



LAND VALUES UPPING PRICES

Arthur C. Eddy, county assessor, reveals that his office has just completed the reappraisal for 1955 of land in Alpine. Later this year the work will be resumed, so that the entire area will be checked and reappraised by 1956. The entire

MORE ON PAGE 14

BIBLE FOLK START BUILDING

Walter V. Velk, a minister with the Bible Christian Truth of S.D., which recently bought on Victoria Dr. is now living in the cottage, starting work on improvement and eventual building. The society is preparing to teach in Alpine, bringing students from other places.



KIWANIANS GAVE THE TREE. LEFT TO RIGHT, PRES. FRED RUSHING, DR. FRANK BORNOWSKI, MARK SCHAEFFER, PHIL HALL, DALLAS LORE, DEANNA LANGLEY AND SUPT. FRANK S. BROWN. (STORY ON PAGE 18)

HOUSE NUMBERS GET HEARING

A week from today the second hearing on Alpine's house number plan will take place, reports T.L. Yakel, in charge. On April 5 the matter goes to the supervisors and will be up for adoption on May 3, after which numbers will be spotted for all existing buildings on officially named streets and everyone may then put up the number plate and make use of this system.

Dr. and Mrs. Frank Bornowski are driving a spiffy new 1955 Plymouth

YOUTH BOOK GETS PUBLISHED

Mrs. Hazel Hohanshelt has some good news for several hundred students to whom she has read her father's book during 18 years. 'Old Sam, Thoroughbred Trotter' will be on the 1955 fall booklists for children. It is now being published by Wilcox and Follett, Chicago, one of the best known publishers of children's books and textbooks in the U.S. Mrs. Hohanshelt's father, Don Alonzo Taylor, passed away in 1948. The publication of a story which he wrote for his children and which he had never expected would be published, is a fitting tribute to his memory.

Classified ads in the Sun help you sell unwanted articles, try one!

4-H GIRLS TAKING MEMBERS

Mrs. Roberta Runbeck announces that Alpine 4-H Girls' club is meeting every other Saturday at Fuller Hall and has until April 1 to accept new members. Girls wishing to engage in this worthy project may contact her.

FOR HOMES & HOMESITES

SEE

DON BATES

ALPINE

Highway 80

HI5-2537

TEMPLE B. SMITH

Bulldozing

GRADING . SOIL CONSERVATION

HI5-2418, RT. 1, Box 426 ALPINE

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HI 5-2325

Alpine

AERO Drive-in

\$1.25 PER CAR

BOSTONIA

HI4-8800

NOW THRU SAT.

JOHN WAYNE, JOANN DRU
"SHE WORE A YELLOW RIBBON"
TECHN|COLOR
BOWERY BOYS, "BLUES BUSTERS"

SUN. MON TUES, MAR. 20-22
GREGORY PECK, JANE GRIFFITHS
"MAN WITH A MILLION"
SCOTT BRADY, BETTA ST. JOHN
"THE LAW VS BILLY THE KID"

FILL THE CAR. COME AS YOU ARE!

CALL HI4-8800 FOR FURTHER PROGRAMS

SPRING MERCHANDISE

OF LADIES' LINGERIE, NIGHTIES, PAJAMAS,
SLIPS AND GIRDLES.

Alpine Hardware and Department Store

Highway 80

We give S.H. Green Stamps

HI5-2406

Editorial



IS YOUR STREET NAMED?

In the last issue we ran a progress story on the project of getting official house numbers for all streets and roads of this community.

It was pointed out by T.L. Yakel, in charge of this planning work, that some 50 smaller lanes and roads are still not named, at least legally.

We suggest that residents of such thoroughfares suggest at least three names so the county may assign one that will not conflict. When this is done, they will erect signs, and your road will be included on the new map and receive house numbers.

It is regrettable that at present time very few residents have written in to the Sun suggesting a name for such roads. May we remind you that you had better get busy right now and submit names if you want the facility of house numbers.

This is very important for many reasons such as fire, police, doctor and other emergency, also for utilities, deliveryman and so on, in addition to your friends being able to find you. Why not do this at once? -CI

HOFFELDER OFFICE MOVES

A firm believer in Alpine's future is Myrtle G. Hoffelder, realtor, who has just gotten settled in a new office in Wilson's Cottages, east of Bob's Texaco Station. The Hoffelders are making their home in the residential part of the building.

'We are in need of all types of listings' says Mrs. Hoffelder, 'for the expected arrival of potential new residents in this area'. Her phone is the same. HIckory 5-3150.

ARTIST BARRELLE IMPROVING

After a siege with a nerve disorder which kept him abed for some days A.A. Barrelle, noted retired artist from the east, is up again and enjoying the view from his picture window above Victoria Drive. Mrs. Barrelle has been taking good care of him with Dr. Woodall in attendance.

THE NOBLE TWO,
BETTY AND SUE,
MSGT. BETTY WRITES
THE SUN FROM
QUANTICO, VA..
SHE'LL BE IN EL
TORO NEXT MONTH
AFTER SERVING
AS AN EAST COAST
MARINE FOR SIX Y
YEARS. FIRST LT.
SUE IS HAVING
A GAY TIME IN
GERMANY, BEING A
FLIGHT NURSE.
ALPINE FRIENDS
MAY WRITE HER
388TH TAC
HOSPITAL, C/APO
87, NY, NY.
BOTH ENJOY THE SUN.



NEW RADIO KBAB FOR AREA

Tentatively April 15th has been set for airing the new E.C. radio KBAB which has been in course of construction and assembly for two months. Offices and studio are in downtown El Cajon at 101 Julian, with broadcasting tower at Santee, giving it fine coverage of the foothill area in addition to S.D. and county.

John Babcock, San Diegan, is owner and Miss Era Lewis is station business manager. The 1000-watt full time independent station will be at 910, in the middle of the dial. They promise outstanding programs of music, news, sports and so on.

NELSON'S ANNUAL SALE

With free gifts and drawings and a big display of Playpet play clothes, Nelson's Kid Korral, 912 E. Main, E.C., is having its annual sale of these items for three days only, Thursday through Saturday, March 17, 18 and 19. They have 40 different styles for boys and girls, the big sale price just \$1.

Most any woman can tell when she's in love—and usually does.

Miss Ruth Burdette was a guest at a luncheon-gift party at the home of Mrs. C.B. Billings, Wintergarden.

PIZZA PIE To Take Out

Home-Cooked to Order
Spaghetti & Meat Balls

LOG CABIN CAFE

Hiway 80 Alpine

HI5-2243

"OUT WHERE THE COUNTRY BEGINS"

TED M. BROWN REALTY

FOR ALPINE PROPERTIES SEE

B.G. Miley

HIGHWAY 80, 2 MILES E. OF ALPINE

HICKORY 5-2736

For El Cajon Properties:

949 HIGHWAY 80, EAST EL CAJON

HICKORY 4-7950

SNOW & ICE ARE HERE. CHECK YOUR CAR NOW!



RORIE'S ASSOCIATED SERVICE

HI5-2443

We give S&H Green Stamps Alpine



**SEPTIC TANKS
Cesspools
Cleaned
PRATER'S**

HI4-3318, 625 Hiway 80, El Cajon

CALL

**ASSOCIATED
OIL COMPANY**

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For quick delivery of stove oil
and petroleum products.

REGULAR ALPINE DELIVERY SERVICE.

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"SINCE 1900"

Nation-Wide Service:
Buy, Sell, Trade.

Call or send for free
Catalog of Properties
all over America.

FRANK T. ZIRWES
REPRESENTATIVE

655 Hiway 80, El Cajon, HI4-8787

ECONOMY-MINDED?

SHOP AT

**EMPIRE
MARKET**

LOWEST PRICES
IN ALPINE

HIckory 5-2105

**FINE MEATS
FANCY FOODS**

MONTE HALL AT TALENT SHOW

The popular Channel 8 star, Monte Hall, will be here Thursday, March 31, starting at 7:30 in the school auditorium to present awards for the fifth annual PTA talent show.

The date was changed from Friday to Thursday. Tryouts will be Monday,



the 28th during school hours, rehearsal to be Wednesday the 30th; a record attendance is expected.

The Johnnie Jet show, XETV, Channel 6, is presenting some wonderful door prizes. A Derby bicycle, one Thimble Drome gas-powered aeroplane, two Ben Pierson archery sets, one Unger wood-burning set, a golden trumpet and assorted games will go to lucky ticket holders.

Grand prize winner of the talent show will be a guest on "Jet" in the near future.

Tickets are 50¢, children 10¢, MC for the evening will be Larry Rocklidge who did such a wonderful job last year.

A S.D. Padre member is planning on being there to hand out awards to the poster winners.

FOREMAN FOR BATES RANCH

John Tuck has just moved onto the Boulder Creek ranch of Don Bates, realtor, having come from Ramona to be foreman. They now have 80 head of hogs ultimately to be 2000, says Bates. They also have 6 cows. The

**Alpine
MOTOR SERVICE**

Complete Automotive Repairs
Arc & Gas Welding



GAS OIL
LUBRICATION

HI5-2317

Hiway 80

ALPINE IN TRAILER MOOV

The big annual Trailer Park Directory, annually from the Woodall Publishing Co., Chicago who get out Trailer Travel Magazine, will this year again show Trailer Estates, the only park in Alpine with modern sanitary connections for big new trailers with toilet and bath. Recently the woodall inspector visited this place, put an A-1 stamp of approval on this park, operated by Clarke Irvine.



COFFEE CUPPERS FRED AND ANN DALLY IN FRONT OF THEIR POPULAR EATERY ON H.WAY 80. ANN MAKES HEAVENLY PIES FOR WHICH COFFEE CUP IS FAMOUS.

If they'd tell the truth, women could add more years to their lives.

HAIG C. MERIGAN, D.D.S.

DENTIST

203 PRESCOTT STREET
HICKORY 4-2139 EL CAJON, CALIFORNIA

AT4-7698

HI5-2468

Suter Bros.

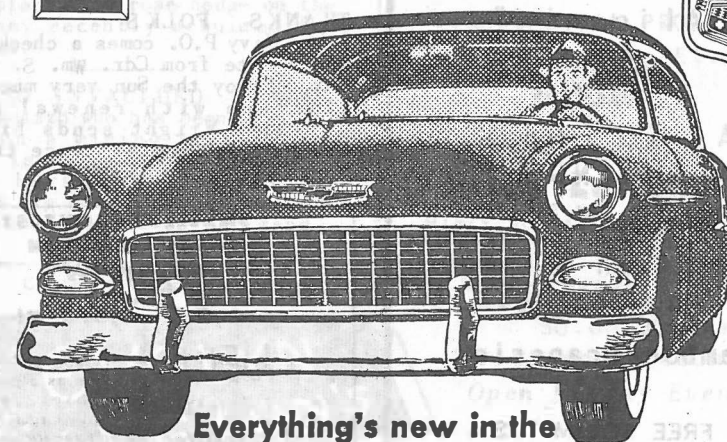
HARDWOOD FLOORS

Laid . Sanded & Finished
Old Floors Refinished

ALPINE



1955



Everything's new in the
Motoramic Chevrolet

**A. L. BALLANTYNE
EL CAJON**

131 EAST MAIN

HICKORY 4.3155

MARINELAND ENTRANCES

Florence Clarke and party went up to L.A. on a visit, returned by the beach to visit the big new Marineland with its fascinating exhibits of sealife on three levels. 'We thought we'd just look in for a few minutes' Florence says, 'and it was so wonderful we stayed the whole afternoon'.

The Sun is Your Hometown Paper!
You really should subscribe, \$2

STATIONERY
OFFICE SUPPLIES
GIFTS AND CARDS

"TELL US YOU'RE FROM ALPINE"

Valley Stationers & Supply

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Disposal Service

WEEKLY & MONTHLY PICKUP

ODD HAULING & YARD CLEANING

HI 5-2273

ALPINE

One Call is Enough

Hickory 5-3061

"Aljean's"

Ventaire

ALUMINUM
AWNINGS

THE AWNING YOU CAN SEE THROUGH!

Venetian Blinds
and Shades.

Bamboo Draperies

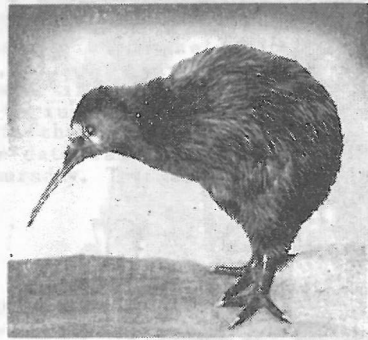
FREE ESTIMATES.
BUDGET TERMS

AL SCHAEFFER

"The Willows"

Box 588

ALPINE



AMERICA'S ONLY KIWI. WINGLESS BIRD
FOSSIL FROM DOWN UNDER. RARE FEATURE
OF GREAT S.D. ZOO. WORLD'S MOST
FAMOUS.

DIMES CASH BREAKS RECORD

Although the Sweetheart Ball was under last year's take, the total March of Dimes drive, under capable chairmanship of Bill Suter, netted \$2,160.66, a neat sum above the nearly \$2,000 of last year.

The items were: coil collectors, \$183.36; Alpine School \$61.30; Mt. Empire School dance, \$111.60; Descanso-The Youngs, \$42.40; Campo Community dance, \$125.6; and dimes cards; Alpine, \$61.40; Campo, \$46.; Descanso \$16.10, and E.M. Meyer-dance, \$93.22. The county total was \$223,000. Suter reports.

THANKS, FOLKS

Via Navy P.O. comes a check for \$4. and a note from Cdr. Wm. S. Steward, USN. 'Enjoy the Sun very much. Sorry I'm late with renewal money'.

Sidney Wright sends his in, a staunch subscriber since the first year.

SMALLEST, LIGHTEST
HEARING AID IN
ZENITH
HISTORY!

NEW
tubeless
3-transistor
Zenith
"ROYAL-M"

Weights about the
same as a pocket
fighter, and is
hardly larger. Oper-
ates for 10¢ a week!

ONLY \$100

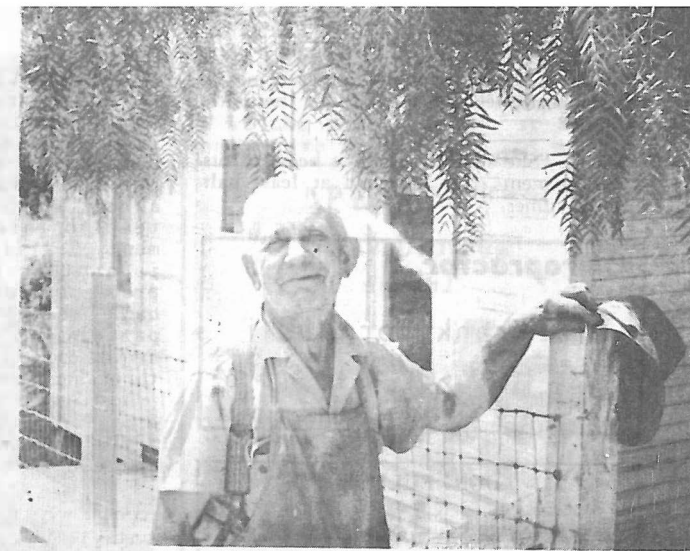
...Bone conduction
accessory at moderate
extra cost.

EASY TIME-PAYMENT PLAN

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169 E. Main El Cajon HI.4-5248

HAPPY JOHN
ROMAINE,
PIONEER OF
SOUTH GRADE
ROAD, FORMER
OIL DRILLER
AND TALENTED
HANDYMAN
PAUSING FOR
SNAPSHOT
WHILE BUILDING
AND WORKING
AT IRVINE'S
SUNNYSLOPE
RANCH.



MANY FAMILIES MOVE HERE

New faces and new owners keep showing up in town, reports Alpine Realty Co., reporting several recent sales.

Mr. and Mrs. A.L. Shepherd, Ramona, are thoroughly settled in the Huff property, having already built a fine corral for their horses.

Two S.D. couples, the R.D. Burkharts and the Wm. W. Wiers, are now living in Alpine. The former are on the Phelps' property while the latter are now happily at home on the Klicka place. Mr. and Mrs. V.E. Roof, Broadway bookstore, are now planting a rose hedge on the place they recently acquired from the Axups.

RANDAZZO INVALIDED

Sam Randazzo who has been busy all winter on a mining project near Jacumba is out of the running for awhile, having injured his back driving a big dozer and lifting some heavy items, is now on the mend

SUBSCRIBE TO THE SUN. \$2 A YEAR.

CHEVRON
GAS STATION

Your
ATLAS

Tire & Battery
Station

STANDARD OIL PRODUCTS
Lubrication, Etc.

ANTIFREEZE
Atlas

"PERMA-GUARD"

Larry Landholm

HIWAY 80. ALPINE, HI5-2963

COMPLETE APPAREL SHOPS FOR WOMEN AND MISSES

30-60-90 DAY

CHARGE ACCOUNTS

Open Friday Evenings

145 SOUTH MAGNOLIA
EL CAJON



QUALITY APPAREL SHOPS FASHION

Hickory 4-2177

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

Interne: "So your pal is going to marry. Do you really feel she is ready for the battle of life?"

Nurse: "She should be. She's been in lots of engagements, and interned at least half a dozen times."

Chiropractor

Dr. Frank Bornowski

ARNOLD WAY, 1/4 MILE WEST OF P.O.
HI 5-2169 ALPINE CLOSED WED.

DON FULLER

General Contractor

Residential
Commercial, Remodeling

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

RENDEZVOUS CAFE and Trailer Park

HOME COOKING AND BAKING
Highway 80, 2 mi. East of Alpine
CLOSED TUESDAY FROM 2 P.M.
HI 5-2150 MR. AND MRS. KARL HAUG

Watches Diamonds



GUARANTEED WATCH REPAIRING

115 W. Main El Cajon HI4-3628

WATER Wells

Test Holes

CABLE TOOL, ROTARY, DIAMOND
CORE & LATERAL DRILLING,
WELL DIGGING & EXPERIENCED
ENGINEERING SERVICE. GEOLO-
GICAL LOCATIONS, ETC.

— FREE ESTIMATES —

B & R Diamond Drilling Co.

1025 E. MAIN EL CAJON HI4-2149

PEOPLE RAISE STATE COSTS

Jack Schrade, assemblyman from this area, informs his constituents in a newsletter that 'increased demands of the citizenry for expanded services and conveniences, along with personal projects, tend to raise the cost of government. Terrific population increase is another factor that adds many problems. For example, 270 officers have been added to the highway patrol. . . characteristic of the need for increased personnel throughout every branch.'

Note- And so it goes as the state grows! We, the citizens have to pay. I wish we had space to print all of Schrade's enlightening comment. CI

BACK HOME TO AK SARBEN

Earl Fulk and wife who have been away from home in Nebraska since Feb. 13, visiting sons Victor in Colorado and Don, in E.C., and many friends here left for home yesterday by car, but not without renewing their subscription to the Alpine Sun. The Fulks own the Alpine Hardware building, also the Chevron gas station.

HINKLE GETS TIMEPLAN DEAL

The Rank of America has just made Al Hinkle Lumber & Ranch Supplies, a dealer so that improvement loans of up to \$2500. are now available through the bank's Timeplan. 'This allows three years to pay, at only 5% interest' says Hinkle, who is quite enthused over the deal.

CUB SCOUTS MEET IN Y.C.

John Chapin, committee chairman for the Alpine Cub scouts announces that Cub Pack 350 will meet the last Friday of each month at 8 in the Youth Center and everyone is invited. Joe kenny is cubmaster.

A policeman observed a man weaving uncertainly down the street. The man stopped, leaned against a lightpost, and rapped on its side.

"I'm afraid there's nobody home," laughed the policeman.

"Oh, yes there is," replied the inebriate, "there's a light upstairs!"

This office has been having calls lately for properties that are suitable for small rest homes.

ALPINE REALTY CO.

HIckory 5-2442 Alpine, Calif.



DIFFICULT TO SHOOT IS THE ANCIENT NATURAL STONE RESEMBLING FAMILIAR PHOTOS OF QUEEN VICTORIA. AFTER WHICH VICTORIA DRIVE WAS NAMED BY EARLY PIONEERS WHO NOTED THE UNIQUE RESEMBLANCE. IT IS BEST SEEN IN SILHOUETTE AT DUSK.

-HENRY NELSON PHOTO

ST. PATRICK'S DANCE

St. Philomena Catholic Church is holding its annual St. Patrick's dance Saturday night, March 19th, 9 to 1 in the school auditorium. Admission 75¢ per person, proceeds to go to the building fund. Sewall's orchestra, plenty of prizes and refreshments will be included to make the dance a memorable one.

SPECIAL

REDUCED DURING MARCH ONLY
New 1955 RCA Estate Range, 30 in.
FROM \$150. UP

One Stop Does It!

Everything for the Builder
TV Service & Installation
MAJOR APPLIANCES

AL HINKLE Lumber & Ranch Supplies

HIGHWAY 80

HICKORY 5-2184 & 2502

ALPINE

Mrs. Kemper Langworthy with her two girls and two boys, has moved to Yuma to join her husband who is at the test station, so now he won't have to commute any more.

"PLAYPET"

Play Clothes
Annual

Sale

40 Different Styles 40

Only \$1 Each
Boys' and Girls'

COVERALLS, SHIRTS, BLOUSES,
SHORTS, PEDAL-PUSHERS, CRAWLERS

3 DAYS ONLY 3

THURS to SAT. MAR. 17, 18, 19

FREE! GIFTS . DRAWINGS

COME IN & REGISTER, NO OBLIGATION



Nelson's KID
KORRAL

912 E. Main, El Cajon, HI4-9371

GIRL SCOUTS TO MODEL

The Lakeside Neighborhood of Girl and Brownie Scouts which includes Alpine, Descanso and Harbison Canyon are putting on a fashion show Saturday night, March 19th in the Lakeside school Admission is 50¢ children 25¢.

Two girls from each troop will model spring and summer fashions from Guthrie's children's shop in E.C. Pauline Beauregard from there will handle the show. Girl Scouts from Alpine modeling are Carol Sue Wilcox and Jeanette Jehl. Brownies Karen Jordan and Clara Wiley from Troop 1308, Betsy McCall and Jane Woodall, Troop 762, Virginia Miller and Susan Stone, Troop 809 from the Canyon.

All troops in the area will participate in the program. Money raised will go toward club needs.

Money kept in Alpine helps you too.

GUY PHELPS HICKORY 5-2457

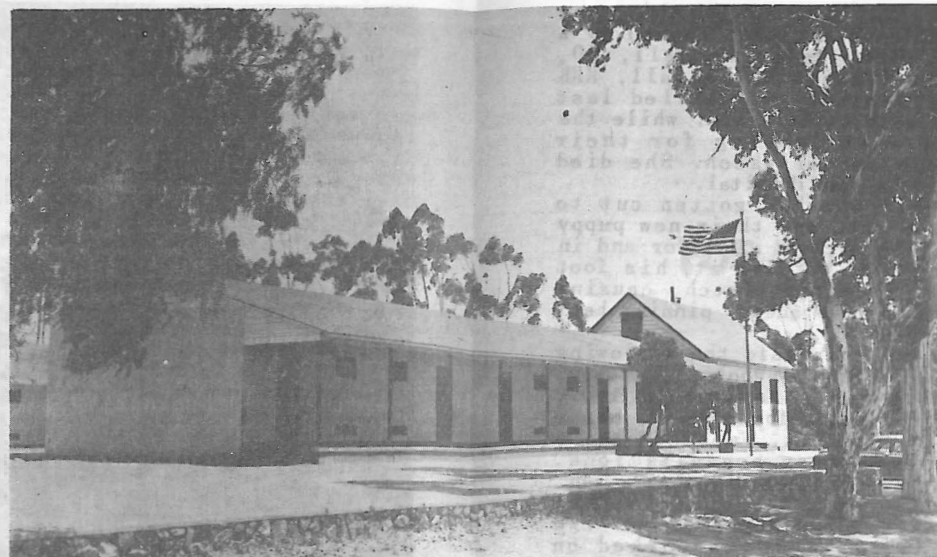
MASONRY CONSTRUCTION

LICENSED CONTRACTOR
FREE ESTIMATES

"THE FINEST IN MASONRY"

JOLLY ANNIVERSARY DINNER

Mr. and Mrs. Bert Fuller, he's with Al Hinkle TV service, enjoyed their 30th wedding anniversary Wednesday week with a dinner at the Tavern. They were married in S.D. when he was a young navyman. Now he's a commander, retired, noted as a POW from Corregidor, P.I.



WHY WRECK THIS VALUABLE STRUCTURE? QUERY ALPINE TAXPAYERS ON BONDS FOR NEW CLASSROOMS. IT IS HISTORICAL TAVERN ROAD LANDMARK. HENRY NELSON PHOTO.

The Alpine Mustangs, new riding club for juveniles has changed its saddle time to 1 p.m. Saturdays.

HENRY A. NELSON

Photography

PORTRAITS
Black & White or Color

HICKORY 5-2988, PO Box 401, ALPINE

Make Reservations Early for

Your Easter Dinner

at the historic old



Ye Alpine **Tavern** Dining Room

ALSO SEE MIMI AND JO IN THE GIFT SHOP
MANY BEAUTIFUL GIFTS FOR EASTER
AND ALL OTHER OCCASIONS



WE ARE NOW SERVING DINNERS EACH
EVENING FROM 5 TO 8.
SUNDAYS AND HOLIDAYS FROM 12 TO 8.

HICKORY 5-2123

The finest food served in lovely surroundings.

SPECIAL MENUS ARRANGED FOR BANQUETS,
WEDDINGS, CLUBS, ETC.

NEW FUL-O-PEP CHICK STARTER

Starts Chicks Fast!

Nutritious oatmeal

ADDS EXTRA GROWTH POWER

YOUR BABY CHICKS- LIKE YOUNGSTERS- GET *more energy, more growth power*
FROM BODY-BUILDING OATMEAL

THAN FROM ANY OTHER CEREAL GRAIN!

GET NEW NUTRITIOUS FUL-O-PEP CHICK STARTER PEPETTES
FROM DURBIN'S.

FREE DELIVERY IN ALPINE ON TUESDAYS

DURBIN'S FEED & SUPPLY COMPANY

HICKORY 4-3241

1202 PALM AVE., EL CAJON

Tomorrow afternoon the Christian Workers of Community Church are to enjoy a class party in Fuller Hall,



Dance Classes

TAP AEROBATIC BALLET

Beginners, Intermediate and Advanced

ALPINE WOMAN'S CLUB MONDAYS

Call HI5-2394 for Information

ROY CRANE'S

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SALES:

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Watches & Silverware

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SPRING SALES



WE'LL SOON BE NEEDING
ALL TYPES OF PROPERTY
FOR EXPECTED INFLUX
OF POTENTIAL
RESIDENTS.

WE THEREFORE SOLICIT
YOUR LISTINGS ON
INCOME, RANCHES,

ACREAGE, HOMES,
EXCHANGES, ETC.

Give us a call.

Myrtle G. Hoffelder

Hwy 80 east of Texaco Station
Hickory 5-3150 Alpine

CAR KILLS MRS. KENDALL

In a freak accident caused by a puppy, Mrs. Helen Kendall, 60, wife of Kenneth K. Kendall, KKK Ranch, Japatul, was killed last Monday week at 8:30 a.m. while the couple were leaving for their ground observer watch. She died later in La Mesa Hospital.

He said she had gotten out to open the gate and their new puppy caught his neck in the door and in leaning over to free it, his foot slipped from the clutch, causing the car to leap ahead, pinning her to the gate.

Services were held the following Thursday in Bradley Woolman Mortuary, S.D. she was a native of S.D., lived in Japatul for 8 years, was a member of the Mt. Empire Women's Guild and other organizations.

Survivors are her widower; a son, Kenneth, jr.; a brother Sidney Higgins, of San Anselmo, and two grandchildren. Both worked on founding the observer corps at Descanso and had many friends in Alpine where they frequently attended Highway 80 chamber sessions.

MRS. HOFFELDER ATTENDS TEA

Tau Kappa Epsilon Mother's Club is presenting its semi-annual tea at Scripps College, State College campus, Sunday, from 2 to 4, which will be attended by Myrtle G. Hoffelder, Alpine realtor, 1954 president.

At this event mothers of new pledges are especially honored as are candidates for queen of the annual Carnation Carousel given by the TKE Fraternity. Mrs. Hoffelder's son Bob, is active in it.

Chas Sharrow and his bride, the former Mrs. Adrian D. Duff, are back from their honeymoon in Nevada, report a wonderful time, now at home here. He is with Florence's Market.

First Trapeze Widow: "How was your late husband?"

Second T. W.: "Good to the last drop."

Towns with wells seem to be poor risks. The banks will not loan and subdividers refuse to come in. But if an emergency should arise these despised wells would become precious things.

ALPINE REALTY CO.
Hickory 5-2442 Alpine, Calif.



FOR "WHITE GLOVE" COOKING



CLEAN AS CLEAN CAN BE...



SWITCH TO CLEAN, SPEEDY, ELECTRICITY!



"I prefer electricity for cooking because it's so clean."

That's what the millions who cook the modern electric way will tell you.

Actually, electricity is such a clean fuel for cooking — you could literally cook in white gloves... and keep them clean.

And cleanliness is just one of electricity's great cooking advantages.

It's cool... and quick... economical... automatic... and these are but a few of the reasons why you should buy a sparkling, clean, brand new automatic electric range.

See your dealer now... let him prove to you that for cooking, electricity is clean as clean can be. And he'll sell you a new electric range on easy terms — ask him.

SAN DIEGO GAS & ELECTRIC COMPANY

ECONOMY TIP FROM REDDY KILOWATT: When you both cook and heat water electrically — you buy your electricity at lower rates.



PILGRIMS AT RETREAT

Today and tomorrow at Camp Varston members of Community Church Pilgrim Fellowship are attending a retreat, leaving from the church today at 4:30, reports Dr. Roger Larson.



LEO CRICKMORE

Signal Oil Co.

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

HO-6 H06-3291 OR H06-5177

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Concrete Work of All Kinds

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Ice, Produce, General Hauling

L.H. VASQUEZ

Hickory 5-2064

Fred D. Rushing



Grading, Road-Oiling, Discing

HI5-2214

ALPINE

FLORENCE'S MARKET

Owned & Operated by Florence Clarke

Groceries - Meat - Fresh Vegetables - Liquor

North Side Highway 80

HI5-2436

Alpine, Calif.

FAIR VALUE STORY FROM PAGE

county is continually being re-appraised, and the Alpine area has been reached under the assessor's general program following trends of real estate activity.

This will be the first change in Alpine land valuations since 1948. New values will be based on current market information, economic conditions, and local trends in land development.

All property in California must be assessed at full cash value, in accordance with revenue and taxation laws, and as values in general rise, assessed values must also increase.

Eddy explains that 'the public really sets the values, by what they are willing to pay for property, and the assessor only follows after a firm trend has been established'

PHILPS BUILDING NEW HOME

A fine 3-bedroom home of concrete block, with fireplace and ciel built-in heating wires in the floor, thermostatically controlled, is nearing completion on Holly Dr., by Guy Phelps, stonemason and rockwork artist who did the Community Church. Cost is around \$13,000. The bloc interior will be painted. The house has 1664 square feet and is on their 3-acre tract. This is one of the fine new developments in the Victoria Drive area.

The Phelps' have three lovely children, Rita, 7; Elen, 5, and Tom, 19 months. (See picture)

RED CROSS DRIVE STARTS

The annual drive is underway in Alpine announces Mrs. Carl McCall, chairman, should be covered by March 31st. Her workers are Mmes. Katherine Tappmeyer, Charles Sharrow, Marcus Schaeffer, B.G. Milroy, Donald Cost, Charles Russell, E.A. Glymph, Jack Smith, Raymond Hinds, Kenneth Jerney, Mike Cady, June Fox and Miss Tory Ann Huey. From Dehesa Mrs. Wilber Ballinger.

NEW HOME GOING UP FAST FOR KINIKINS. FRED ANDERSON, CEMENTOR AT LEFT, KINIKIN AT RIGHT.



NEW FAMILY BUILDING HERE

Max N.L. Kinikin, machinist with Solar Aircraft, is erecting a 2-bedroom modern home at the corner of Marshall Road and Eltinge Dr., It has an area of 28 x 40 feet.

The Kinikins came to S.D. from the east in 1941. He is a native of Dallas while she was born in Hazen, N.D. They have two children, Maxine, 6 1/2 and Lynn, 3, (See picture)

CHICAGOANS PURCHASE HERE

Alpine Realty reports that Mr. and Mrs. Milton Homolka, Chicago, recently bought the Brown acreage, but have decided not to build but to hold the land for later use.

Also the Morris Kludts from So. Dakota, are gradually finishing the house that is to replace the home bought from Mrs. Gertrude Roberge, who has left Alpine.

At Community Church Sunday week the junior choir was given its introduction, directed by Mrs. Runbeck, did splendidly churchmen said.

A missionary society member approached Henry. "We are having a raffle for a poor widow," he said. "Will you buy a ticket?"

"Nope," said Henry, "my wife wouldn't let me keep her if I won."

COURTESY IS TRAFFIC KEY

The Kiwanis Club of Old S.D. is conducting a month's safety campaign for traffic, with motto 'Make Courtesy Your Code of the Road', which is about correct, says President John Evans. (If we live by the Golden Rule, we'll live! I might add. - Ed.)

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133 PRESCOTT, EL CAJON HI.4-8447 W.L. HOUGHTON, OWNER

CHAMBER MEETS AT TAVERN

The regular meeting of the Highway 80 Chamber of Commerce will dine at the Tavern on Tuesday March 22nd at 7. George Clark, former president of the E.C. Kiwanis will speak on 'Safety on Highways'.

"I can remember when a baby sitter was called Mother."

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Thousands of Items to
Pick from.

215 WEST MAIN STREET

LA MESA BRIDE FOR MYERS

In a double ring ceremony at Yuma last Thursday week, Miss Patricia Jones, La Mesa, and Jerry Myers, Alpine, were united in marriage



while en route to El Paso, Texas. They will reside there while Jerry completes his army preliminaries with the 4th Training Battalion, Battery B, Ft. Bliss, where he was recently appointed squad leader for his unit.

Attending the wedding were the bride's parents, Mr. and Mrs. Bradley Jones and her grandparents Mr. and Mrs. J. McWillie, all of La Mesa, and Mr. and Mrs. G.L. Myers, Tavern road.

The bride, a graduate of Grossmont was born and reared in La Mesa.

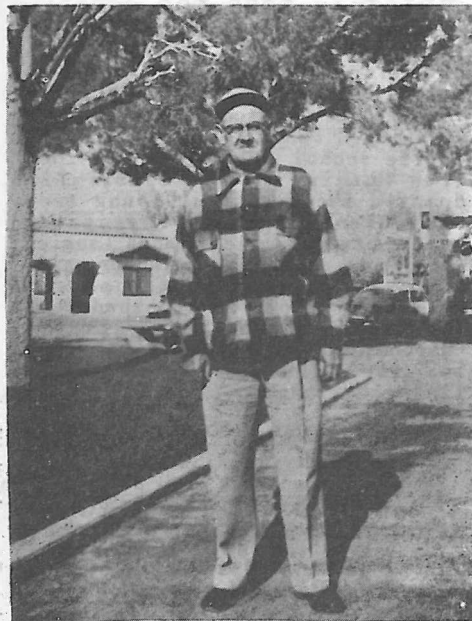
Jerry, in addition to formerly owning and operating the Chevron station, had served the community as member of Alpine Volunteer Fire Dept., Jr. Chamber of Commerce and more recently the Alpine Forestry service until his induction into the Army last Dec. 9th.

Scientists are using sounds on mice to induce fits. Dixieland bands have been doing that on humans for years.



Hickory 4-3129

APPLIANCES — HARDWARE
FEED — GARDEN SUPPLIES



'MAYOR' JOHN BREWER SNAPPED IN TUCSON BEFORE HE RETURNED TO ALPINE, WHERE HE IS HAPPIER THAN EVER, HE SAYS.

SCHOONOVER SELLS HOME

Latest newcomer to Alpine is Jas. A. Severin, C.S.C., with his wife and three children. He is buying the Glen Oaks property of the Rev. A.J. Schoonover, who built the house last year at the same time he was erecting the new church on Arnold Way, reports Alpine Realty.

JOHN BATES JOINS EMPIRE

Frances Caldwellk owner of Empire Market has just engaged Johnnie Bates as clerk during the morning hours. In the afternoons he is going to barber college under the G.I. bill. He has fully recovered from his recent escape from death by electrocution while working on a TV antenna.

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TOYS FOR HOSPITAL

As part of their philanthropic project, the Gamma Gamma girls held another toy shower for the San Diego County childrens' hospital. The sorority holds these showers several times during their year and Alice Klipp, chairman for this project reports a wonderful welcome from hospital attendants for these new toys.

When a man has a birthday he takes a day off, when a woman has a birthday she takes a year off.

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HI5-2121

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Mrs. Jeanette Hinkle, insurance expert, is back from a week in L.A. visiting her sister and her daughter, reports a pleasant trip.

JEANETTE C. HINKLE

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Alpine

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H. DUDLEY WINN, O. D.

Hickory 4-8546

OPTOMETRISTS

Our 42nd Year

120 REA AVE., FIRST STREET NORTH OF MAIN

CHRISTMAS TREE FOR SCHOOL

Arbor Day was celebrated fittingly when the Kiwanis Club presented a deodar cedar to the school, with appropriate planting ceremony on the front lawn.

Supt. Frank S. Brown had the entire school assembled. President Fred Rushing of the club, which donated the beautiful young tree, made the speech of presentation to the Student Body. Deanna Langley, president, accepted for the organization. Kiwanians and the student officials helped in the spadework. The tree was supplied by Ernest Charbonneau, nurseryman and a school bus driver. The cedar is to become a living Christmas Tree, first one in Alpine.

CARD PARTY SUCCESSFUL

The recent dessert card party put on by Gamma Gamma Sorority was a financial success with fine response from the public. Prizes were won by Mrs. Jane Dunn, Mrs. Elizabeth Gray and Mineola McGee with the cake auctioned to Mrs. Gordon Wilson. Committee girls, Patti Blankenship, Mineola McGee, Joan Manuele, Ruth Rooklidge, Wilma Watton and Alice Irvine, all helped decorate, serve and make the afternoon both profitable and entertaining. A total of \$34.70 was turned in to the chapter's treasury to be used for philanthropy.

SORORITY GIRL WINS

Marge Schrader, Gamma Gamma member, won a beautiful gift for her efforts in selling over 60 tickets to the recent Jonquil Fashion Show in the Mission Valley Country Club. Mineola McGee, chapter president, also won a candy prize. Martin Verb presented many beautiful spring and summer fashions to the audience of nearly 1,000. Money raised goes for the Sunshine School for spastic children, philanthropic project of the ESA council.

Cousin Charley (of Hartsville)—
Doctor, do you think I ought to
spend a few days in bed?

Doctor—A few nights would do
you more good.

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HICKORY 5-2232. (3-18)

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Many ranchers in the Alpine area
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and providing a small additional
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be handled profitably in southern
California without feeding garbage.
Many ranchers have produced 225 lb.
hogs on barley and a good protein
supplement for a cost of \$14 per
cwt.

GEMS OF THOUGHT

Let early education be a sort of
amusement; you will then be better
able to find out the natural bent.
Plato.

All education should contribute to
moral and physical strength and
freedom. -Mary Baker Eddy.

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BROTHER GETS THE BIRD

Daisy Mae Easton, 19-months old
daughter of Carol Easton, Rendezvous
Trailer Park, may have had an idea
from some TV program, for she
tossed a plaster owl at her brother
stephen in the family trailer,
giving him a bad cut. Dr. Woodall
took several stitches, Mrs. Easton
reports.

Tomorrow will see a lot being
accomplished at the work day for
Community Church, starting in the
morning.

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