a freezer unit have you? (Don't remember her exact words, it was more ring-around-the-rosy than that).
 Me: Look, I don't want to buy a refrigerator.
 She: Oh, I don't want to sell you anything.
 Then there was a quiet "click" as she hangs up.
 Of course, that left me knowing dog-gone well it was no survey. I'm quite prejudiced when it comes to salesmen who won't admit right off that they are salesmen.

Yours truly,
 Betty Welty

OUR APOLOGIES

Last week your editor had the flu and did not proof read at all. We are sorry it was such a messy paper. This week should be better (but probably not perfect).

A NEW SERIES

Each week starting with this edition, we expect to have one of a series on the clubs of Alpine. We will try to describe each club and give our readers an understanding of what makes the clubs of Alpine so active.

Junior Baseball Association By LaVerne Crosby

In our first story about Alpine's clubs we are very proud to bring you an article on the Junior Baseball Association.

This club has been in existence for your years. The first meeting was held on April 14, 1957. The officers of the club were Jim Sullivan, President, Phil Hall, Vice President, Mrs. Dorothy Hem, Secretary, George Snyder, Treasurer, and Al Hinkle, Manager.

In their first year to be organized they had 122 boys signed up, four teams with 15 boys to a team. The sponsors in 1957 were the Fire Department, Youth Center, Kiwanis and V. F. W.

Like the town of Alpine which is growing rapidly, so did the Baseball Association. They not only grew in the size of the teams, in 1968 they have five teams, but they grew in the number of boys, 150 approximately.

Five things changed in the year 1958 they had five teams, but they added one team to their little league; they entered a Pony League team in the El Cajon League, which the Baseball Association sponsored; they added a new sponsor, Lightfoot Lumber Company. They had eight and nine year old boys playing for the first time with Phil Hall as coach; and the officers changed; Mr. Ramsey became president, Mr. Earl Butler, first vice president, the late Vern Chynoweth, second vice president, Dorothy Hem still kept her job as secretary and Mr. George Snyder was treasurer.

When 1959 rolled around and the Baseball Association was still growing with each new year. In one year they had expanded from five teams to eight, with boys from eight thru 15 participating. The teams were growing with such leaps and bounds that they split up the ball teams and made a major and minor league.

In April, 1959, the same month of the year they had organized just three years before, the Baseball Association started a fund raising campaign. The campaign was started so that they could build a new ball diamond, second to none. This is the biggest project to date for the organization.

Harry Jennings was now President with Johnny Findel as first vice president, Marvin Chynoweth, second vice president, Gladys Jennings, secretary, and Shirley Strouch, treasurer.

Here it is 1960, with the club just as active, if not more so, than in the past. The fund raising campaign is still going and as of this date they have collected \$55,000. The baseball field is nearing completion and they are eagerly awaiting to play on the new field in March.

The officers for 1960, Harry Jennings, president; Cliff Wooldrige, vice president; Mrs. Elsie Schields, secretary, and Mrs. Leona Drennon, treasurer, and everyone who has worked on the field is very proud of their accomplishments, as everyone in Alpine should be.

Money is still needed for the completion of the ball diamond. There are two ways that the people of the community can help; first, is by coming to their games party this Friday night at 8 in the Youth Center. There will be door prizes and free refreshments. Secondly, there is a trailer on display at the Youth Center to be purchased from the Baseball Association. Anyone who is interested in it is urged to call Harry Jennings, at Hickory 5-3188.

The goal of the Baseball Association is to keep the boys off the streets and keep them occupied during the summer. It is also to teach the boys fair play and good sportsmanship.

Congratulations to you, members of the Baseball Association, for making a better place for our children to live.

HOUSE TRAILER

59 50-ft. 10 wide, completely equipped including awnings, full bath, air conditioning, many others, all makes and sizes, some bank repossessions, rent to buy, on approval of credit. Midway at Barnett AC 2-0375

List With Us and Start Packing
ALPINE BRANCH
 La Mesa Realty Co.
 BILL BROWN, Mgr.
 Hickory 5-3603 Hickory 5-3035

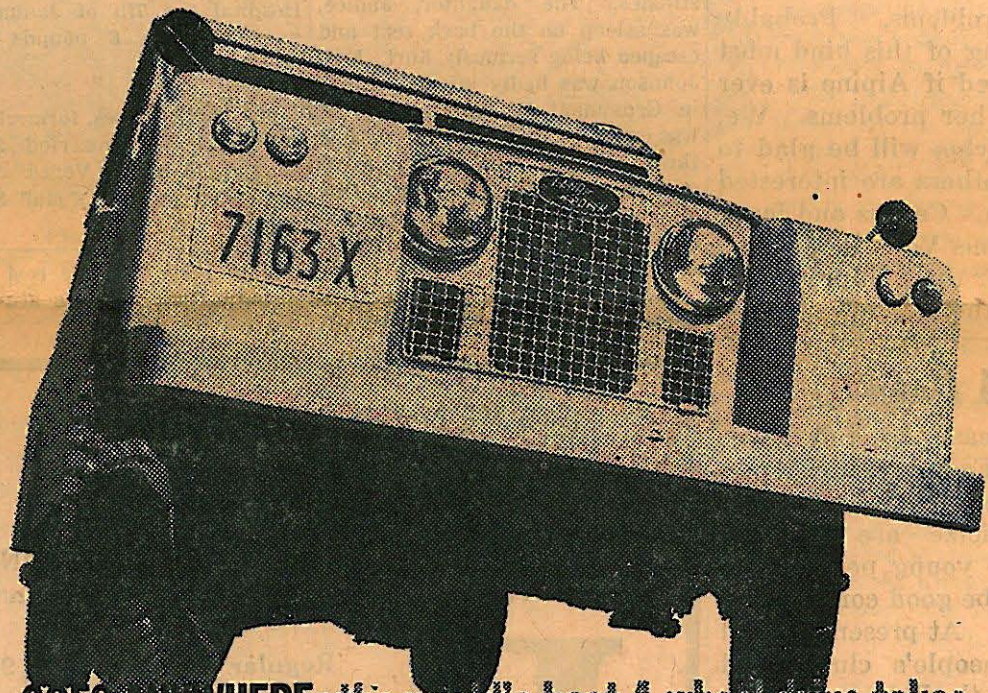
JANUARY SPECIALS

Shampoo, Set and Tair Cut \$3.00
 Creme Base Permanent \$7.50
BEL-AIRE BEAUTY SALON
 146 N. Orange St. HI 4-2418
 El Cajon

M. H. SMITH
 113 West Main St. El Cajon
 We Give S & H Green Stamps
PRESCRIPTION PHARMACY
 Telephone Hickory 4-3135

BURKE ELECTRIC
MOTOR SERVICE
 Rewinding and Repairing
 Highway 80 Alpine
 HI 5-3828

Now . . . Available LAND -- -- ROVER



GOES ANYWHERE: the world's best 4-wheel drive takes the Land-Rover over any terrain, up and down incredible 45°-plus grades, through brush, swamp and desert. Yet on the highway, it cruises easily and comfortably at touring speeds. **DOES ANYTHING:** hauls, tows, operates portable and stationary machinery from three power take-off points. The Land-Rover has proved indispensable in agriculture, industry and private use around the world, in the armed services of over 23 countries and the police forces of 31. **LAND-ROVER** offers a wide range of body styles in two chassis lengths, plus a choice of gasoline or diesel engines. High and low gear ratios give a total of eight speeds forward and two reverse. Test-drive the Land-Rover to see for yourself why it is called "the world's most versatile vehicle."

SEE AND TEST DRIVE IT TODAY!

FOR A DEMONSTRATION RIDE WITHOUT ANY OBLIGATION

CALL BE 4-8426

British Motor Sales

1902 KETTNER . . . SAN DIEGO

EMPIRE MARKET
 FRESH PRODUCE
 GROCERIES
 QUALITY MEATS
 NEXT TO U. S. POSTOFFICE
 HI 5-2105
 Store Hours 8:30 - 6:30

ALPINE ECHO
SUBSCRIPTION BLANK

Gentlemen— 1-22-60
Please enter my subscription to the ALPINE ECHO for
..... year at \$3.00.

Name.....

Address.....

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

ALPINE ECHO, BOX 8, ALPINE, CALIF.

Let's Act Now

Alpine will grow. Whether the residents like the problem of growth or not makes little difference. The question is "How will Alpine grow?"

Will the growth be disorganized, uncontrolled, painful and full of bitterness, because Alpine has done no planning and has no way of solving problems, or will Alpine find a way to work out her problems and plan for an orderly future?

It has been suggested that some kind of a Town Council should be created to work on local problems. Probably something of this kind must be created if Alpine is ever to solve her problems. We, of the Echo, will be glad to help if others are interested in action. Call us and leave your name. We will then arrange for those interested to get together.

Lend A Hand

It is easy to talk about youth. Easy to criticize and find fault, but how many who criticize are ready to help the young people who want to be good constructive citizens. At present several young people's clubs need help and the Echo would like to suggest that adults who have some time could spend it in no better place than with our youth.

Now At San Diego Prices

JIM RORIE
Flying-A Service

HIWAY 80
ALPINE

HI 5-2443 HI 5-2571

Fred Rushing
Grading and Equipment Rental

Soil Conservation
Subsoiling — Brushing
Dam Building
Subdivisions

Alpine, Calif. Hickory 5-2214

HERE AND THERE

Dr. Roger Larson, Pastor of the Alpine Community Church, contracted a cold when the Church and Parsonage ran out of propane this week.

★ ★ ★
Cub Scout, Pack 350, will meet next Friday, Jan. 29th, instead of tonight, the regular fourth Friday of the month.

★ ★ ★
Gloria Boettcher, popular waitress at the Log Cabin, has returned to her job after 5½ months' absence during which she became the mother of a baby girl named Donna Faye.

Donna was born on Halloween (they call her little spook), and she is the fifth of Gloria's children.

★ ★ ★
The former Stella Raider was married to Bob Walsh, who works at Mr. Otto's ranch last weekend. The couple flew to Las Vegas to be married.

★ ★ ★
The flu and colds are still going around. Mrs. Leona Drennon has been suffering with both for the past week.

★ ★ ★
Mr. and Mrs. John Schweitzer are the proud parents of a new baby boy, John Howard.

Little John arrived at Grossmont Hospital the 7th of January and weighed in a 8 pounds and 5 ounces.

★ ★ ★
Mrs. Jodie Mayes, formerly Jodie Workman, was married Sunday, January 17 in Las Vegas. Jodie is the owner of Jodie's Malt Shop in Alpine.

remain there for the rest of the winter. Their children are attending Alpine schools.

CAMPO NEWS

Continued from Page 2
Schaeffer calling and Walter Ellis doing the guest calling. Sharon Thomas and Sharon Rinks were hostesses. A number of the members plan on going to El Centro the weekend of January 23 and 24 for the Imperial Valley Square Dance Association's Seventh Annual Square Dance Festival.

★ ★ ★
It is congratulations to Pat and Don Jeter who are the proud parents of a baby son born Tuesday, January 12. They live in Campo.

★ ★ ★
John Reynolds, chairman of the School Board, is sick with the flu.

★ ★ ★
Mrs. Eva Forthman, who works at Jodie's Malt Shop, took ill Sunday after returning from Las Vegas for the weekend. She was taken to Grossmont Hospital but is now home recuperating.

★ ★ ★
Florence Clark, of Florence's Market, received a card from Wayne and Dorothy Connors at Moses Lake, Washington, where they are settling in their new home.

★ ★ ★
Mr. Richard Palmer, father of Bob Alcorn, is now home from Grossmont Hospital.

New Egg Prices

Last week the Department of Agriculture announced that the standard weight for large and medium eggs has been reduced. The large eggs aren't going to be as large, the weight used to be 24 ounces, and they are now 23 ounces. The medium eggs aren't going to be as medium, they are now 20 ounces instead of 21.

INCOME TAX SERVICE
Marie Gavin
For Appointment Call
HI 5-2812

Good, Dependable TV Service
For Alpine Area
35 years in Radio and Television
GEO. LENGBRIDGE
HI 5-3885

Valentine Special
LAKESIDE PHARMACY
30% OFF ON ALL
 SHEAFFER FOUNTAIN PENS AND SETS
Now Through February
HI 3-1013
10001 Maine Lakeside

Wreck On Dead Man's Curve

Last Sunday evening, Mr. and Mrs. Stan Johnson and their daughter Janice, formerly of Descanso, were involved in a head-on collision on Highway 80 just east of "Dead Man's Curve." A car going down the grade was completely inside the up-going lane. A couple driving behind the unidentified car said that it was surprising he did not cause a wreck sooner. They had been driving behind him all the way from El Centro and he was constantly weaving from side to side.

Mr. Stan Johnson escaped with a cut on his head which needed stitches. The daughter, Janice, was asleep on the back seat and escaped being seriously hurt. Mrs. Johnson was badly injured and is in Grossmont Hospital. Her face was cut so badly the doctor worked three and a half hours using stitches and plastic surgery. One knee was crushed and was operated on. One arm was broken and it is in traction.

The Johnsons have rented a home in Harbison Canyon and will

UNFINISHED FURNITURE
JANUARY SPECIAL

WESTERN HARDWOOD CHEST—MODERN
4-DRAWER — 30-in. x 16½-in. x 35-in. High

Regular \$30.95 **\$24⁹⁸**
NOW.....

DAN DIXON

Open Daily 9 a.m. to 5:30 — Friday Noon Until 9 p.m.
240 West Main El Cajon HI 4-8852

Don't Wait, Let Us Drill Your Well Now

Operating Two Rigs For Speedier Service

Efficiency Economy Speed

H. A. BOSTWICK
Manager

B & R Diamond Drilling Co.
ENGINEERING CONTRACTORS
1025 E. Main Phone HI 4-2149 El Cajon, Calif.

\$3,000,000.00 KICK-OFF-SALE

NOW AT HATCH

Record-breaking volume in 1960 will save you more. Big stocks for immediate delivery — Impalas, Biscaynes, Bel Airs, Wagons, Trucks... even Corvairs.

... at HATCH
Look what volume does for you! Now Chevy prices start at just
\$2100 Delivered In El Cajon
Low **\$345** DOWN as Delivers

Open Evenings — Closed Sunday
HATCH CHEVROLET
Your Authorized Chevrolet Dealer
HI 4-1105

El Cajon Mortuary
and Valley Chapel

624 El Cajon Boulevard El Cajon, California

GEORGE ROACH
President and Director
El Cajon Mortuary

- Licensed Lady Embalmer
- All Veterans Benefits Available
- Completely Air-Conditioned
- Funeral Insurance and Pre-Need Trust Accounts

HI 2-6677
EL CAJON, CALIF