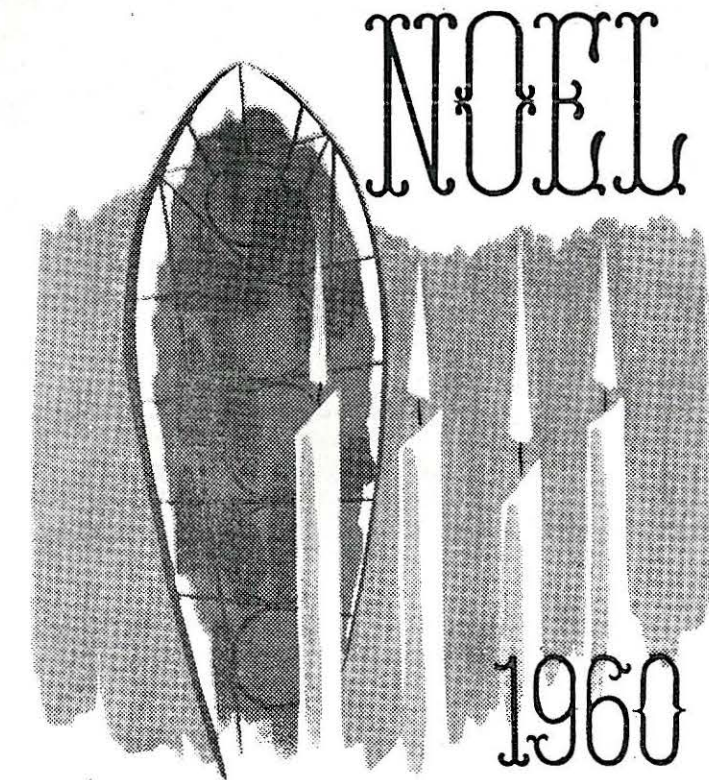


# ALPINE ECHO

A WEEKLY NEWS MAGAZINE SERVING ALPINE AND  
THE MOUNTAIN EMPIRE

ALPINE, CALIFORNIA  
THURSDAY, DECEMBER 22, 1960

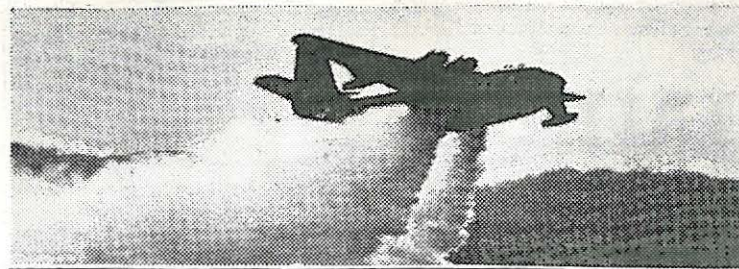
PRICE FIVE CENTS  
VOLUME 3, NUMBER 37, Page 1



*WE greet you at Christmas with warmest  
good wishes for a Yule filled with  
good will and the spirit of this Holy time.*

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### Fire Fighter

Newest weapon in the constant and costly battle to suppress fires in the forests of British Columbia, from which comes much of the newsprint supply for West Coast newspapers, is this huge Martin Mars transport of World War II fame. Newsprint Information Committee whose member company in that area has joined six other forest products concerns in testing the 200-foot-wingspread plane, reports it is equipped to scoop up 6,000 gallons of water while taxiing across a lake and dumping the load minutes later in this saturation drizzle on the hottest part of a forest fire. From height of 200 feet, the load drenches an area 450 feet by 150 feet — larger than a football field.

Long  
Known  
For

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Complete Funeral  
Arrangements



**MILT PARIS**

OWNER and DIRECTOR

*Passing Years have earned a  
reputation of dependability and  
honesty for*

## PARIS MORTUARY

Member San Diego County Funeral Directors Association

374 N. Magnolia

EL CAJON CALIFORNIA

HI 4 5195

P. 2, ALPINE ECHO, Dec. 22, 1960

### EL CAJON

#### ANNUAL SCHUETZENFEST

The fifth annual holiday Schuetzenfest of the El Cajon Valley Schuetzen Corp and the San Diego Arms Collection Association will be held on New Year's Day beginning at 10 A. M. on the Findel Ranch on South Grade Road.

Various old time matches will be conducted, some of them being: Swiss bell ringing, string match, one shot Center match, rapid fire match, and Honor match. All shooting will be conducted at 200 yard offhand position.

A potluck dinner will be held as in the traditional Schuetzenfest is held, most of them having been discontinued around 1914. Rifles used will be ones made since the 1880's or rifles patterned after those, calibers 25 to 45.

**To the budding personality, an orderly home is more important than church or school or society. By the time these institutions begin to exert an influence, for good or evil, the child's nature has already developed its more enduring traits, which can be modified but not eradicated. This is why women as mothers are the cultural and moral arbiters of the race, an appalling responsibility, which too many American women try to ignore without being able to forget it. Woman represents the continuity of life. It is she who is the dominant influence on her children during the impressionable early years. She determines their unconscious responses to life.**

AGNES E. MEYER  
Out of These Roots  
Published by Little, Brown & Co.  
and Atlantic Monthly Press

Pride is a guy with rosin on his pants!

—Kudner Agency

*Ralph's* Shoe  
**Repair**  
1314 E Broadway  
EL CAJON (BOSTONIA)  
WHILE YOU WAIT SERVICE

### CAMPO NEWS

by FAY FARRIS - GR 8-5396

Mrs. Lilah Spice of Morena Village had major surgery on Monday, Dec. 12. She is in Grossmont Hospital, and her special nurse was Evelyn Hawksley who also lives in Morena Village. All Mrs. Spice's friends of the area wish her a speedy recovery.

Mr. and Mrs. Wm. R. Thompson of La Mesa were dinner guests of Mr. and Mrs. Alden M. Farris of Lake Morena on Monday evening, December 12.

The Mountain Empire Woman's Club met at the home of Lena Courts in Guatay on Wednesday, December 14. A luncheon of chicken pies, salad, cake and coffee was served. The buffet table was appropriately suggestive of Christmas in its decoration. The mystery prize was won by the hostess.

Mr. and Mrs. Jack Martens who own the Lakeview Market in Morena Village are taking a much needed vacation, and the store will be closed from Dec. 23 to Dec. 29. They are going to the High Desert where many of their friends have made their home after retiring from business.

Mr. and Mrs. Larry Garst have been visiting with her parents, Mr. and Mrs. Wm. Wordley, in Lake Morena. Mrs. Garst is the former Ina May Wordley.

Mr. and Mrs. Wordley and the George Taylors spent the weekend of Dec. 10 at Disneyland, and report an enjoyable time. It was especially enjoyed by the Taylor's young son.

The Lonny Isons of Rancho del Campo are going to New Mexico, their former home, to spend the Christmas holidays. They have a daughter Linda who attends State College and a son Dale who attends college in El Centro.

Mr. and Mrs. Paul Moreland of Lake Morena will spend Christmas with their parents in Oklahoma.



With the holidays close on our heels, Christmas presents to tie and wrap, kids home from school and all the festivities that come along this time of year who, we wonder, has time for the preparation of elaborate meals? But you will want wholesome ones.

So this suggestion for quickly made Savory Veal Hash should prove helpful. Heartily recommended for flavor and economy, it's also good made with other kinds of cooked left-over meat.

With this meat and potato main dish, serve hot soup, a green salad and spiced old-fashioned applesauce. Then, add candlelight to soften shopping-weary faces and to give an extra-warm glow to the meal.

#### SAVORY VEAL HASH

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| 2 cups Minute Sliced Potatoes     | 1 1/2 teaspoon salt                  |
| 2 green peppers                   | 1/2 teaspoon sage                    |
| 1 cup chopped onions              | 1/4 teaspoon pepper                  |
| 1/2 cup butter                    | 6 eggs                               |
| 4 cups finely chopped cooked veal | 2 tablespoons grated Parmesan cheese |
| 1/2 cup broth or bouillon         |                                      |

Cook sliced potatoes as directed on package. Meanwhile, cut tops from peppers and scoop out seeds. Cut at widest part into 6 rings. Chop remaining pepper and set aside. Place pepper rings in a small amount of water. Cover and cook 5 minutes. Drain.

Saute chopped pepper and onions in 2 tablespoons butter in a large skillet until onions are tender but not browned. Remove from skillet and combine with potatoes, veal, broth, and seasonings.

Melt all except 1 tablespoon of the remaining butter in the skillet. Top with potato mixture. Brown over medium heat without stirring. Make 6 depressions in the top of the potato mixture and lightly press in the pepper rings. Break 1 egg into each ring, sprinkle with cheese, and dot with remaining butter. Cover, reduce heat, and poach until eggs are set — 5 to 10 minutes. Makes 6 servings.

### ABOUT ALPINE

by CAROL WILCOX

A Wassail party was held at Fuller Hall on Saturday, December 17. Everyone enjoyed singing Christmas carols and being together in the joyous atmosphere.

The Gamma Gamma sorority held its annual Christmas party for their children Sunday at the Youth Center. About 15 children greeted Santa Claus who made his annual visit to these kiddies. Cookies and punch were served.

On Wednesday, December 21, the Alpine Community Church Guild held its annual Christmas party. Gifts were exchanged and refreshments were served. They held their regular work party in the morning.

The Gamma Gamma girls held their "Gals Christmas Party" on Wednesday. At the party the girls revealed their secret sisters and drew names for new ones. All report a wonderful time.

Members of the cast of the Alpine Community Church annual pageant went Christmas caroling following the pageant presented last Sunday evening. The young people also went caroling Tuesday evening. They will go again Friday evening following the Sunday School Christmas program.

#### CHRISTMAS MIDNIGHT SERVICE

There will be a candlelight service Christmas Eve at the Alpine Community Church. The worship which will begin at 11 P. M. will close with each member of the congregation holding a lighted candle.

On Christmas Sunday there will be just one service, at 11 A. M., and there will not be a Sunday School. Children are invited to attend church with their parents and hear the story of "The Other Wise Man" by VanDyke as given by Dr. Roger Larson for his sermon for Christmas Sunday.

### Christmas Program

#### LUTHERAN CHRISTMAS PLAY

Christmas Eve Alpine Lutheran Church will present its second annual Christmas program.

The older children will present the Christmas Story in verse reading and song. The preschool children will present the nativity pageant. There will be no Sunday School or Adult Bible Class on Christmas morning. The one Christmas service will be at 10 A. M. rather than at the usual 10:45 A. M.

#### V. F. W. CHRISTMAS PARTY

Children of the members of the Alpine V. F. W. will be entertained at a Christmas party to be given for them this Friday evening, December 23, at 6:30 P. M. in the Pst Hall. Gifts and refreshments will be given by the auxiliary.

Ladies of the auxiliary sent 37 dozen cookies to the Y. M. C. A. last week.

#### TWO MAIL SERVICES A DAY

As a special service during this Christmas season the Alpine rural patrons will have two mail deliveries a day, according to Haakon Magnussen, Alpine rural carrier. This service will be especially appreciated on Saturday, Christmas Eve - those last minute cards and gifts may yet arrive in time.

#### SILVER SET USED FIRST TIME

The silver set recently purchased by the Alpine Woman's Club was used for the first time when Mrs. Fern Latham and Mrs. Elna Bratt, president, poured for the Christmas party. Mrs. T. A. Smith, refreshment chairman prepared a Christmas cake. Decorations including a Santa Claus, Christmas tree and a manger scene were arranged by chairman Mrs. Jack Hoistad.

Club members exchanged gifts and then traded around before opening them.

### PLAY

#### LIVING PICTURES OF JESUS

The story of Jesus's life will be told in living pictures Friday, December 23, 7:30 P. M. when the Sunday School classes of the Alpine Community Church present their Christmas program in the church sanctuary.

The program will begin with a short worship service presented by the Pilgrim Fellowship with Rhoda Lynn Raeburn and Grant Cooke conducting.

### BALL

#### FIREMEN HAVE A BALL

Alpine firemen had a ball last Saturday night at their Christmas party. Bailey's Cafe was 'all theirs from 8 P. M. on with Jack and Carmen Hoistad as congenial host and hostess.

A buffet supper was served (with toy fire trucks on the tables as part of the decorations). Dancing to records was also enjoyed.

### SCHOOL

The Grossmont Union High School District Board of Trustees endorsed the formation of a separate league for the schools in the Grossmont Union High School District and authorized Superintendent Lewis F. Smith to press for this arrangement at the next meeting of the Board of Managers of the San Diego Section of C. I. F.

FOR SALE: Fully Automatic 24" oven electric range, like new, \$150. 48" oval. solid maple drop leaf dining table, wagon wheel design. \$45. Hollywood bed, box springs and innerspring mattress, \$25. 2 floor lamps, \$5. Wicker patio chair, \$4.50. 2 BR. chairs, \$5. each. RCA table model 21" TV, \$50, or all for \$260.00. W. A. Knapp, Ash Street, Ramona Ramona 609W or ST 9-1786

# Christmas Specials

This store will be closed Christmas Eve, Dec. 24th, 5:30 P. M.  
Also all day Sunday and Monday, Dec. 25th & 26th.

**Radishes** 2 cello bag **17¢**  
**Green Onions** 2 bunches **9¢**  
**Cranberries** FRESH 1 lb. box **25¢**  
**Celery** STALK for **10¢**

**RUMP ROAST**  
U.S.D.A. GOOD **69¢ lb**

**Puritan HAMS** half or whole **59¢ lb**

**Wieners** all meat skinless **49¢**  
**Bologna** **39¢ lb**

SPECIAL FOR CHRISTMAS  
**Chickens** Barbecued Ready to eat **1.09¢**

### Cranberry Sauce

Jellied or Whole Berries

**Ocean Spray 303** cans **2 for 47¢**

**Nabisco PREMIUM CRACKERS** 1 lb. pkg. **27¢**

OBERTA #1 can **2/49¢**  
**OLIVES MEDIUM RIPE**

## Empire Market

LIMIT RIGHTS RESERVED

2169 Arnold Way Next to the Post Office

PHONE HI5-2105

IN ALPINE

SPECIALS for Thursday, Friday, Saturday, Dec. 22, 23, & 24

### PUMPKIN

Libbys # 2 1/2 cans  
**2 for 35¢**

### MINCE MEAT

Bordens None-Such  
READY-TO-USE, 1 lb. 12 oz. Jar  
( While They Last )  
**49¢**

### DRESSING

Mrs Culbertsons  
13oz. Pkg.  
**49¢**

### Birdseye Frozen

**Peas**

10oz pkg

**2 for 33¢**

Pet-Ritz  
**Frozen Pies**

Pumpkin - Mince  
8 in. **45¢ ea.**



**Business Directory**

**AUTO REPAIRS**  
 ALPINE MOTOR SERVICE  
 2308 Hwy. 80, Alpine HI 5-2317

**CARPETS**  
 MANN'S SALES AND SERVICE  
 14328 Hwy. 80, Johnstown HI 3-2125

**CLEANERS**  
 ALPINE CLEANERS  
 Alpine HI 5-2242

**DRUG SUNDRIES**  
 MCGUFFIE'S SUNDRIES  
 Hwy. 80, Alpine HI 5-2121

**M. H. SMITH**  
 113 W. Main, E.C. HI 4-3135

**GENERAL CONTRACTING**  
 Bob Baarlaer Home Construction  
 Alpine HI 5-2997

W. L. Weeks Construction Company  
 Alpine HI 5-2226

**INSURANCE**  
 JEANNETTE C. HINKLE  
 2105 Hwy. 30, Alpine HI 5-2502

**LUMBER**  
 AL HINKLE LUMBER  
 2101 Hwy. 80, Alpine HI 5-2184

**MARKETS**  
 EMPIRE MARKET  
 Alpine HI 5-2105

**PLUMBING**  
 TED WHITT  
 2325 Elting, Alpine HI 5-3665

**POOL REPAIR - MAINTENANCE**  
 Alpine Swimming Pool Service  
 Roy Crane HI 5-2766

**REAL ESTATE**  
 Alpine Branch-LA MESA REALTY  
 Alpine HI 5-3603 HI 5-3035

DON BATES  
 2445 Hwy. 80, Alpine HI 5-2537

J. H. McKIE, JR.  
 2355 Hwy. 80, Alpine HI 5-2217

P. 6, ALPINE ECHO, Dec. 22, 1960

**Date Book**

**THURSDAY, December 22nd**  
 Kiwanis, Fuller Hall, 7 PM

**FRIDAY, December 23rd**  
 V. F. W. Christmas party for children of members, Hall, 6:30 PM  
 Alpine Community Church School Christmas program, 7:30 PM

**SATURDAY, December 24th**  
**CHRISTMAS EVE**  
 Alpine Lutheran Church School, Christmas program, Woman's Club House

Alpine Community Church Mid-night Candlelight Carol Service, 11 PM

**SUNDAY, December 25th**  
**MERRY CHRISTMAS**  
 Alpine Lutheran Church service, Woman's Club House, 10:AM  
 Alpine Community Church service, 11 AM

**MONDAY, December 26th**  
 Alcoholics Anonymous, Fuller Hall, 8:15 PM

**TUESDAY, December 27th**  
 Fire Dept. business meeting, Alpine Fire House, 7:30 PM

**WEDNESDAY, December 28th**  
 Alpine Community Church Guild Fuller Hall, 9 AM  
 Catholic Ladies Guild, Parish Hall, 8 PM.  
 Chapel of the Hills, Descanso, Christmas Eve service, 7:30PM

**Look at this!**  
**\$100 Down**

15 acres on Highway 80  
 with water  
 Owner HI 5 -2537

**CHURCH SERVICES**

Alpine Community Church  
 Dr. Roger M. Larson, HI 5-2110  
 Sunday School-9:45 AM  
 Morning Worship-9:45 & 11 AM

Alpine Lutheran Church  
 Rev. Charles W. Tedrahn,  
 HI 2-3595 (Woman's Club)  
 Sunday School-9:30 AM  
 Morning Worship-10:45 AM

Bethel Assembly of God  
 Rev. Eva Bailey  
 Sunday School-9:45 AM  
 Morning Worship-11 AM

First Baptist of Alpine  
 Rev. James C. Arnold,  
 AT 4-0997 (Southern)  
 Sunday School-9:45 AM  
 Morning Worship-10:55 AM

First Baptist of The Willows  
 Sunday School-9:30 AM  
 Morning Worship-10:45 AM  
 Evening Worship-7 PM  
 Wed. Prayer Meeting-7:30 PM

St. Philomena's Catholic  
 Rev. Thomas Bolten, HI 5-2145  
 Sundays and Holy days-Masses  
 8 AM, 10 AM, 6:30 PM  
 Weekdays-Masses-8 AM  
 Confessions-Saturday, 3-4 PM  
 and 7-8 PM

Descanso-Blessed Sacrament  
 Father Tuillo Andreatta  
 HI 5-3620  
 Sunday Masses-9 and 10:45 AM  
 Holy Days and First Fridays-  
 Mass at 7 PM

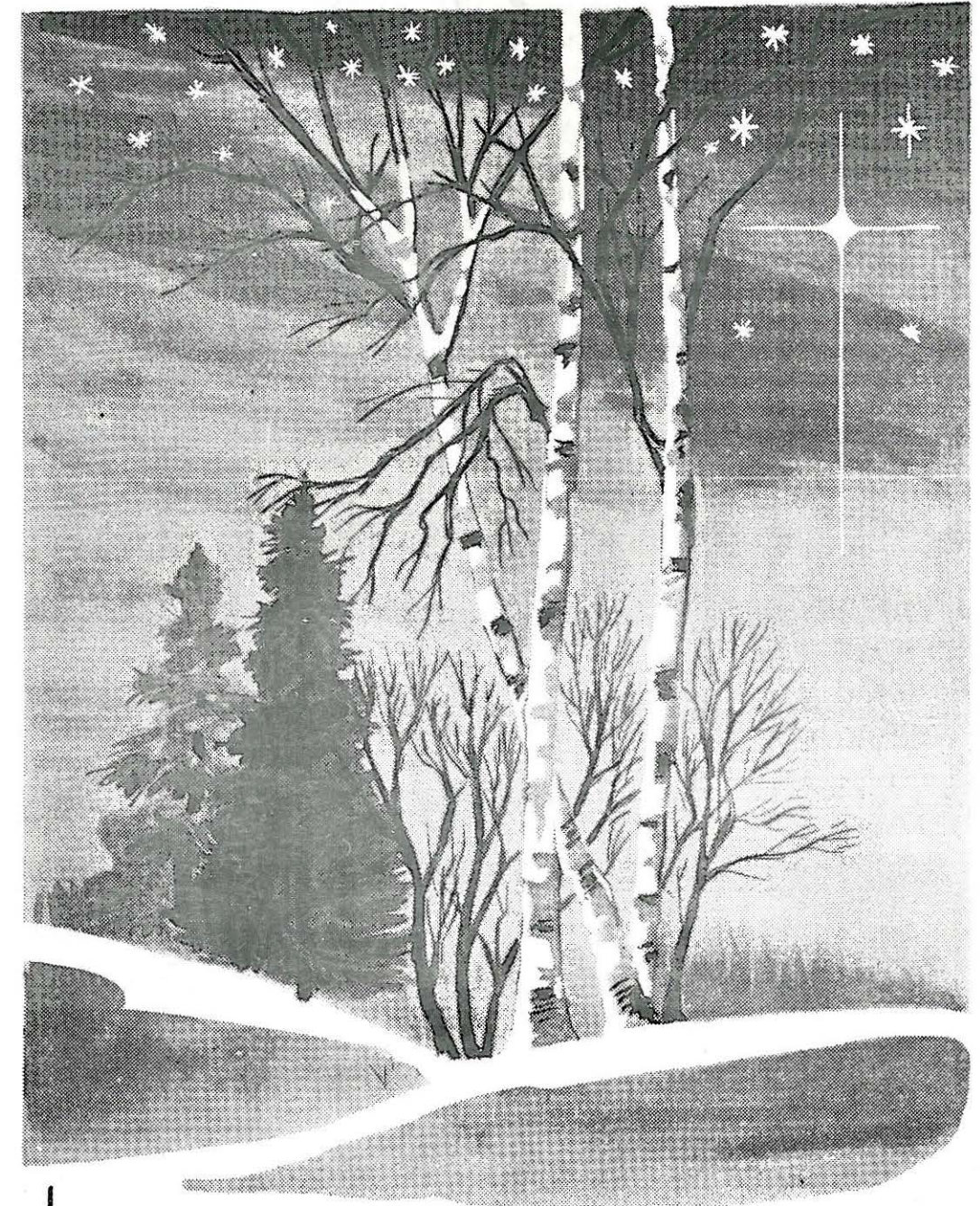
Descanso-Chapel of the Hills  
 Rev. Robert Laird, HI 5-3628  
 Sunday School-9:45 AM  
 Morning Worship-11 AM

Mt. Laguna-  
 Our Lady of the Pines Chapel  
 Sunday Mass-12:15 PM

BABYSITTING in my home  
 fenced yard. Victoria Drive.  
 HI 5-2482

**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



1960 Merry Christmas

The world glows with the spirit of Christmas and we take this means of wishing you a wonderful Yule of great spiritual comfort, joy and much happiness.



# Greetings

In this Christmas supplement the merchants and businessmen of Alpine extend to their many friends, neighbors and customers the cordial good will that they would like to express personally to each of you. For the staff of the ECHO this supplement is a special joy for it is an opportunity to pass on the kind of constructive thoughts and friendly attitudes that are the finest part of human nature.

May each of you find perfect harmony with your fellowmen and with the Spirit of Eternal Truth so that your life may be bright with the light of perfect understanding and the warmth of perfect love. May your spirit be at peace and your days be full of happiness and prosperity.

Ed Welty

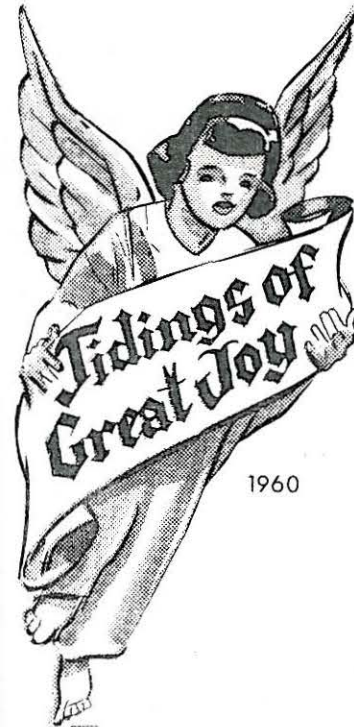
Merry Christmas

**G**REETINGS to all our friends. May this Yule season be filled with great joy. Thank you all for your friendship.

1960



RUSSELL'S  
LARIAT  
CAFE



1960

The miracle of Christmas is a joy to everyone. May your heart be filled with an everlasting joy.

AL HINKLE  
LUMBER and  
RANCH  
SUPPLIES



Merry Christmas

We wish you, your family and our many friends everywhere the joys of an old-fashioned, merry Christmas and holiday season.

Estep's  
Alpine  
Outpost

PAUL & IVA ESTEP

## BIRTHDAY OF OUR LORD

Christmas, the birthday of our Lord, always reminding us of the greatest of Gifts when God gave His only begotten Son that He might save us from our sins, should be a season of great rejoicing and thanksgiving as we take note of how we are receiving the Gift so freely given.

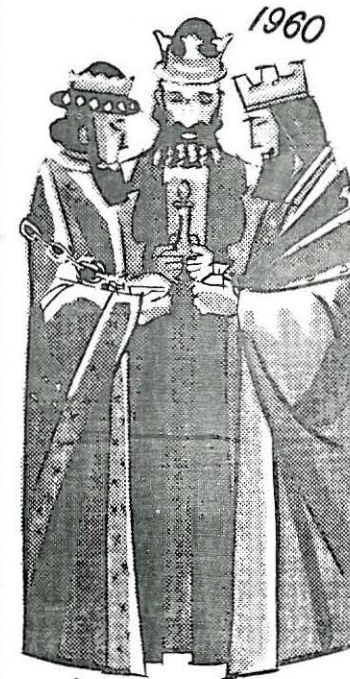
Christmas always recalls for us the former years of great joy in family circles about the festive board and reminds us to give our children and those about us such a joy at this time of the year to make every succeeding Christmas one of pleasant memories.

Our Christmas will be as Merry as we give of our abundance to those about us that we love and also to those in need for Jesus said that whoever would be great in the Kingdom of Heaven must be servant of all. So at this glad time let us serve Him by ministering and giving unto others.

In spite of the evil now present and threats of nation against nation we have after these almost 2,000 years the glad Christmas songs still ringing out through the world, bringing joy and rejoicing to the broken hearted, strength to the fainting, hope to the fearful and assurance to the aged saint

Continued on Page J

## CHRISTMAS WISHES



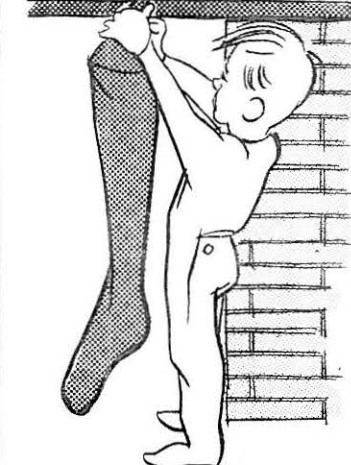
1960

'T is the season to wish you all well and to say thank you for your fine patronage this past year.

RED'S  
GARAGE

RED FRYE

## MERRY CHRISTMAS 1960



We hope your Christmas stocking will be filled with all the great joys of the season. Also, we take this means of thanking you for your support.

ALPINE  
CONCRETE  
PRODUCTS

HAZEN and LEE ALKIRE



1960

LUTZ'S  
GARAGE

Harold, George, and Larry

AT  
Christmas

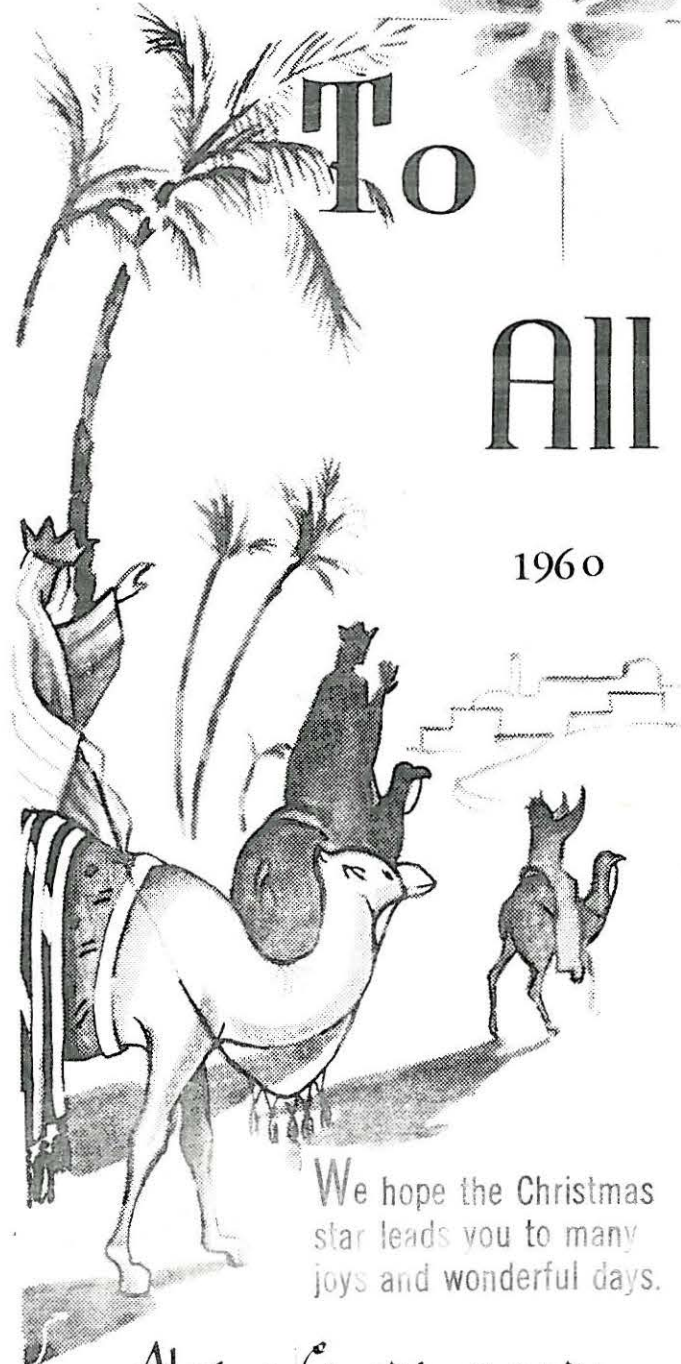
Let us dedicate ourselves anew to the way of life He asked this Christmas so we may find a greater meaning in this Holy time.

# Joy

# To

# All

1960



We hope the Christmas star leads you to many joys and wonderful days.

*Alpine Grading and  
Equipment Rental*

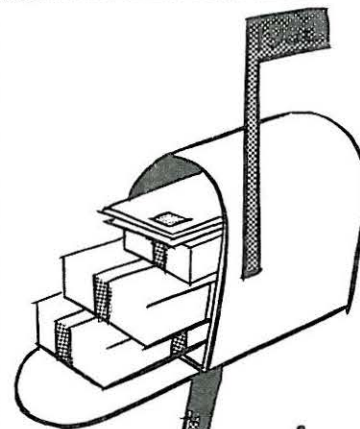
FRED and VAN RUSHING

ALPINE ECHO CHRISTMAS SUPPLEMENT PAGE D

### THE CHRISTMAS FESTIVAL

Christmas is the greatest festival of the year. It is true that much of the celebrating is inappropriate to the observance of the birth of Christ. The commercialization of Christmas and the business of profit-making are hardly the way to celebrate the birth of one who taught us not to lay up treasures on earth. But many things in our common celebration are proper for Christmas.

Christmas celebrates the birth of a Child whose life holds the hope of the world. It is right, therefore, that Christmas should first of all be a day for children.



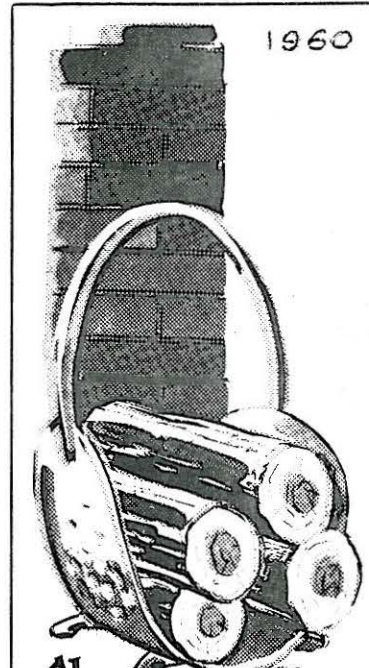
*Best of the  
Season*

*Here's a holiday tradition we really cherish . . . time out to tell you how much we appreciate your friendship and patronage.*

**ALPINE  
MOTOR  
SERVICE**

No other holiday is as joyful for children as Christmas, and at no other time do we try harder to make children happy. Children should be given first place at Christmas, because we celebrate the birth of a Child, and all its pageantry centers around a child. And this Child grew up to say of children, "Of such is the kingdom of heaven. Unless ye be converted and become as little children, ye cannot enter the kingdom of heaven."

As a day for children, Christmas becomes a day for the family which produces and cares for  
Continued on Page J



**Christmas Cheer**

**P**ut the Yule log upon the fire and relax and enjoy the glorious holiday. We are thinking of you and wishing you well.

**BUD'S  
BARBER  
SHOP**

BUD and MARGIE COOPER

ALPINE ECHO CHRISTMAS SUPPLEMENT PAGE E

*Happy Holiday*



With this old fashioned card we send an old fashioned greeting that you and yours have a happy and merry Christmastime.

1960

*Butler Drilling Co*

KEN HITTLE and FAMILY

**GOD'S ACHIEVEMENTS**

"Behold I bring you good tidings of great joy; this day is born to you a Savior, who is Christ the Lord." (Luke 2:10) What a contrast! God Himself becomes man like us. What suspense! After such a long time Our Savior dwells among us.

See the helpless weakness of a child. . . the almighty power of Him who created, who governs, and who redeemed the world. He who is able to set up His royal throne in a realm reaching from the southernmost to the northernmost point, who possesses worlds as His throne, seeks shelter in a stable

with the beasts of the field. This Child, seemingly so powerless, was with the Father from the beginning. . . rules a world with Him. These infant hands guide the reins of the world. By this mouth, judgment is uttered over souls. The time will come when this Child will appear and work great wonders, and will become the sign of the final election and fate of all. Christ the Savior is here.

Behold the lowliness of man and the greatness of our God. Pride and rebellion were written into the beginning of man's history. Man was glorious, naturally and supernaturally. How low he fell

**CHRISTMAS GREETINGS**

**LOG CABIN CAFE**

**WE** welcome the Yule season as a time to thank you for your friendship.

from his exalted position! Christ made reparation through self-abasement, humiliation. "He emptied Himself." He came from on high. He placed the greatest humility over against the pride of a world. O Child, Thou true Son of God! "Glory to God in the Highest." He restored glory to God.

Behold in the poverty of the crib the riches of our redemption. Thus God's achievements took their beginning. Thus, in extreme poverty, the new order of salvation was inaugurated. Yet this poverty contains the "unsearchable riches" of God (Eph. 3:8). "Being

rich He became poor, for our sakes; that through His poverty we might be rich" (II Cor. 8:9). Our wealth is in such poverty; poor was the place, poor the surroundings, poor His parents, poor the swaddling clothes. This poverty has enriched all humanity, and blessed it by redeeming it. "He is our peace" (Eph. 2:14). "Peace to men of good will."

May the peace of the Christ Child be in your heart during this season and remain with you always. This is our wish to you not only now but forever.

Father Thomas A. Bolten  
St. Philomena Church

**Christmas 1960**

May the light of the Christmas star shine upon your home, bringing to you and yours contentment, peace and the joys of the season.

**Alpine Branch  
La Mesa  
Realty Co.**

BILL and CHARLENE BROWN

**MERRY CHRISTMAS**

To all our valued friends we extend Yule greetings and our best wishes.

**Isobel's  
Gift Shop**

ISOBEL PELLEGRIN

**LOTS OF GOOD THINGS**

**FOR 1960 CHRISTMAS**

Your friendship is a valued possession for which we thank you most sincerely.

**CLARKS CHEVRON**

**1960**

The Christmas season would not be complete or a happy one if we did not take this opportunity to thank our many friends for their support and patronage.

**ELSIE & RALPH'S UPHOLSTERY**

**1960 Christmas Greetings**

In the spirit of the season we sing a joyful Christmas.

**J.H. MCKIE**  
REALTOR  
and  
**Elsie HOFFMAN**

**1960 MERRY CHRISTMAS**

We wish you a gift of contentment and wonderful happiness.

**Louis H Landt**  
and FAMILY

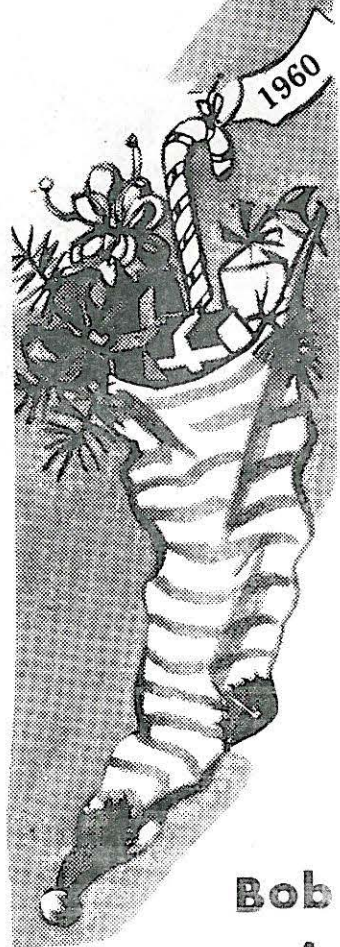
**1960 GREETINGS of the SEASON**

Among our assets we value your good will. We thank you and wish you well.

**McGuffies Sundries**

# HOLIDAY WISHES

To friends everywhere we extend greetings of the Christmas season.

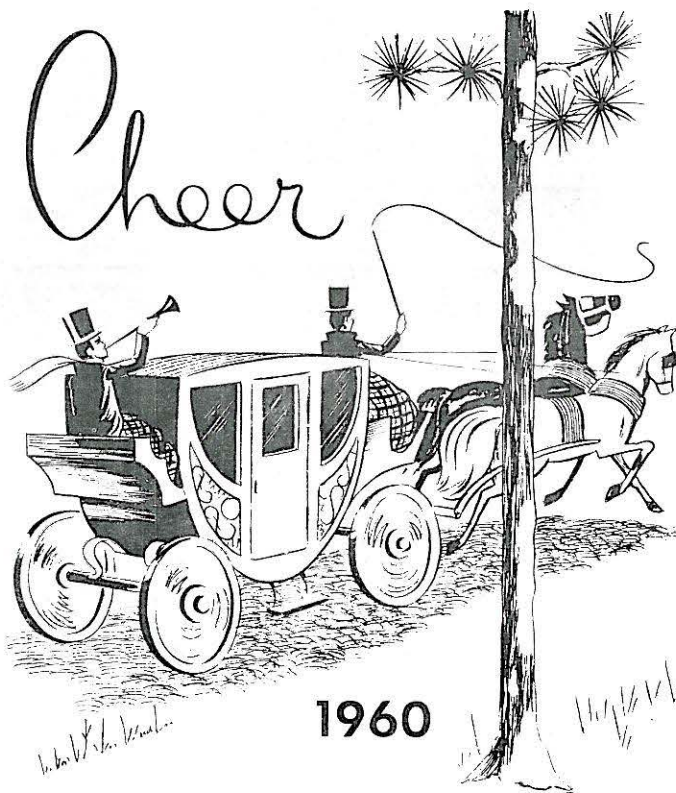


**Bob  
Wilson's  
TEXACO  
SERVICE**

## CHRISTMAS - 1960

CHRISTMAS - who does not thrill at the sound of that word? Yet for many people Christmas has lost its true significance; they no longer remember the old, old story of Jesus and His love. Why? Because we are becoming more and more materialistically inclined. Because we are too much wrapped up in the things pertaining to this life than in the things pertaining to the life to come. - We, too, are only too apt to forget: "UNTO YOU IS BORN THIS DAY A SAVIOR,

WHICH IS CHRIST, THE LORD!" That is the real Christmas message. CHRIST, THE LORD: He is the Savior of man; He is very God of very God! Do I hear someone say: "If the doctrine of Christ's divinity were true, I am sure so important a doctrine must have been revealed with a clearness no one could have mistaken." We ask: "What language would you have chosen?" - "I would have called Him the true God," was the reply. We answer: "That's right, and that's just what John did call Him, "even His Son Jesus Christ;



May this Christmas season bring happiness and peace and contentment to all, especially to our faithful old friends and our cherished new ones.

## EMPIRE MARKET

JACK & PATTI BLANKENSHIP, MILDRED RORIE  
& HUGH PRESCOTT, the Butcher

this is the true God," 1 John 5:20. One day the Jews tried to stone Jesus to death, and when He asked: "What is this for?" they said: "Because Thou, being a man, claimest to be God, and Thou art a blasphemer, and you ought to die." Matthew 26:63; 27:43; John 10:33; John 5:18. -- This Child, born in Bethlehem, is our Savior and Lord. He is come to seek and to save that which was lost. He would redeem me a lost and condemned sinner; make me free from the bondage and slavery of sin. He would pay the "wages of sin, death"

that I may have life eternal. That is the true significance of Christmas. All other things surrounding the celebration of His birth lose their value if they do not point to CHRIST, THE LORD, THE SAVIOR OF THE WORLD. Therefore let us come and worship God's manifestations of His love in the most glorious gift to man: His only Son, your Redeemer and mine. Then our Christmas celebration will be truly God-pleasing and a blessing to us.

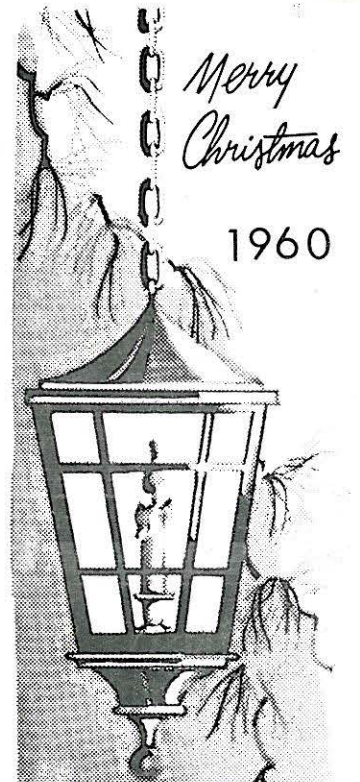
Rev. C. W. Tedrahn  
Alpine Lutheran Church

## MERRY CHRISTMAS

With hopeful hearts we join you in singing His praise. May people everywhere come to know and love the true spirit of Christmas and the joy that comes from giving as well as receiving.



Alpine Trucking Service  
and Baileys Cafe  
JACK & CARMEN HOISTAD

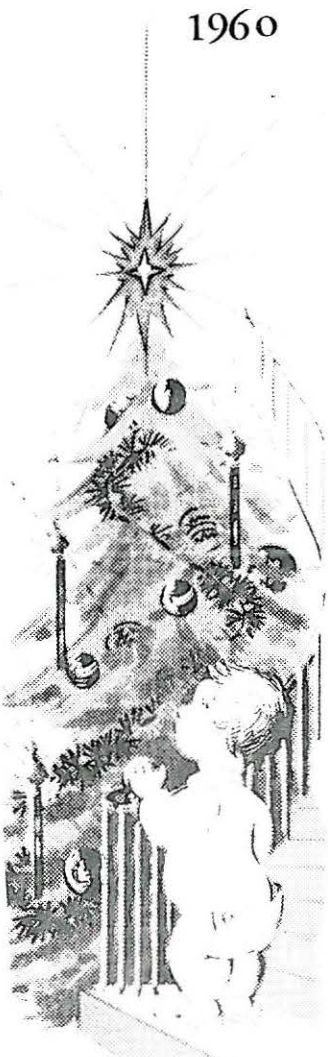


To each of our good friends we offer heartiest best wishes for the Yule season. We hope it will be joyful and a time you'll remember always.

Alpine  
Hardware and  
Department  
Store  
EUGENE and ANNE SAUTER



1960



MERRY CHRISTMAS

At this glad season our special wish for you is happiness and lasting joy.

Sam and Betty  
Randazzo

Continued from Page E  
childhood. So more than any other day, Christmas is a family day. When we are away from home, we especially long for it on Christmas, and this day is a great family homecoming.

We also find Christmas a festival of generosity. At this time we think of the less fortunate, and give more generously. We cannot do otherwise when we celebrate the birthday of one who taught unselfish living and who gave his life for mankind.

Christmas strikes at the very heart of man because it is the message that God came to man

Continued from Page C  
and courage to all who this day own His name and bear His cross. May the joys of this season be ours as we help to bring to pass the hope of the angels' song, "Peace on earth and goodwill to men." Dr. Harry P. Spiller, Baptist Church of The Willows

in the birth of a child who revealed God more fully than anyone else had done. The responsiveness of our hearts to God receives this Christmas message with joy and helps us to be our better selves during this season.

Dr. Roger Larson  
Alpine Community Church



Best Wishes

We welcome the festive season as an opportunity to tell you we are proud of your loyalty. Have a very happy Holiday.

BLUE ROCK  
AUTO  
SERVICE  
AL, JERRY and JIM

CHRISTMAS 1960



Best Wishes

Christmas now surrounds us with many wonderful sights and sounds. May it bring you lasting joy.

CECIL  
LEWINSON

OUR CHRISTMAS PRAYER  
Knowing that all things are part of the kingdom of God we who are stewards of the ALPINE ECHO pray that the words we publish and the influence we exert may be worthy of the Master whose birth we celebrate.

If our past actions have been careless or our past words have hurt or been unjust we ask for your understanding and forgiveness.

We pray that we may be given the insight to see the good in our fellowmen; that we may have understanding for the mistakes and carelessness of those about us: that we may have wisdom to

know what we can do to help our neighbors and; that we may have the courage and the will to undertake those things we know we ought to do.

We hope that you may find in us friends who can be trusted, good neighbors who are concerned for your happiness and devoted servants ever loyal to your interests.

For ourselves and for all men we ask for strength to put away hatred, envy, suspicion, and narrowness. May a new day of increased faith and spiritual harmony bring to the world the dawn of a golden age of peace, progress and prosperity.

Ed Welty and Family

1960



Come let us adore Him, this infant of great joy, and good will to all men.


ALPINE  
CLEANERS  
GERALD & LOIS GERLT  
and MARTY

CHRISTMAS  
Cheer  
1960



We hope old Santa fills your every request for a joyful and happy Christmas.

ALPINE  
STORE  
JACK and MIMI WILSON



Joy TO THE WORLD...  
.. and peace on earth to all mankind.

1960

Murphy's  
Automotive  
Service

**FEAST OF THE LIGHTS**

Our daughters have decorated our home with a great golden star of David and with the eight candles symbolical of the Jewish Feast of the Lights. I am glad that they have done so because it shows that they remember two things that are often forgotten.

The first is that Jesus of Nazareth was a Jew. He was born a Jew, educated as a Jew, lived as a Jew, thought of Himself as a Jew and He died as a Jew for Jewish religious teachings. Almost every important saying attributed to Jesus has its parallel in the Old Testament.

Perhaps it is because we are so busy preparing for Christmas that most Christians forget a second important part of our religious heritage. Hanukkah, the Feast of the Lights marks an event that should be celebrated everywhere by all who love liberty. About one hundred and sixty-five years before the first Christmas the Jewish people fought a great war for freedom of belief. At incredible sacrifice these devout people fought the finest armies of their time with sticks, stones, agricultural tools and whatever weapons they could lay their hands on. By sheer courage and unbelievable

faith that they were able to win that war although they were defeated and destroyed time after time.

Because the story of this period is not in the Protestant Bible many people have never heard of this heroic part of Jewish history but without this holy war there would have been no Jewish Palestine for the birth of Jesus.

This was man's first war for religious freedom. As spiritual children of Israel and Abraham all Christians are heirs to this great victory and tradition.

Rev. Edgar S. Welty

**ALPINE ECHO**

AN INDEPENDENT WEEKLY NEWSPAPER  
PUBLISHED IN ALPINE, CALIFORNIA  
SAN DIEGO COUNTY

SUBSCRIPTION: 1 YEAR.....\$2.00

JUDICIALLY DECLARED A NEWS-  
PAPER OF GENERAL CIRCULATION  
BY THE SUPERIOR COURT OF SAN  
DIEGO COUNTY, CALIFORNIA.

NOVEMBER 12, 1959;  
LEGALLY QUALIFIED TO PUBLISH  
LEGAL NOTICES.

PHONE HICKORY 5-2616

Edgar S. Welty EDITOR

MAILED AT ALPINE, CALIFORNIA

ALPINE ECHO  
P.O. Box 8, Alpine, California

**Science Briefs**

**Those Dreams**

Dreaming may be a basic human need, according to experiments by a New York City scientist. When his subjects were deprived of dreams, it caused anxiety, irritability, poor mental concentration, and even panic.

**Death Rate Down**

The U.S. death rate from major respiratory diseases, including lung cancer, has dropped to one-seventh what it was in 1900.

**Better Hearing**

Your hearing is better at a temperature of 50 degrees Fahrenheit and humidity of 70 percent, according to University of North Carolina researchers. Higher or lower temperature or high humidity reduces the acuteness of hearing.

**Viruses and Cancer**

Five scientists have published a report indicating that viruses may play some role in eight forms of human cancer, including lung cancer.

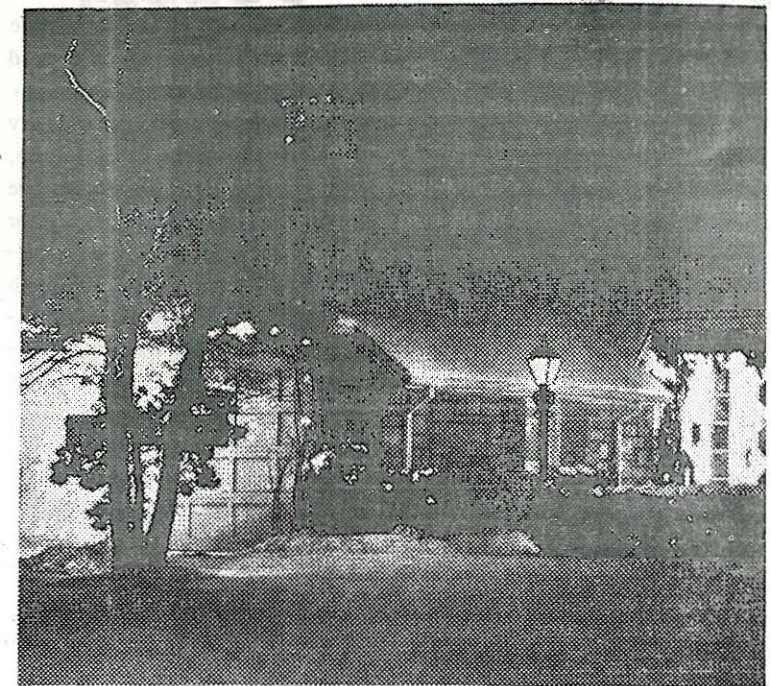
**Moon Landing**

By 1962 we'll know what the moon is made of, predicts a top scientist with the National Aeronautics and Space Administration. The satellite that's expected to land on the moon is the Ranger A. It will take television scanning pictures as it approaches the moon.

To the man who himself  
strives earnestly, God also  
lends a helping hand.

AESCHYLUS

**Make This A Bright Christmas**



**CHRISTIANS?**

We hear many complain about the commercial aspect of Christmas but we wonder how sincere the objections really are. We notice that most of these objections come from people who have just paid out more than they wanted to spend but we do not hear many complaints from those on the receiving end and we know of no one who hesitates to charge a fair price for a fair service. We cannot escape from the conclusion that it is the customer who creates many of the most trying aspects of Christmas by careless unchristian behavior.

Shopping can be fun but it takes only a little rudeness to make things trying for everyone. Just how Christian is the complaining shopper who cannot be satisfied despite the efforts of overworked clerks, who takes more than his share of time and attention, then goes off without a thank you or a smile.

Not long ago we were amused at the shopping techniques of a

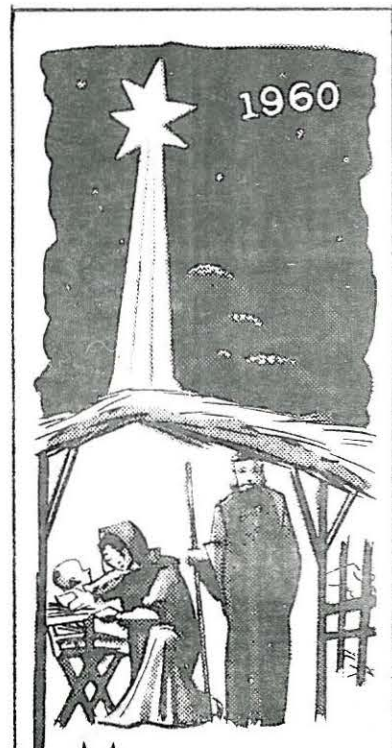
woman who wears a gentle angelic smile at church. After elbowing her way to a bargain counter she pawed through the merchandise and left the whole counter in a mess. Leaving a soiled pile of the display she demanded that the clerk find her a clean article from stock not on display and went off in a huff because she had to wait for her change.

Serving others by offering needed goods or services at a fair price is a necessary part of the Kingdom of God. The merchants and the clerks who perform these services are ministering to the needs of their fellowmen as much as any other person in the community.

The Christmas Season and every day of our lives can become a joyous experience in living when each person practices the things he talks about in church.

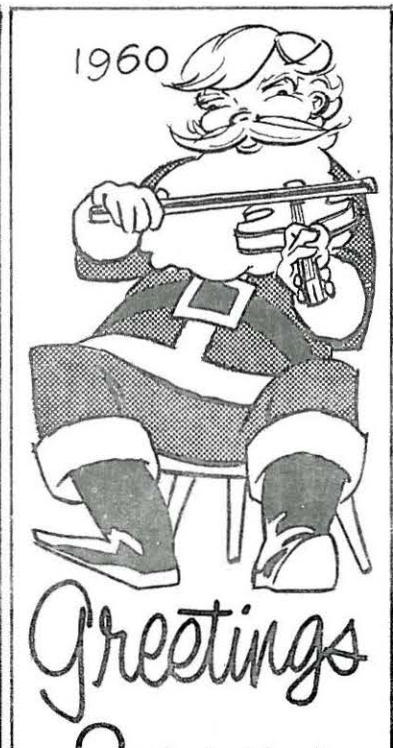
Rev. Edgar S. Welty

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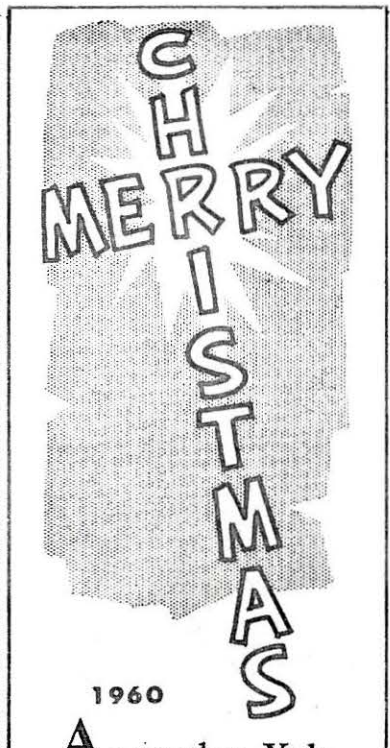


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**SURVEY**

The survey will try to determine what kind of training is needed by people who would find employment in business and industry in the Foothills area. For instance, how many trained people are needed for data processing or for electronics? How much are business machines in use? How much need is there for technical training in drafting or surveying? Answers to these questions and others like them will help those setting up the business and technical education departments for the community college to provide for needed training.

P. 8, ALPINE ECHO, Dec. 22, 1960

**Gardener's Checklist**

by the Calif. Assn. of Nurserymen  
1. You can prune grapes now, but wait at least another month on roses, two months on fuchsias.  
2. Garden tools make perfect Christmas gifts for the man who always puts off replacing worn out equipment.  
3. Don't overlook the traditional poinsettia when it comes to deck the halls with holiday decor.  
4. Chrysanthemums may be cut to the ground when their last blooms fade.  
5. Pots standing in dishes should be checked during wet weather to insure that no excess water is left to damage the plant.

Hitch your wagon to a star.  
—Ralph Waldo Emerson

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**4-H**

**4-H FIX CHRISTMAS BASKET**

Members of the Alpine Champion 4-H Club contributed food for a Christmas basket for a specific family as their community service project this Christmas.

**NO CHRISTMAS TREE CUTTING  
ALLOWED IN NATL. FOREST**

Special patrols and increased vigilance by Forest Service Officers were established this week to prevent cutting of forest plantations and young trees for Christmas trees within the Cleveland National Forest, according to Forest Supervisor Stanley Stevenson.

He also announced that no permits or sales of Christmas trees from National Forest land within the Cleveland National Forest will be made this year. Trees on National Forest lands are scarce and every attempt is being made each year to grow more trees to improve forest esthetics and recreation opportunities. Any cutting of trees defeats this program, to which private, civic and public funds, are contributed. It is a difficult job to establish young trees in our forest areas and we must not lose trees that are growing.

All Law Enforcement agencies will be notified to be on the alert to check on Christmas trees in transit. State law requires anyone who cuts trees on lands other than his own to have in his possession a written notarized permit from the landowner.

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**SAY**

**SAY "MERRY CHRISTMAS"  
WITH A PLANT**

There are many good reasons for saying "Merry Christmas" with a plant. And not the least of these is that nothing makes the gardener happier. Give him a choice rhododendron or a coveted camellia and you give him a dream come true.

The other big reason, of course, is that your gift increases in size and beauty as the years go by. There's satisfaction to be derived on the part of the giver, too, when he sees his gift thriving through the years.

The recipient doesn't have to garden, however, to enjoy a plant in bloom. Beauty has universal appeal and a colorful azalea is appreciated by gardener and non-gardener alike. Likewise, a blooming chrysanthemum, a pot of heather, or what have you. Give these to a non-gardener, and there's always the outside chance he'll give them back to you when the bloom is gone (how scheming can we get).

Perhaps the most elegant of all blooming plants for Christmas giving is the orchid. When you give a gardener his first orchid in bloom, chances are that you'll launch him on a new hobby. For to grow an orchid and enjoy its blooms is to want to grow more of them.

The Cattleya Orchids are most commonly seen as house plants. Append a note to the usual season's greetings recommending that the recipient put his new-found beauty in a sunny south window and water it every few days.

African Violets will afford the indoor gardener much enjoyment during weeks to come. Their variety is infinite and several plants are better than one. Cyclamen, too, are cherished for their exotic

P. 9, ALPINE ECHO, Dec. 22, 1960

**COLOR**

Azaleas are winter standbys here as a trip through the local nursery will prove. Like camellias, they can be shopped for through the coming months when you can see just what you're buying in the way of winter color. And when you stop to think about it, what better way to spend the winter?

A rich caramel flavor and nutty texture describe Caramel Nut Loaf. This delicious quick loaf bread is fancy enough for company dessert, yet easy and economical enough to slice and tuck into the kids' lunch boxes. To prepare, sift together 2 cups sifted enriched flour, 1 tablespoon baking powder, 1 teaspoon salt and 1/2 cup brown sugar. Stir in 3/4 cup chopped nuts. Combine 1 beaten egg, 3/4 to 1 cup milk and 3 tablespoons melted shortening. Add liquid to flour mixture, stirring until flour is moistened. Turn into greased 4 1/2 x 8 1/2-inch loaf pan. Bake in moderate oven (350°F.) about 1 hour. Cool before slicing. Makes 1 loaf.

Whether brunch, Kaffeeklatsch or maybe just breakfast time—most any time is ideal for tempting Breakfast Coffee Ring. To prepare, beat one egg slightly. Stir in 3/4 cup milk and 1/2 cup melted butter or margarine. Sift together 3/4 cup sugar, 1 1/2 cups sifted enriched flour, 2 teaspoons baking powder and 3/4 teaspoon salt. Add dry ingredients and 1 teaspoon grated orange rind to milk mixture, stirring only until well blended. Pour into a well-greased 9-inch ring mold. Bake in moderate oven (375°F.) 25 to 30 minutes. Cool for 5 minutes. Remove from pan. When cool, drizzle confectioners' sugar over top. Sprinkle with chopped nuts. Makes one 9-inch ring. This coffee cake may also be baked in an 8-inch square pan.

Public relations is the most dynamic force in industry today, but industry does not know how to use it.

—Bernard Relin

blooms. There are many, many more to choose from, and whatever your choice, you can rest assured it will be appreciated.

## CRAFT CORNER

by MRS. W. W. MILLER

**FOOTPRINT:** Cut footprint of 1/4 inch plywood or masonite. Paint black. We used noddle soup letters to write. "Upon my soul, I love you" across the largest end of the footprint. On the smaller end, we glued a small picture or snapshot of the child. Glue a blotter on the bottom of the footprint.

**CREPE PAPER RAFIA WASTE PAPER BASKET:** Using a large ice cream container--2 1/2 gal. size wind crepe paper rafia by twisting. Placing alternating rows of pink, white and black, with a larger amount of pink. Glue as you go. Use two large size metal rings, wind with rafia also. Hook or fasten these with spool wire, for handles, on each side of the basket. Each basket uses about 30¢ of crepe paper.

**CIGARBOX WHATNOT SHELVES:** Using 2 cigar boxes, tear lids off. Paint boxes inside and out--any color. Glue them together.

**PILL BOXES:** For the ladies purses. Spray aspirin boxes with paint or gilt. Decorate with sequins, rhinestones, contact paper, stickers or tiny colored shells or beads. Varyish when dry. Use a zipper box the same way.

**FRUIT JAR LID COASTER:** For a set of coasters, you need ordinary fruit jar lids to make them. Cut pretty designs from wall paper and glue them to the top of the lids. Let them dry, then go over with shellac to make them waterproof. When the shellac is dry, glue a felt circle to the bottom.

**CHRISTMAS CARD PICTURE PUZZLE:** Glue a pretty card on a piece of plywood or masonite. Shellace and cut with a jigsaw, for an unusual puzzle.

**HELPFUL HINT:** King-size ball point pens - remove the cap from an empty roll-on deodorant bottle, clean, and fill with thin printer's ink. These are good for

## SMILE A WHILE

by JACKIE WELTY

**Bride:** (consulting cook book) Oh, my, that cake is burning and I can't take it out for another five minutes.

**Farmer:** What are you doing in that tree, young fellow?

**Boy:** One of your apples fell down, and I'm trying to put it back!

**Patient:** Doc, you were right when you said you'd have me walking again.

**Doctor:** Well, that's fine.

**Patient:** Yes, as soon as I got your bill I had to sell my car.

**Mother:** Who told you this milk was sour?

**Daughter:** A little swallow.

### THINKING CAP TIME:

A baby worm is at the bottom of a hole ten feet deep. It starts to crawl upward. Every hour it manages to crawl two feet, but the effort makes it so tired that it slips back a foot before it starts again. How many hours will it take the little worm to crawl out of the hole?

### RIDDLES:

1. Why are golfers not going to use golf clubs any longer?
2. Where can you find every word of your last conversation all written down, word for word?
3. What has three feet, but cannot walk?
4. What's the only piece of fire equipment that can't go the wrong way on a one-way street?

ANSWERS TO RIDDLES:  
1. Because they are long enough.  
2. In the dictionary.  
3. A yard.  
4. A fire hydrant.

ANSWERS TO THINKING CAP:  
Nine hours. The last crawl of two feet will take the worm out of the hole.

making posters, or signs. Shoe polish brushes also make good brushes for posters.

P. 10, ALPINE ECHO, Dec. 22, 1960  
DON'T GIFT WRAP TRAGEDY

Don't gift wrap tragedy for your child among this year's Christmas presents, cautions the National Society for the Prevention of Blindness.

The toy you buy with the expectation of seeing your youngsters eyes light up on Christmas morning could be the cause of their being dimmed forever.

Parents have a tendency to give their children toys that are too advanced for them. Inept or inexperienced handling of the playthings leads to tragedy, such as the three-year-old Boston girl hit in the right eye by a playmate's arrow, or the Indiana boy who lost an eye to a B-B pellet fired by an 11-year-old.

There is no definite set year at which any child can be ruled old enough for a particular plaything. Rather than by chronological age, parents should determine the child's ability by his emotional development and past experience. A youngster should be mature enough to know the danger involved in a particular toy, and to understand competely the safe way to use it. Don't buy a potentially-hazardous toy for an older child if there is a danger that a younger one can at any time get his hands on it.

Other Christmas tips from the NSPB: avoid sharp edges and objects that break, leaving sharp edges; watch out for flammable toys or costumes, mechanical toys with exposed springs or gears, or poorly-constructed playthings. Forget about fireworks.

The National Society for the Prevention of Blindness is the only national voluntary health agency engaged in sight conservation through a total program of research, service and education. Its headquarters is at 1790 Broadway, New York City.

## Suggestion

On Christmas Eve, fill those stockings with good things to eat. Tasty goodies such as cupcakes, individual fruit cakes and brownies -- all wrapped with cellophane and bright ribbon -- are good stocking fillers. Tiny packages of home-baked cookies, long cookie sticks, decorated gingerbread men or miniature loaves of nut bread are other delightful treats to find in a stocking on Christmas morning.

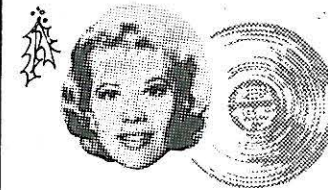
Christmas Eve is the family evening when you and your family will be together in the shelter and warmth of your own home. It's the setting for good fun and good food. What is more perfect than a warm, delicious Blueberry Coffee Cake for a

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P. 11, ALPINE ECHO, Dec. 22, 1960

Build your holiday meals around light, piping hot biscuits. Made up easily in minutes, biscuits serve as the basis for quick and economical meals during the busy holiday season. Prepare a basic biscuit dough and roll out to 1/2 inch thick. Then try one of these ideas for a simple main dish: (1) Cut into rounds with a 3-inch cutter. After baking, split the biscuits and serve barbecued beef or creamed tuna, turkey or eggs between halves and over the top. (2) Make little biscuit cups by pressing 3-inch squares of dough into 2 3/4-inch muffin cups. Fill them with creamed meat or vegetables after baking. (3) Top leftover stew or chili with biscuit rounds and bake. The biscuits will extend your leftovers enough to make another substantial, nutritious meal.

For our freshman these significant figures: No straight-A student at a Western state college owned a car, and only 15% of the B students; but 71% of the D students did. His own doubts about a car are simpler: "You can't find a place to park."

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P. 12, ALPINE ECHO, Dec. 22, 1960

