

# ALPINE ECHO

ALPINE, CALIFORNIA  
THURSDAY, JULY 21, 1960

PRICE FIVE CENTS  
VOLUME 3, NUMBER 15, Page 1

## Date Book

THURSDAY, JULY 21st  
Youth Center vs. Florence's  
Cub Scout picnic, Shady Rock, 5 PM  
Kiwanis, Fuller Hall, 7 PM  
FRIDAY, JULY 22nd  
Lazy A vs. Frontier 45  
Feenage Dance, V.F.W. Hall, 8 PM  
SATURDAY, JULY 23rd  
Kiwanis vs. V.F.W., 2 PM  
V.F.W. Game Night, at Hall, 8 PM  
Gamma Gammas, at Doerr's, 8 PM  
MONDAY, JULY 25th  
Alpine Trucking vs. American Fence  
Alcoholics Anonymous, Fuller Hall, 8 PM  
TUESDAY, JULY 26th  
Whitt Plumbing vs. Happy Acres  
Alpine Fire Department business meeting,  
at Fire House, 7:30 PM  
WEDNESDAY, JULY 27th  
Alpine Community Church Guild, at  
Mrs. Nixon's, 9 AM  
Florence's vs. Kiwanis  
THURSDAY, JULY 28th  
Frontier 45 vs. Alpine Trucking  
Kiwanis, Fuller Hall, 8 PM  
Alpine Baseball Assn, Youth Center, 8 PM  
SATURDAY, JULY 30th  
Youth Center Dance, 8:30 PM

## HAPPY ACRES OWNER DIES

Joseph Jerome Saska, owner of the Happy Acres Ranch, Hulbard Grove, Descanso, died suddenly last Friday. He is survived by his wife, Paula; children, John, David, Jim, Mary, Michael, Jerry, Georgann, Jean, Kathryn, Thomas, and Joseph; sisters, Mrs. Claire McCrary, of San Diego; Mrs. Ann Eichenhotty, of Bronx, New York; and Mrs. Heda Metzler, Houston, Pa.; and brother, Max Saska, Lakeside.

The rosary was said last evening at Ryan-Sullivan and Bradley Woolman Mortuary in San Diego. Mass will be at St. Joseph's Cathedral today with burial at Holy Cross Cemetery.

Mr. Saska will be missed at the Alpine ballfield, especially by the boys of his Happy Acres Little League team.

If the other fellow is out to "bury you", the time to relax is never.

## SCOUTS JUBILEE

It is difficult to believe that the Boy Scouts of America is only fifty years old this year—so many thousands, yes, millions of boys and men have been enriched by this great world movement. In Scouting language, it has indeed been a half century of "service to God and Country."

This month an event will take place that fittingly dramatizes the phenomenal growth of the Boy Scout Movement—the Fifth National Jamboree at Colorado Springs the week of July 22 to 28.

From all over the United States and across the ocean, troops of Scouts and their leaders will gather in Colorado's scenic mountain country. A carefully planned and operated "tent city" will spring up where Scouts will cook, share tasks, enjoy stunts and fun, and exhibit their well-known skills.

In keeping with the Scouting spirit of reverence, great religious convocations are planned for all the major religious faiths. The closing day will feature the inspiring candlelighting ceremony of rededication to the Scout Law.

The 350 Scouts and leaders from the San Diego County Council attending the Jubilee will come home with a deep sense of pride in their movement. Traveling through the historic and scenic routes to their destination, they will be inspired by the greatness of their native land. After experiencing intensive Jamboree Scouting, they will pass on what they have learned into their home units. This cannot help but enrich the communities of America.

Many local celebrations will be held during this Jubilee Week. Explorer Scouts a Jubilee Field Day on Saturday at the U. S. N. Amphibious Base, Coronado.

An emergency short wave contact will be established with the Sheriff's office. The boys will try to contact the Jamboree at Colorado Springs.

Alpine Cub pack 350 will observe the Jamboree with a family swim and picnic at Shady Rock tonight.

## GAMMA GAMMA HUSBANDS NIGHT

### HAWAIIAN LUAU

The Frank Doerr patio on Highway 80 in Alpine will be the scene of an Hawaiian luau given by the Gamma Gamma Sorority honoring pledges who have completed their six months pledge period; Marge Cooper, Elna Bratt, and Jolaine Huey. These pledges will receive their jewel pins in a ceremony Saturday, July 23. The party starts at 8 P. M. Husbands are invited.

## COMMUNITY CHURCH GUILD

### GUILD MEETS AT MRS. NIXON'S

The Ladies Guild of the Alpine Community Church is meeting at the home of the president, Mrs. Ed Nixon, Midway Drive, for the month of July. Next meeting will be Wednesday, July 27, 9 A. M. July birthdays observed at the July potluck business meeting were Beulah Ford's and Mary Way's.

## WOMENS GROUP

### NO MEETINGS UNTIL FALL

The Ladies Guild of St. Philomena Church will not hold meetings during the rest of the summer. Meetings will resume in the fall.

Fifty star flags are being sold by the ladies of St. Anne's Circle. These standard home size flags (32" x 54") which are made of durable vinyl plastic are selling for \$1.00 each. They have a few left according to Mrs. Anna Eggleston.

### CALIFORNIA WATER PLAN

The importance of the California Water Plan and the necessity of voters' approval of the water development bond issue next November will be explained to county groups by a speakers' unit headed by Municipal Court Judge Joseph Kilgarif.

Kilgarif will recruit county experts in the field of water development to join the bureau and help train prospective speakers to carry the California Water Plan message around the county.

# 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. Weltv EDITOR

MAILED AT ALPINE, CALIFORNIA

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## CAMPO NEWS

by FAY FARRIS

It is regretted that there has been so much sorrow during the past week in the Mountain Empire area. The mother of June Rinks of Campo passed away on Sunday, June 10. Her name was Mrs. Kate Bresee; she lived in Chula Vista. Her funeral was Tuesday, July 12, at Glen Abbey Memorial Park, after services at the Church of Jesus Christ of Latter-Day Saints, Chula Vista Ward.

Willis T. Newton of Descanso, husband of Hester Newton, passed away July 11 after a long illness. He was buried Wednesday, July 13. Services were at Lakeside Chapel.

Mrs. Johnson, of Phoenix, Arizona, mother of Mrs. Arnold L. Meloche of Lake Morena, passed away Sunday, July 10. Mrs. Johnson had been ill for some time.

Mr. and Mrs. Bob Liggett of Morena have taken an apartment in El Cajon, and will live there part of the time.

The Mountain Empire Woman's Club met at the home of Gertrude Haskell in Lake Morena Wednesday, July 13. The following were present: Lee Pingley, Muriel Utt, Pearl Glick, Edith George, Mary Griswold and her guest Mrs. Zinn of La Mesa, Mrs. Harry Morgan, Mrs. Hadley, Fay Farris and the hostess. Refreshments were delicious lemon pudding and cup cakes, with coffee or ice tea. The next meeting will be held on Wednesday, July 27, at the home of Meave Sharmon in Descanso.

Mrs. Ruth Lawrence will have an Emmons Jewelry party at her home in Lake Morena at 7:30 P.M. on Friday evening, July 29. Her home is at Oak Drive and Lupine Drive.

The Webb-Summers wedding was announced before, and the following details were not given. Her name was Sonja Jeanette Webb. She is the daughter of Mr. and Mrs. Bert L. Webb of Pine Valley and Winter Gardens. His name is Fred Flynn Summers, and he is the son of Mr. and Mrs. Julius Charles Summers of Barrett Dam and Spring Valley. The newly weds who recently graduated from Mountain Empire High School will live in Spring Valley.

An Ice Cream Social was held Saturday evening, July 16, at Live Oak Spring Park for the benefit of the Mountain Empire Medical Center. Cake and ice cream and

## Ellis Memorial DEDICATION

WATER STOP DEDICATED

Sunday, while many cars were stopped on Viejas Grade because of hot radiators, the Ellis Memorial was dedicated as a Wayside Rest.

Postmaster Earl Roberts introduced the speakers of the day and the Ellis family. Congressman Bob Wilson, representative for this area, dedicated the memorial to the Ellis family, pioneer settlers in the area. He accepted the park for the legislative branch of the federal government. Mr. Tramposh of the Viejas Honor Camp said that the boys of the camp are glad to help erect and maintain the picnic area.

Bob Wilson, who was accompanied by his wife, Jean, and son, Bryant, recalled his earliest memories of the Ellis family. Frank Ellis was a neighbor in Calexico. Bob remembers driving over the mountains and needing to stop along the way to fill the car radiator. Springs people had fixed along the way were very helpful. As a boy he stopped at the Ellis ranch house to buy apples. He was proud to be able to dedicate the picnic area Sunday to his long-time friends.

Ed Peterson of the U. S. Forest Service accepted the Ellis Wayside Rest as a park in the Cleveland National Forest.

Rev. Everett J. LeCompte, chaplain of the San Diego County Department of Honor Camps gave the dedicatory prayer.

Gordon Ellis, fourth generation representative of the Ellis family, gave a brief history of the Charles Ellis family. He thanked everyone who helped make this memorial day come true.

Family members attending included:  
CONTINUED ON PAGE 3

ice cream cones were sold.

The Little League Baseball players are going strong. Recently the Campo "A's" tied, and the "B's" won playing Jacumba. These same teams played at Jacumba last Thursday, July 14, and the "A's" lost 2 to 3 and the "B's" won 17 to 5. The players are all going to the Padre baseball game on August 6th--same being teams from Descanso, Jacumba and Campo. They will probably be on TV as visitors to the game.

The Boy Scouts of the Campo area left for Camp Mataguay near Warner Hot Springs on Sunday, July 17, under the direction of Mr. Baldwin. They will be gone one week.

## WEATHER

Whoeee! Not even an enthusiastic Chamber of Commerce could call this anything less than Hot; They say that the hot dry winds of the last few days were a turbulence caused by cold air coming toward the thunder heads over the mountains. This produced a minor tornado effect with winds up to 35 miles an hour. Perhaps this is the first such weather on record.

Strictly new or not, most people I have talked to would like our weather of the last few weeks to go back where it came from. Nights with temperatures of 90 and over (94 last Monday) are just not what we expect in Alpine.

Incidentally, according to Kenny Tyrrel of the U. S. Forest Service, it was predicted that the unusual weather conditions would effect areas down to the 2000 ft. level on Monday and to the 1500 ft. level on Tuesday. Alpine experiences would indicate that the level was lower than anticipated at least on Monday.

## HAVE YOU COMPARED

It is easy to look at the big ads in the daily papers and to believe that you can save money by trading in a supermarket, but any merchant can sell a few items at a loss to get customers in his store.

Have you compared the regular prices of standard brand items? If you do compare you will find that most standard brand items can be found in Alpine's stores for several cents less per item than they can be found in the supermarkets. Shopping in Alpine can save you money.

Charles' daughters, Mrs. Dora Case and Mrs. Christina Groomes of 7730 Canton Drive, Lemon Grove; sons, Will Ellis of Whittier and Frank Ellis of Los Angeles.

Younger descendants present were Will's children, Gordon Ellis of San Diego, and Mrs. Lenore Cheesman of Whittier. Gordon is a highway foreman of South San Diego. Frank's daughter, Mrs. Evelyn Payne of Covina was there; also Gordon's children, Michael and Glenda; Mrs. Case's son, Edward. Other relatives present included Mrs. Will Ellis, Ralph and Evelyn Payne, Mary and John Ferrell. Mrs. Henry Ellis, and Mrs. Gordon Ellis.

Mrs. Groomes retired as an Alpine school teacher in 1945.

# Empire Market

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2169 Arnold Way Next to the Post Office

Phone HI 5-2105

In Alpine

Lettuce solid heads 2 heads 25¢  
Crenshaw Melons half or whole 8¢ lb.  
Tomatoes large firm 2 lbs 35¢  
Grapes thompson seedless 2 lb 29¢

Prime Rib Roast 69¢ lb  
Chuck Roast 49¢ lb.  
HAMS shank half or whole 59¢ lb  
Rib Steak U.S. Good 75¢ lb

For HOT or ICED TEA 1 1/2 oz. jar 89¢  
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LIBBYS Sliced Red BEETS\* 303 cans 7 for \$1  
and Libbys TOMATO JUICE\* 2 cans

SNOWFLAKE CRACKERS NABISCO 1 lb. box 27¢  
Sunshine HYDROX COOKIES 37¢

FROZEN FOODS  
MINUTE MAID 12 oz. cans  
Frozen Lemonade 6 for \$1  
Beef Turkey Chicken Haddock Meat Loaf  
T.V. Dinners SWANSON 59¢  
Hages Bulk Pack half gal  
ICE CREAM 75¢

SPECIALS FOR JULY 22 and 23

## CHILDREN of GOD

The science known as psychology is relatively new but throughout all history philosophers and religious thinkers have expressed their concepts of the inner self with such words as Soul, Spirit, Psyche, Ego and Ka. Today we talk about personality but, as ever, words cannot encompass the real but indefinable fact that distinguishes the living from the dead.

It is certain that man is an animal in many respects. Certainly the physical needs of animal life are among the most powerful of his motivating forces nor should we be surprised, for if he had not been so motivated he would have died out in the fierce and constant struggle for existence.

But man is something more than a superior animal. Over and over again the grossest of men are motivated to God-like kindness and consideration of their fellow-men by loves, hopes and ambitions that have little to do with their physical needs. Men want to be loved, to be appreciated, to be accepted by others and in all these things men are brothers in the spirit. Things men are brothers in the spiritual family of the one father-like Spirit of God.

Today psychology explains the inner needs of man and teaches the need for truth, love, respect, appreciation, and status if one is to realize happiness.

But there is nothing new in all these teachings except the terms and the manner of presentation. Almost 2,000 years ago, Jesus said that men should know the truth and the truth would make them free. And again when he was beginning his teaching he was tempted to use his power to further his own physical needs and he refused the temptation saying that man does not live by bread alone. All through his ministry he emphasized the worth of even the worst of men. Always he taught not only the negative prohibitions of the law, but the positive love of one's neighbor through which the Spirit of the law is brought to fulfillment.

Unfortunately we often forget these teachings and thereby destroy our own happiness. We torture our families by careless disregard of all the ideals we claim to believe. Our business associates suffer from our selfishness and carelessness and both the employer and employees seem to regard the teachings of religion

CONTINUED COLUMN 3 THIS PAGE

## Business Directory

AUTO REPAIRS		
ALPINE MOTOR SERVICE		
2308 Hwy. 80, Alpine	HI 5-2317	
CLEANERS		
ALPINE CLEANERS		
Alpine	HI 5-2242	
DRUG SUNDRIES		
MCGUFFIE'S SUNDRIES		
Hwy. 80, Alpine	HI 5-2121	
M. H. SMITH		
113 W. Main St., El Cajon	HI 4-3135	
EQUIPMENT RENTALS		
FRED RUSHING		
Alpine	HI 5-2214	
FEED		
WAKE'S FEED STORE		
2458 Tavern Road, Alpine	HI 5-2752	
GRADING		
JIM GAVIN		
Alpine	HI 5-3779	
FRED RUSHING		
Alpine	HI 5-2214	
INSURANCE		
JEANNETTE C. HINKLE		
2105 Hwy. 80, Alpine	HI 5-2502	
LUMBER & BUILDING SUPPLIES		
AL HINKLE LUMBER & RANCH SUPPLIES		
2101 Hwy. 80, Alpine	HI 5-2184	
MARKETS		
EMPIRE MARKET		
Alpine	HI 5-2105	
PLUMBING		
TED WHITT		
2325 Elting Dr., Alpine	HI 5-3665	
REAL ESTATE		
ALPINE BRANCH OF LA MESA REALTY		
Hwy. 80, Alpine	HI 5-3603	HI 5-3035
DON BATES		
2445 Hwy. 80, Alpine	HI 5-2537	
J. H. MCKIE, JR.		
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## V.F.W.

**V. F. W. TEENAGE DANCE**  
The Saturday evening, July 23, the Alpine V.F.W. Post 5233 will entertain the youth of Alpine. A free teenage dance will be given in the V.F.W. Hall in Alpine starting at 8 P.M. All local youngsters are invited to this chaperoned affair.

Mr. and Mrs. Charles Keyser of Brooklyn, New York, are in Alpine this week visiting her sister, Mrs. John Manly whom she has not seen for eight years.

as impractical. Yet it is in the home that characters are built and if our children are full of fears and inhibitions it will be because someone failed to live in the Spirit of God. If our business associates learn to distrust us and seek to defraud us causing us to spend our substance on useless accounts and protections then we all suffer for our failure to apply the basic spirit of human brotherhood. And if employer-employee relationships deteriorate then how often the consultants find that employees though given all reasonable physical needs yet rebelled when they were not considered as free and worthy individuals.

Fundamental to our being is the free and independent spirit of man. Respected and loved this spirit blooms into a confident and generous personality that transcends man's animal nature and marks him as the spiritual son of the Infinite.

Rev. Edgar S. Welty

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WHILE YOU WAIT SERVICE

## UNITED FUND

A dollar goal for the 1960 United Fund drive will be set at the annual meeting of members and the Board of Governors at 4 PM. Thursday, July 27, at United Fund headquarters, 3535 Enterprise Street, San Diego.

"The meeting is open to the public," said Herbert Kunzel, president of the Fund. "Anyone who contributed in last year's United Fund campaign in support of our community health and welfare agencies is a member, and is urged to attend."

Supported through the annual United Fund drive are 97 health and welfare agencies, including all nine Community Chests and their agencies in the county, the American Red Cross, and numerous other organizations.

## LITTLE LEAGUE SCOREBOARD

TEAM	RUNS	HITS	ERRORS
Happy Acres	6	6	0
Whitt Plumbing	4	7	5
Winning Pitcher...	John Snyder		
Home run...	Ray Homesley		
Florence's	13	12	2
Kiwanis	4	4	7
Winning pitcher...	Jimmy Snyder		
Home run...	John Snyder & Ray Hem		
Youth Center	10	10	2
V. F. W.	22	11	3
Winning pitcher...	Harold Christman		
Home run...	Anthony Muller and Steve Wilcox		
Frontier 45	1	0	3
Alpine Trkg	16	4	1
Winning pitcher...	Richard Harris		
Am. Fence	19	5	2
Lazy A	15	5	4
Winning pitcher...	"Mac" McHone		
2nd HALF STANDINGS as of June 16th			
MAJOR LEAGUE	WON	LOST	
V. F. W.	2	0	
Florence's	2	0	
Youth Center	0	2	
Kiwanis	0	2	
MINOR LEAGUE			
American Fence	2	0	
Alpine Trucking	1	1	
Frontier 45	1	1	
Lazy A	0	2	
PONY LEAGUE			
Happy Acres	2	0	
Whitt Plumbing	0	2	

## Classified Advertising

The cost is little; the results are good--- only four cents a word, 50¢ minimum.

Mail your ad copy and money to THE ECHO, P.O. Box 8, Alpine, California, or drop it at the home, 3037 Victoria Drive, Alpine. Call HI 5-2616 for help in wording your ad.

## For Sale

FOR SALE: SMALL CAFE with fountain service. Close to new Courthouse. Excellent opportunity for couple.

SARAH'S CAFE, 1202 First Ave. San Diego

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I am not afraid of tomorrow, for I have seen yesterday and I love today.

--William Allen White

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## FIRST NO HIT BALL GAME

The Alpine Junior Baseball Association wishes to congratulate Richard Harris of the Alpine Trucking team for pitching the first no hit game in the history of the Alpine Little League, according to Harry Jennings, association president.

Last week Richard struck out ten batters of the Frontier 45 team. Frontier's only run scored came in on a error.

The San Diego County Sheriff's Reserve will entertain the cerebral palsied of San Diego County Sunday, July 24, with a day of fun and entertainment. At this 3rd annual barbecue picnic the Al Bahr Shrine clowns will strive to wipe away the sadness of heart in a day of laughter and happiness.

Flickers LIVE OAKS SPRINGS THEATER

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**ALPINE BEATS DESCANSO**

Members of the Alpine minor league played the Descanso team at the Descanso School last Sunday afternoon. Alpine won the ball game 24 to 19. Thanks to Keith Cater for furnishing transportation.

**PHIL HALL NEW COMMISSIONER**

Phil Hall has been approved as a commissioner of the Alpine Fire Department. He replaces Frank Wilson who resigned. Phil is also a volunteer fireman for the fire department.

**7TH ANNUAL HORSE SHOW**

The El Cajon Valley Lions Club is preparing for its seventh annual "Blind Benefit" horse show to be held August 7, at Tumblewood Riding Ring, Willow Road, Lakeside.

**SHOP in ALPINE**

When you support our local merchants you given them buying power with which they can expand their stocks and offer you a better selection of goods.

When you bypass Alpine merchants you dollars go to help other towns grow. It doesn't help you to know that someone in El Cajon or San Diego has a tool or some equipment. Your Alpine merchants would like to serve all your needs. They can only do so if you and your neighbors are on their team.

The population of San Diego County is now greater than 15 individual states were at the time of the 1950 Census: Arizona, Delaware, District of Columbia, Idaho, Maine, Montana, Nevada, New Hampshire, New Mexico, North Dakota, Rhode Island, South Dakota, Utah, Vermont, and Wyoming.

**DREAMS and PLANS**

A study of the career plans of high school seniors in the Grossmont District reveals a number of interesting facts.

About one out of every six planned to go to work after graduation.

In the entire Grossmont District almost two thirds of the seniors expect to get more training and 993 out of the 1864 plan to go on to higher academic work at either San Diego Junior College, San Diego State College, or at some other college or university.

Experience indicates that less than half of those who hope to go to college will make the grade but if even one in four does go to college we wonder what the next generation will do for Indians when they will have so many chiefs.

**MOTOR MAIDS**



**What Should You Do In an Emergency?**

By Martha Johnson  
Dodge Safety Consultant

It doesn't matter whether you are driving to the village grocery store or making a long trip, there's always a chance you may be faced with an emergency.

Because feminine drivers often don't know what to do when an unusual situation arises, many panic. This isn't necessary, however, if you remember these few simple hints.

**IF YOU HAVE A BLOW-OUT** let your car coast to a stop. Don't brake hard. Move to the edge of the road.

**IF YOUR BRAKES FAIL** use the hand brake. Steer into the curb if necessary.

**IF YOU GET OFF ON THE SHOULDER** hold steering wheel firmly. Let the car slow down; then turn the wheels back onto the road.

**IF YOU START TO SKID** turn the wheels in the direction of the skid. Don't set your brakes.

**IF YOU ARE CAUGHT BY A LIGHT CHANGE** at an intersection, continue at safe speed. Approaching an intersection, stop safely if you can. But don't slam on the brakes.

Mr. and Mrs. Carl Schweiss, former owners of the Alpine Cleaners, enjoyed several days of fishing at Lake Henshaw last week.

**Gardener's Checklist**

by the California Assn. of Nurserymen

1. Cut faded delphinium spikes about six or eight inches above the ground, feed and water for that second (or third) bloom.
2. Support and tie tomato plants to keep the crop off the ground.
3. Keep fuchsias and begonias in full bloom with frequent feedings. Every other week is not too much for these.
4. A plant's purpose is to bloom and set seed so as to propagate itself. Keep the blooms picked and most plants will keep trying by growing more flowers.
5. Replace fading annuals as soon as they fail to carry their color load. No need waiting to the very last bloom.

**BIGGER and BETTER**

TICKETS TO WALKER'S OPENING

Tickets to next Monday evening's grand opening of the Walker-Scott College Grove store are available through the Ladies Guild of the Alpine Community Church. Tickets cost 50c each. This entire amount stays in the local Guild treasury. For every ticket turned in at the opening of their new store the Walker-Scott Corp. will give \$1.00 to the San Diego Council of Churches. This is your opportunity to make your money value triple. Fifty cents to the local group; one dollar to the Council and you enjoy a special preview of the new Walker-Scott College Grove store. You can't lose.

**SYMPHONY BENEFIT SLATED AT WALKER SCOTT'S GRAND OPENING**

A full evening's concert by the San Diego Symphony Orchestra will be one of the highlights of the week-long grand opening celebration at Walker Scott's new \$7 million store in College Grove Center.

The special performance, termed a Promenade Concert, is scheduled for 7:30 P.M., July 27, the evening before the grand opening. The orchestra of 80 pieces under the direction of Symphony Conductor Earl Bernard Murray will play under the stars on the grounds of College Grove Center adjacent to the new Walker Scott store.

The concert is being staged for the benefit of the San Diego Symphony Association and as a preview event at the Walker Scott College Grove Store. The Symphony is expected to benefit by approximately \$17,000.

When you feel you are broke, make a list of your priceless possessions.

**JULY MID-YEAR CLEARANCE!**

**HATCH CLEARS THE DECKS FOR FINAL 1960 MODEL-YEAR BUILD-OUT SHIPMENTS**  
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BISCAYNES \$2321.00* DELIVERED	TRUCKS \$1983.00* DELIVERED	*INCLUDES DELIVERY IN EL CAJON, SALES TAX, STATE LICENSE
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Day and Night

# MURPHY'S Automotive Center

STANDS READY

24 hour Road Service

# Complete Shop Service

and  
SERVICE STATION

OPEN AROUND THE CLOCK

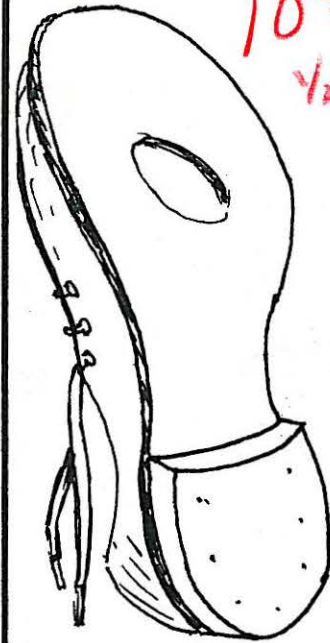
# Firestone

TIRES TUBES

# DOUGLAS PRODUCTS

WE HONOR  
ALL CREDIT CARDS  
in the SHOP  
or in the STATION

HI3-3373 13797 Hwy.80  
Johnstown



# NEED SHOES FIXED?

3 DAY SERVICE

Bring your shoes to

## ALPINE CLEANERS

or Call HI5 2242 to have us pick them up  
and deliver SAME PRICES AS IN SAN DIEGO

Alpine Agency of

## American Shoe Repair

<sup>150</sup> Helland Appliance Co.  
FRIGIDAIRE—MAYTAG  
Sales and Service  
484 E. Main St. El Cajon  
HI 4-1411

<sup>150</sup> List With Us and Start Packing  
ALPINE BRANCH  
La Mesa Realty Co.  
BILL BROWN, Mgr.  
Hickory 5-3603 Hickory 5-3035

<sup>150</sup> M. H. SMITH  
113 West Main St. El Cajon  
We Give S & H Green Stamps  
PRESCRIPTION PHARMACY  
Telephone Hickory 4-3135

American Cancer Society scientists  
have succeeded in growing bone marrow  
in spleen, kidneys, and other organs of  
dogs and rats. The research, still in exper-  
imental stage, have have implications  
for treatment of leukemia.

No one has a finer command of language  
than the man who keeps his mouth shut.

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