



Alpine Sun

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

VOL. 4. NO. 24. (93) ALPINE, CALIF. FRI. DEC. 16, 1955

PRICE 10¢



Noel!

Noel!



Editorial



Now we wish every reader a right Merry Christmas and a Bright and Satisfactory New Year.

In 1947 our wish has always been to everyone, to every nation, for peace, happiness, health, and this year we most fervently hold this thought in mind in view of the dangerous situations abroad.

At this season we should strive to clear our minds of any envious, jealous or hateful thoughts, and to

ask the Father to remove such thoughts from the minds of others who might harbor them for us. That is the true meaning of this season, which is really the birthday of the man that brought the greatest thought of peace to this sorry old world.

It seems a shame that Christmas has been so commercialized that the main theme is buy and sell, eat and drink, hold sporting events and make it a general hoopla holiday.

Everyone does not so indulge. They recognize the inner, esoteric meaning of Christmas and all that it symbolizes in the onward and upward progress of mankind.

Jesus said 'that ye love one another'. That was his new commandment. Sometimes it is difficult to show love, or friendship for some of our fellows, but we can at least endeavor to do that.

This issue we wish Alpine a joyous holiday season for the fourth time with the Sun, which rounds out its fourth year. You will rejoice with us in its doubled size and the many nice greetings from those here and in nearby communities.

Again, may the best be yours, and don't forget to drive carefully! We want you around to wish you well next year. -CI.

BROWNIES PLAN YULE PARTY

The junior Brownie troop is holding its Christmas party at the home of Mrs. Dortha Barnett, Willows Road, with Mrs. Johnie Axsom, co-leader

And A

PROSPEROUS

NEW YEAR

From

Eugene and Anne Sauter

WE GIVE S&H GREEN STAMPS

Alpine Hardware & Dept. Store

HICKORY 5-2406

P.O. BOX 118

2218 HIGHWAY 80



Season's Greetings



SECURITY

FOR YOUR MONEY

SERVICES

FOR YOUR CONVENIENCE!

SAVINGS ACCOUNTS, CHECKING ACCOUNTS, ESCROW SERVICE, TRUST DEPARTMENT, SAFE DEPOSIT BOXES, AUTO BANKING, LOANS, TRAVELER'S CHECKS, MONEY ORDERS, CASHIER'S CHECKS, BOND DEPARTMENT, CHRISTMAS SAVINGS CLUB - ALL THESE AND OTHER BANKING SERVICES ARE HERE - FOR BETTER BUSINESS AND EASIER LIVING.

ASK ABOUT THEM AT SECURITY TODAY!



SECURITY BANK

EST. 1893 . MAIN BANK FIFTH AND E STREET

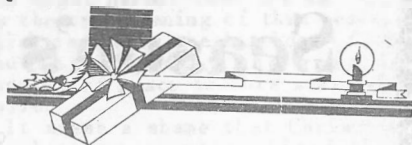
Member Federal Reserve System

Member Federal Deposit Insurance Corporation

Tom Gazic, wife and Jimmie are driving tonight to Pittsburgh, Pa., to visit their families over the holidays. He is manager at the Carl's Cottages, recently started Tom's Decorating Service, has won a dealership for the Mt. Empire for Zolatone, the new paint process.

TEEN TIMES

By Miriam A. Wilson



Johnny Leech, son of the Russell Leech's, South Grade Road, has enlisted in the Navy for four years, is now in basic training at S.D. He recently celebrated his 17th birthday. From his letters, Mrs. Leech says, 'he seems to like it.'

Lonnie Viets, who recently spent some leave here from the Army, has been transferred to Fort Leonard Wood, Mo. Bill Ball is also stationed there.

Alpine Tri-Hi-Y candidates for the Sweetheart Ball are Marie Bradshaw and Jack Small. Incidentally the Tri-Hi-Y girls recently served at the Kiwanis breakfast.

EC V.H.S. cross country team placed 3rd in the So. Calif. Inter-Scholastic Federation finals. 'Sonny' Hamren individually placed 25th in competition with all the champion runners of So. California.

I would like to take this opportunity to wish everyone a very Merry Christmas and a happy New Year.

MERRY CHRISTMAS and HAPPY NEW YEAR

PHOTO SUPPLIES CAMERA EQUIPMENT
ONE-DAY PHOTO-FINISHING

Himmel's

CAMERA SHOP

HICKORY 4-8262

We Give S&H Green Stamps

118 East Main

El Cajon, Calif.

MERRY CHRISTMAS



Alpine

CAFE

2225 Highway 80

HICKORY 5-2840

SPECIALIZING IN

EARLY MORNING BREAKFAST. OPEN 6 A.M. EVERY DAY.
SPECIAL LUNCHEONS DAILY. REAL HOME COOKING.

WE ALL WISH YOU A MERRY CHRISTMAS
AND A VERY HAPPY NEW YEAR.

Wayne, Tiny, Elsie, Vera, and Marie.



LISTEN TO

HOME ON THE RANCH

with

HOWARD KEDDIE
San Diego County's
Own Farm Program

NOW ON
KFSD
NBC
DIAL 600

6:30 - 6:45 A. M.
12:15 - 12:30 P. M.
Mon. thru Fri.

Another Public Service of the
San Diego Gas & Electric Co.

Christmas

Greetings 

and best wishes for a
Happy New Year



BOB'S
TEXACO SERVICE

WE GIVE COMMUNITY GIFT BOND STAMPS

Alpine

Hickory 5-2872



ALLENITE
Electric
Wheel
Balancing

Goodrich Lifesaver
Tires & Batteries

LUBRICATION

Stove Oil Kerosene

BIRD FOR ROAD BETTERMENT
Second District Supervisor David W. Bird (Alpine Area) is back from New York with interesting news about highways and improvements. He attended a national officials meeting which green lighted support for an accelerated federal highway program. Standardization of highway signals and markers in all states was another point favored.

He reported that 60 representatives in congress had been contacted on the matter of federal in lieu tax payments, reported in favor. If passed this will bring back many tax dollars that are now lifted because federal agencies own properties.

SMITTY GETS PUMP LINE

Jack Smith, Alpine electrical and pump man has been awarded agency in the back country for the Dorward Ejector Pump, a San Francisco product with only one working park, he reports. Theirs is the famous green Top line and already Smith is installing the quality machine for deep and shallow wells.

WOMEN'S CLUB HAS PARTY

At their regular meeting the Alpine Women's club held their annual Christmas party with a gift exchange. Food and parcels were collected for the community baskets which they make up and deliver at this time. The Needlecraft, headed by chairman Mrs. T.A. Smith turned in 161 garments announces Mrs. Carl McCall, president.

Flying to Phoenix for Christmas, Mrs. Jessie Young, of Hinkle's, will visit her niece Mrs. Tony Day and husband, at the Arizona city.

Nelson's KID
KORRAL

SEASON'S GREETINGS



912 E. Main El Cajon HI 4-9371

QUOTH THE REGAL BIRD:



Season's Greetings

"One of America's Two Great Beers"



ONLY THE
CHOICEST INGREDIENTS
GO INTO THE
BREWING OF THIS
PREMIUM BEER.

RAINBOW DISTRIBUTORS

Budweiser & Regal Pale

1201 PALM AVENUE

EL CAJON

HICKORY 4-7237

HINKLE GETS DUCK LIMIT

Spending the week-end with his son, Al Hinkle got the limit in ducks on a lively hunting trip, accompanied by J. Blankenship. All had a fine time, he reports.

HEALTHMAN WARNS ON SEWERS

Dr. J.B. Askew, health officer, has warned county residents: 'unlicensed septic tank service trucks are operating illegally, often endanger health by dumping raw sewage into streams, vacant lots and along roads'.

He points out that itinerant operators rush people into pumping jobs, do not comply with health rules, and often overcharge. One man paid \$130. that should be \$30.

Note- You will see legitimate men advertising or listed in the phone book as they live here. Others do not, and you have no recourse. Be safe, see that the man has a license. If he has an ad in the Sun, you can be sure. (Prater's in El Cajon is one.)

HOFFELDERS BACK TO BEACH

Due to the health of her husband, Myrtle Hoffelder, associated with Ted Brown Realty, is returning to their home in Pacific Beach, expecting to continue in real estate work there where she was before coming to Alpine 18 months ago.

'We have made many friends here,' she says 'and we hate to leave, but we think the altitude affects John, who has a heart ailment--thanks for so many favors, everyone'.

J. H. McKIE, Jr.
REALTOR
 IDA LAUGHLIN, ASSOCIATE

CYPRESS 5-7720 HOMELAND 6-4080
 3739 6TH AVE. SAN DIEGO 3.

THE
LOG CABIN CAFE



WISHES ITS MANY FRIENDS AND PATRONS JOYOUS SEASON'S GREETINGS

HIWAY 80 ALPINE HI5-2243

SEASON'S GREETINGS

To All Our Friends in the Mountain Empire

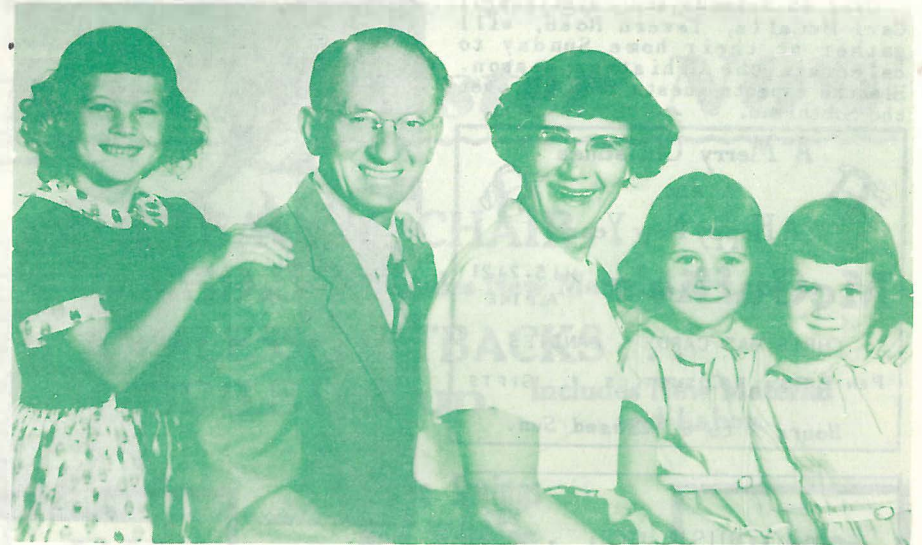


DURBIN'S Feed & Supply Co.

1202 PALM

EL CAJON, CALIF.

SINCERE HOLIDAY GREETINGS FROM THE IRVINE CLAN



OUR SEVEN YEARS IN ALPINE HAVE BEEN JOYOUS AND WE ARE GRATEFUL FOR THE MANY FRIENDS WE HAVE MADE, ALSO OUR SUBSCRIBERS AND ADVERTISERS WHO HAVE LOYALLY SUPPORTED THIS COMMUNITY NEWSPAPER. LEFT TO RIGHT WE ARE:

CYNTHIA, CLARKE, ALICE, CELESTE AND CECILE. PHOTO BY WARNER-CHARLES.

Schoolboy in geography class: "The principal export of the United States is money."

IN EL CAJON

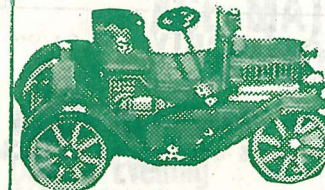


OUR **TOYLAND** EXPRESS....

BRINGS YOU A COMPLETE SELECTION OF CHRISTMAS TOYS... NOW FEATURING

IMPORTED FRICTION TOYS INCLUDING

Busses, Trucks, Boats, Jeeps
 Tanks, Cars, Etc.



ONLY **88¢** EACH

HEY MOM!!
SANTA'S HERE....

SATURDAYS	WEEK DAYS
10:00 - 12:00	6:00 - 8:30 p.m.
2:00 - 4:00	at MAGNOLIA ARCADE . . . Across from Main Store
6:00 - 8:30	

McCALL'S ANNUAL PARTY
 Over 45 friends and relatives of Carl McCall, Tavern Road, will gather at their home Sunday to celebrate the Christmas season. Blanche expects guests from all over the Southland.



MRS. VIGNEAULT AND ONE OF HER MANY DOLLS.

A Merry Christmas
 and
 A Happy New Year

McGuffie's HI 5-2121
 ALPINE

CHRISTMAS CARDS . CANDIES
 PEN SETS COSMETICS GIFTS

Hours 9 to 6, Closed Sun.

To wish you ☆
 Happiness
 NOT ONLY
 at Christmas
 BUT ALWAYS!

Aljeans

ALPINE ON RADIO SUNDAYS
 For six months, since KBAB in E.C. went on the air (910 dial), Clarke Irvine and his Alpine Sunbeams news, interviews, history, verse and music, has been presented on Mondays, but this Sunday it will be aired at 4:30. This will give more men a chance to tune in.
 If you have any talented children that can play, sing or recite, or if you play any instrument' invites Irvine, 'let me know and we will present you on our community program. I'd like something for our broadcast on Christmas day, give me a ring at HI 5-2394'.

HINKLE MOVES IN JAN. 15
 Although builders have been working at top speed, there was just too much to do to finish Al Hinkle's new home, Tavern Road, by Christmas, so they slowed down, expecting to move in leisurely around Jan. 15, Al Al reveals. The new residence will make a lovely addition to the growing number of fine modern homes here.

Alley-Ramay Paint & Supply EL CAJON
 THE HOUSE OF COLOR
 MAKE IT A HOBBY GIFT
 Everything in the craft & art line

PAINT WITH *Treasure Tones*
 148 EAST MAIN E. A. UHLER HICKORY 4-5170

FREE! TURKEY (10-12 Lb.) *Limited time only.*
 With each job of \$59.50 or over.

Re-Upholster NOW

TILTBACK & CHAIR...

\$59.50 Includes New Material & Labor.

ARMLESS TILTBACKS...

\$26.50 & up. Includes New Material and Labor.

EASY TERMS

Re-tie Springs
 New Webbing
 New Padding
 New Springs...
 if necessary

ALL WORK GUARANTEED

INNERSPRING MATTRESSES Rebuilt - \$12.50 and up	ROCKERS RECOVERED \$18.50 and up
NEW and USED TILTBACKS -REASONABLE-	YOUR OLD BED SPRINGS REBUILT INTO BOX SPRINGS \$16.50 and up

NEW INNERSPRING MATTRESSES
 or **BOX SPRINGS \$19.95 and up**

One Day Service --- Odd Sizes a Specialty



ACE MATTRESS & UPHOLSTERY
 220 MILLAR AVENUE EL CAJON

Phone: HI 4-3640
 Day or Evening

Free Pickup and Delivery

THE EGGS AND I

ED ZIMMER AND HIS ADOBE HACIENDA
POULTRY RANCH SET NATIONAL PACE!

By Clarke Irvine

Most of us driving up Highway 80 above Alpine have seen the Adobe Hacienda sign on the south side and vaguely know that Edgar Zimmer runs a poultry ranch.

But few realize what kind of a place he has and that it is nationally famous for its quality eggs, 1000 cases a week capacity, its ideal climatic conditions and now its automation. Nearly everything but the actual laying of the egg is automatic, electronically controlled, and highly efficient.

Ed's place is the largest quality operation in this area, and the most modernly equipped. He is forging ahead daily, gradually realizing the dream of making his 20 acres one of the greatest egg producing plants in the west.

'Our ideal' says Ed, 'is to serve this fast growing Mountain Empire, tourists, and the San Diego area, with the highest quality eggs possible!'

Zimmer, a retired navy chief warrant officer, after two years in Naval Hospital, came out to Alpine on crutches in 1947, because like most navy men, he had heard of the fine climate. He wanted to rest, recuperate and dabble around with a few chickens. He is a mechanical engineer, invents many things.

'I began rebuilding myself right away' he relates 'and in no time I was back on my feet and enjoying our wonderful sunshine'.

First he needed water. So he sunk a lot of money into small test dams and wells. He had a lot of exercise and experience which prepared the way for his four dams that today, when full, impound 5 million gallons. The largest, pictured here, is 35 feet deep, is one of four new ones. Four wells keep two concrete reservoirs full--40,000 gallons. One is pumped by windmill.

Ed keeps abreast of the poultry



BUSY IS ED ZIMMER IN HIS OFFICE (THIS AND OTHER RANCH PHOTOS BY IRVINE.)

game. Every day he is up at 6, reads his trade journals, daily paper and hears radio comments, then gets out into the field to oversee building, production and so on. In short, he is up to the minute on everything poultry. If there is a penny to be saved through use of a new idea or apparatus, Ed gets it into operation-- saves, passes it on to the consumer in better quality or lower prices.

Today Adobe Hacienda has 15,000 birds, beautiful white leghorns, and a brooder house full of contented young ones. He buys day old chicks for which he pays premium prices-- 50¢ each. The many sheds of layers are full of happy, singing birds, fed tops in quality feed with pure mountain water running every minute. His is the only plant among the larger ones that uses no vaccines or drugs. The cages are kept clean and sanitary and flies are practically non-existent. Automatic feeders bring the fresh

MORE ON NEXT PAGE

MERRY CHRISTMAS

FRED AND ANN DALLY

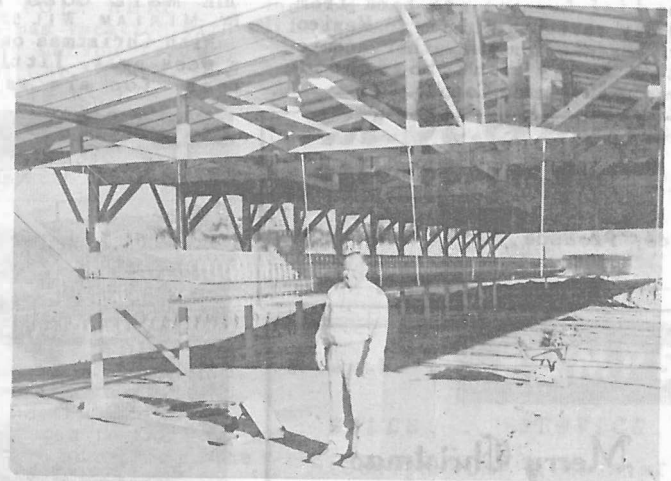
\$1.50 COMPLETE COURSE CHRISTMAS DINNER, OPEN ALL DAY

HICKORY 5-2355

Alpine Coffee Cup

2225 HIGHWAY 80

ZIMMER'S
NEW CULL
SHED
FOR 1500
BIRDS.



food from huge bulk tanks, all electronically controlled as are the lights and other equipment.

Today he is completing a new cull shed where older layers are kept as they must pay their yearly rental of \$4, payable in nice big eggs! Capacity is 1500 birds.

Surprising part of this big operation is that only three em-

ployees run it all, with Mrs. Zimmer, affectionately called Scotty, in charge of production while Ed looks after the heavyside, business and outside work.

She was a professional dancer in vaudeville, achieved top honors on the Orpheum and Keith circuits, finally reaching the ultimate goal

CONT. ON PAGE 36



Merry Christmas
Happy New Year



from all
the Employees

of the

VALLEY MERCURY

900 El Cajon Blvd.

El Cajon, Calif.



The Lief Larsons are back from a 10 day vacation flight to Mexico City, Guadalajara and other scenic spots. Jenny went to school, stayed with Winona Copper.

THE MAIL GOES THROUGH
 BY MIRIAM WILSON
 With Christmas only a little over a week away, little people and big ones, too are waiting for those



A SMILE WITH EVERY LETTER IS BOB'S POLICY.

packages from nearby and faraway Santas.

Here in Alpine many of our gifts come by mail, and if you live on the rural route it's even more fun to get them from our carrier than at the postoffice.

If you are one of the 370 families on the route, no doubt you know Robert 'Bob' Smith, our carrier, son of Mrs. Mildred Smith.

Bob is modest about the good way in which he does his work. He won't tell you about the many additional hours that he spends to get mail to you quicker.

Bob says he enjoys his work. He goes out of his way to please his 'customers'. Just the other night, after working hours, he took a telegram to one of the families on

MORE ON NEXT PAGE

Mountain Trucking Service
 DESCANSO
 Ice, Produce, General Hauling
 L.H. VASQUEZ
 Hickory 5-2064

Merry Christmas
 Happy New Year

Alpine MOTOR SERVICE

Complete Automotive Repairs
 Arc & Gas Welding

76 GAS OIL LUBRICATION
 HIS-2317 Hiway 80

Bailey's of Alpine
 WISHES
 Each and Every One
 of Our Many Friends

a Merry Christmas
 and a Happy New Year

RETIRED NAVY FOLK HERE
 Here for Christmas vacation with her friend Jenny Larson is Judy Uht, daughter of Cdr. & Mrs. Uht who were recently at Pt. Mugu where he was photographic officer. Now he is retired, is in Phoenix for a special art course, will be here for Christmas with the Larsons.

The God who gave us life, gave us liberty at the same time.
 -Thomas Jefferson

M. H. Smith
 PRESCRIPTION PHARMACY

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

his route. This is not a rare occasion; in fact he has done deeds of this kind many times.

During the Christmas holidays, Bob's task is the hardest. But he works up to the last minute to get late cards and packages to boxholders. In fact before leaving the P.O. to go on his route, he fills his car with mail, then returns to the P.O. mid-route to get more for the remainder of the trip.

Bob, whose father was the late Sumter Smith, has lived in Alpine several years. He was graduated from Grossmont, worked a few years before becoming our carrier, now almost 3 years.

Bob recently married the former Madeline Conley and they make their home in Alpine.

Bob's hobby is wood-working and he belongs to the National Guard, also is treasurer of Alpine Gun Club.

Water Well **PUMPS**
 SALES SERVICE
 STOCKTON PUMP & MACHINE
 411 N. SECOND. EL CAJON. HI4-2672.

MARTIN 24-HOUR
Ambulance
 Service
 Hickory 4-4403

HOLIDAY GREETING

TO OUR FRIENDS
 OF ALPINE

George C. Clark
 VALLEY STATIONERS & SUPPLY
 117 SOUTH MAIN STREET
 EL CAJON

Mrs. Hugh Trail is visiting her daughter and family, Mr. and Mrs. R.M. Dillworth of L.A. this week, also catching up on her Xmas shopping while there.

AT4-7698

HI5-2468

Suter Bros.**HARDWOOD FLOORS**

Laid . Sanded & Finished
Old Floors Refinished

ALPINE

SINCERE

**HOLIDAY
GREETINGS**

TO OUR MANY FRIENDS

IN ALPINE

*Weinstock's*

169 E. Main El Cajon HI.4-5248

**FINISH 80, URGES HEGLAND**

At a meeting of an Assembly Highway committee at Merced, La Mezan Assemblyman Sheridan Hegland, urged a change in state policy so the potential U.S. Highway 80 can be considered in planning its improvement.

He said 80 holds the key to the expansion of S.D. harbor, and that 'an era of commercial expansion undreamed of in Southern California can become a reality only if 80 is improved so that commercial as well as tourist traffic is able to flow over a road which is not as treacherous and difficult as the present alignment'.

He told the committee that S.D. has but one artery east and that it is being virtually neglected in favor of routes to the north, pointing out that merely using the total number of vehicles passing daily each way does not begin to tell the story.

Note- We applaud Hegland for this stand as everyone in this area knows full well that if 80 were completed and it became known, thousands more motorists would come west this way, and industry would use this fine route both ways.



TREACHEROUS VIEJAS GRADE SHOULD BE COMPLETED. PHOTO BY AL HOWE.

PARTY FOR BROWNIE TROOP

The holiday spirit will prevail at the Brownie Christmas party Saturday when they hold it at the home of Betsy McCall, Tavern Road. Exchange of gifts, games and refreshments are planned for everyone's enjoyment.

Love and Truth make free, but evil and error lead into captivity.
-Mary Baker Eddy

**Christmas and New Year
Greetings**

FROM
SMITTY

**Trouble
Shooter**

Your DORWARD Dealer

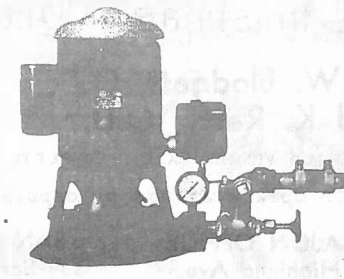
PUMP REPAIRS

ELECTRICAL WIRING

USED PUMPS, ETC.

24-Hour Calls

**AUTOMATIC
WATER SYSTEMS**
DEEP AND SHALLOW WELL PUMPS
FOR
Farms, Homes, Dairies
Industrial Plants

DORWARD

131 E. MAIN

EL CAJON

HI4-3155

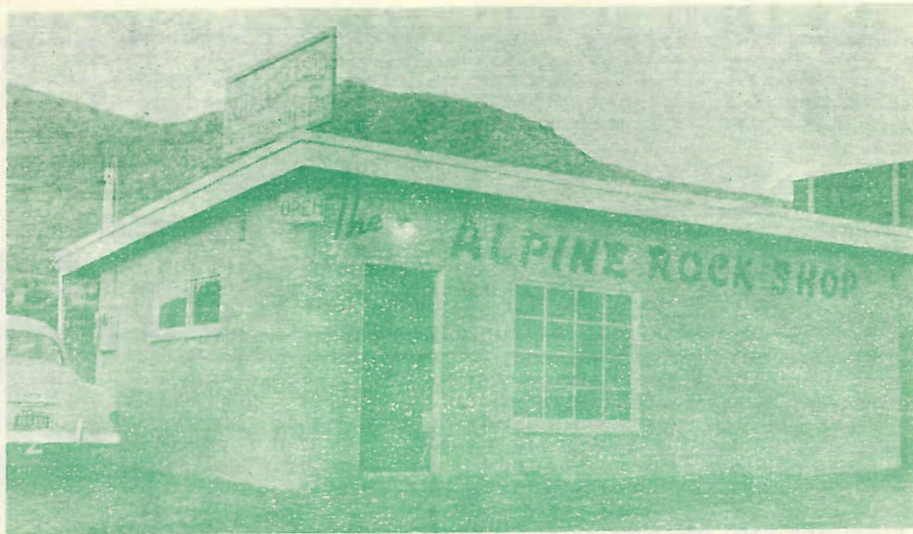
HICKORY 5-2880

ROUTE 1, Box 21

ALPINE, CALIF.

*Wishing you
A
MERRY
CHRISTMAS
and a
HAPPY
NEW YEAR!*

A. L. BALLANTYNE



Wayne Connors of Alpine has been saddened by the death of his father back in Nebraska. Mrs. Connors is well known here, having worked at the Log Cabin Cafe.

THE CRESONS ARE PROUD OF THIS NICE NEW STORE WHICH THEY BUILT THEMSELVES.

ST. PHILOMENA XMAS PROGRAM
The Rev. Jos. di Christina has slated a round of yule events with confessions from 4:30 to 5:30 and from 7:30 to 8:30 Saturday. There will be a midnight mass with organ music by Mrs. Margarite Gruelick, with singing of yule songs by the congregation. The pastor will read the mass and preach a special Christmas sermon.

Christmas masses will be the same as on Sundays, at 8 and 10, but none in the evening. Decorations inside will be by the ladies while men of the Holy Name Society will take care of outside decorations.

Where the Spirit of the Lord is, there is liberty. -11 Cor. 3:17.



YOUR SHELL DEALER

VIC & MARY SHAHAN

WE GIVE *d.m.* GREEN STAMPS

2 MILES EAST OF ALPINE. HI5-2168

Christmas Greetings

Ralph W. Blodgett, O.D.

Donald K. Ratty, O.D.

OPTOMETRISTS

ADULT & CHILD VISUAL CARE COMPLETE OPTOMETRIC SERVICE

Open evenings by appointment.

EL CAJON OFFICE

402 Highland Ave.

(One block south of Civic Center)

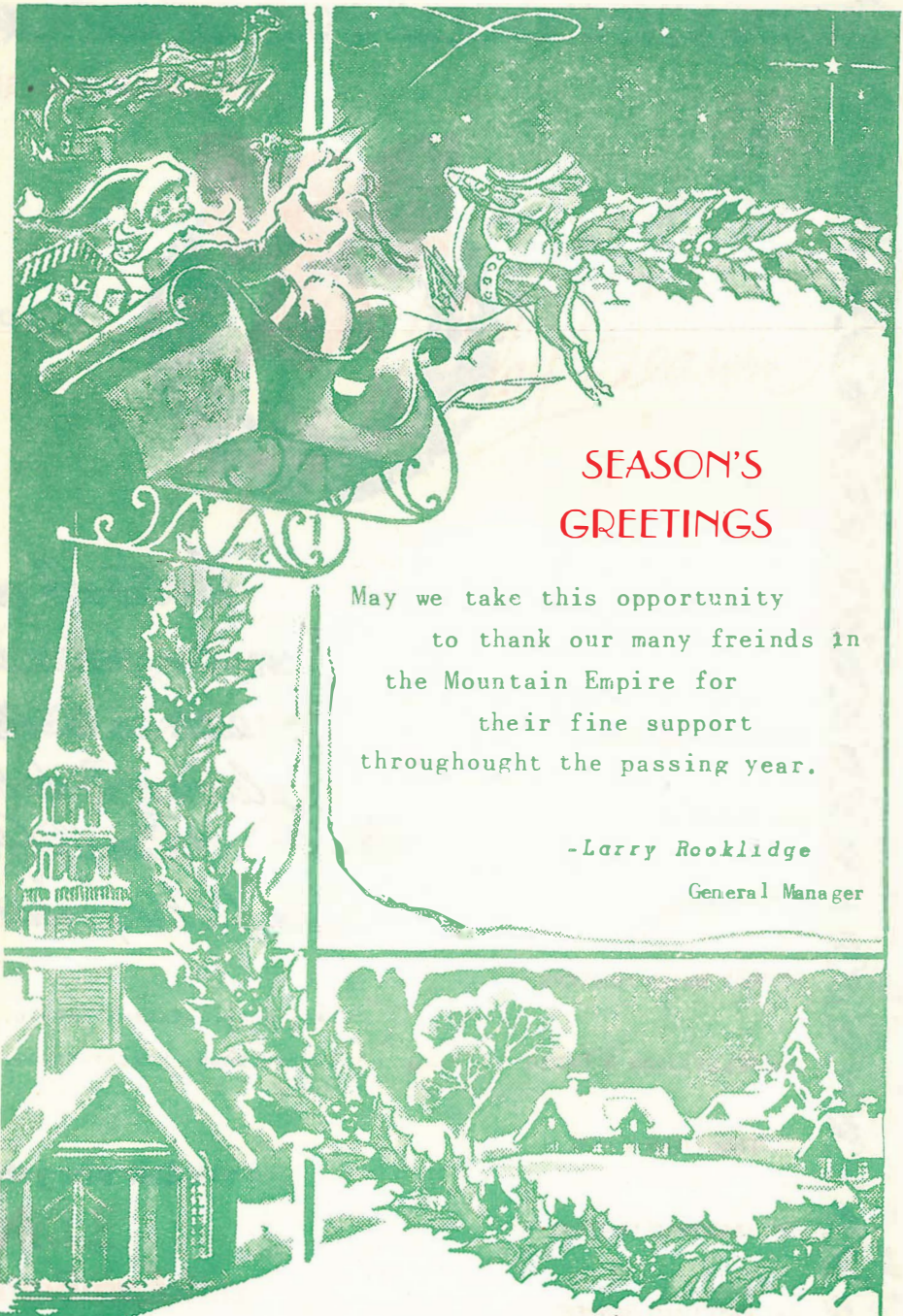
Hickory 4-7881

SAN DIEGO OFFICE

339 Bank of America Bldg.

Broadway at 6th Ave.

Belmont 3-3236



SEASON'S GREETINGS

May we take this opportunity to thank our many freinds in the Mountain Empire for their fine support throughought the passing year.

-Larry Rooklidge

General Manager

ROOKLIDGE & WYSONG

LA MESA CHEVROLET DEALER

8203 University

Homeland 6-0526

TV SALES AND SERVICE, ANTENNAS, ETC.

To wish



you a very

Happy Holiday Season



As the old year draws to a close and we balance our books, everything adds up to the fact that it has been a pleasure to do business with you.

Friendly Greetings for a Merry Christmas and a Prosperous New Year.

REFRIGERATORS

FREEZERS

WASHERS

HOT WATER HEATERS

TELEVISION & RADIO

FURNITURE

ELECTRIC HEATERS

ELECTRIC RANGES

LUMBER

ROOFING

PAINTS

CEMENT

TOOLS

BUILDER'S HARDWARE

PLUMBING AND

ELECTRICAL SUPPLIES

AL, ALICE, CARIN, ALFRED, JR., MRS. JEANETTE HINKLE, AND STAFF:
ED STOCKMAN, ROBERT WALSH, MRS. JESSIE YOUNG, BERT & STEVE MINOR.

Serving the Mountain Empire
AL HINKLE
Lumber and Ranch Supplies

2101 Highway 80

HI5-2184 HI5-2502

Alpine, Calif.

Season's

 FROM

Greetings



ADOBE HACIENDA
Alpine, California

ONE HOUR TO OCEAN. SNOW, DESERT, MEXICO.

HOME OF THE FAMOUS

"LEISURELAID"

AND

"EGG of TOMORROW"

AA QUALITY EGGS

WE CORDIALLY INVITE YOU
 TO VISIT OUR MOST MODERN
 POULTRY RANCH.

Scotty and Ed Zimmer

US HIGHWAY 80, SOUTH SIDE

2 MILES EAST OF ALPINE

YULE SERVICE SUNDAY

Alpine Community Church is having its Christmas Sunday sermon 'Tidings of great Joy' on Sunday the 18th, states Dr. Roger Larson. In the evening a pageant of the shepherds will be presented with 23 in the cast, directed for the third year by Mrs. Clayborne La Force, librarian. At the close packets of food will be received for distribution to the needy.

On Christmas eve, a week from tomorrow, the annual midnight candlelight service will be at 11 p.m., finishing at midnight when all light candles, the most impressive affair of the church year.

On Christmas the Sunday school and church will hold a combined worship at 11 a.m., the children participating. On New Year's Day at 11 a.m. baptism of youngsters will take place. The public is cordially invited to all services, says the pastor.

KEDDIE GOES ON KFSD

The popular program Home on the Ranch with Howard Keddie, S.D. County's own farm program, is now on KFSD, (dial 600) announces the S.D. Gas & Electric Co., sponsors. It goes on at 6:30 a.m., and 12:15 p.m. Monday through Friday, is enjoyed by thousands throughout Southern California.

Mrs. Marie Carlson has been elected area chairman for Alpine in the Grossmont Hospital Women's Auxiliary, was installed at the annual session in La Mesa.

PARIS MORTUARY

This Area's Pioneer Mortuary

474 N. MAGNOLIA

EL CAJON

HI4-5195

HI4-4224

24-HOUR AMBULANCE SERVICE

SEASON'S GREETINGS

ALPINE

TV RADIO



Service Center

ALL WORK GUARANTEED
 TRAINED TECHNICIANS

Daily 1 to 9; Saturdays 9 to 9

2253 HIGHWAY 80

HICKORY 5-2723



From

Orval Clark

MEAT DEPARTMENT

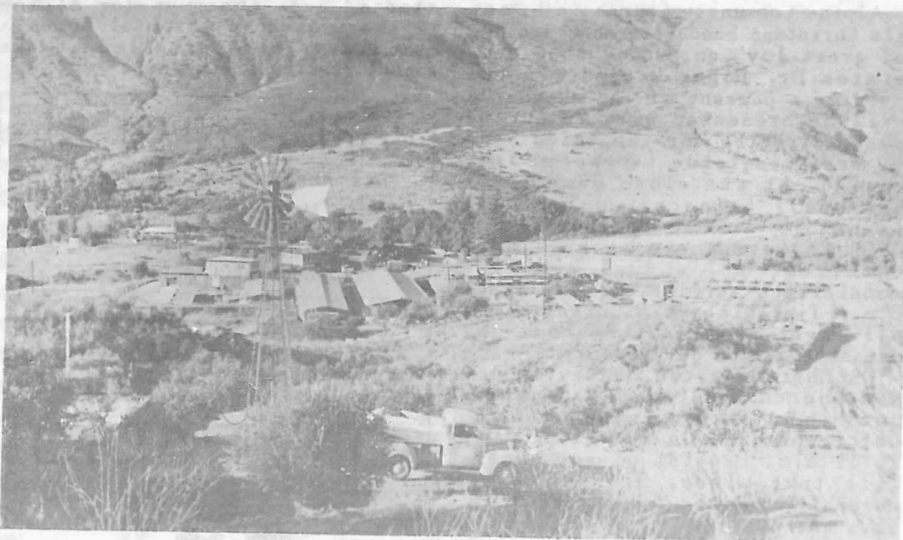


Greetings



of the Season and best wishes for the New Year

EMPIRE MARKET



SUBLIME IS. VIEW AT ZIMMER PLACE OF 20 ACRES, MANY POULTRY SHEDS ARE VISIBLE.

Merry
Christmas
Happy New Year



SERVICE STATION

TOM EARWOOD

LUBRICATION . ACCESSORIES
STOVE OIL, KEROSENE, WHITE GAS
HIWAY 80 OPPOSITE P.O. HI 5-2334 .

SUE DOWDY IS JOB'S QUEEN

Installation of officers for Job's Daughters, Bethel 196 of E.C. will be on Friday, Dec. 30, at 8 p.m. with Sue Dowdy, daughter of Mr. and Mrs. Geo. Dowdy, Alpine, as honored queen; Sherie Knox, guide.

Edward V. Roper recently purchased some of the Ed Bike acreage on Victoria Drive, plans on building soon. Sale was through Ted Brown Realty, B.G. Miley making the sale.

CHRISTMAS GREETINGS



Grayson Studio of Music

Classes Now Forming

Alpine Branch

FOR TEACHING ALL AGES, GROUP OR PRIVATE INSTRUCTION

ACCORDION, STEEL & STANDARD GUITAR, PIANO,

BAND INSTRUMENTS

Instruments can be furnished

FOR INFORMATION CALL AT 4-3538 OR HI 5-3052

EXPANSION AT HINKLE'S

Work is starting on an addition to Al Hinkle's lumber and ranch supply, 2101 Highway 80. It will be 24 by 32, added to the store exclusively for TV sales and service, growth of which necessitated the expansion. It will be of frame to match the present structure.

Bert Minor, brother of Steve, has joined the firm, coming from La Mesa where he was with Bailey's TV. The two are experts in TV and radio and electronics, are on call day and night.

Another expansion is a 30 by 90 lumber shed joining the present one, to extend to Arnold Way. Both should be completed by Jan. 1.

UPHOLSTERY PRICE TUMBLES

Harold Mylrea, of Ace Upholstery, E.C., who serves many patrons in Alpine and the mountains, has reduced price of redoing a tiltback couch and chair from \$69.50 to \$59.50. Until Jan. 15 he is making a holiday bonus for each job of a choice 10-12 pound turkey. His brother Pat used to live in a big trailer here, is now in Florida with his wife.

SORORITY PARTY DEC. 28

Because of the many activities everyone is involved in around Christmas, the Gamma Gamma girls postponed their holiday party until after Christmas. It is to be at the home of Joan Manuele with Patti Blankenship as co-hostess. Exchange of gifts, refreshments and entertainment will be enjoyed.

Railroad crossings' greatest need—
Twice the caution—half the speed!



Dance Classes

TAP AEROBATIC BALLET

Beginners, Intermediate
and Advanced

ALPINE WOMAN'S CLUB MONDAYS

CALL HI 4-9840 FOR INFORMATION



VALLEY Health Foods

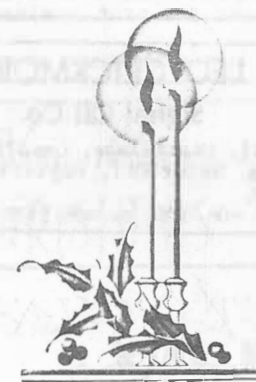
VITAMINS

EVERYTHING FOR THE HOLIDAY SEASON
Fruit Cake Mix, Shelled Nuts, Pie Mix
Fruit Packs. You Fix to Suit Yourself.

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

The best way to get a person's head out of the clouds and to put his feet on the ground is to place some heavy responsibility upon his shoulders.

CHRISTMAS
GREETINGS



Elliott's
CAMERA SHOP

CAMERAS
PROJECTORS
NORCROSS CARDS
PHOTOSTATS

Made in Our Own Shop

CUSTOM PHOTO-FINISHING

We Give Cash Dividends Stamps

127 N. Magnolia El Cajon HI 4-0544

"Does your wife economize?"
"Oh, yes. We have to do without practically everything I need."

**A Merry
Christmas
And a Happy New Year
JEANETTE C. HINKLE**



**LEO CRICKMORE
Signal Oil Co.**

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

H06-3291 OR H06-5177

MERRY CHRISTMAS!
PEKIN CAFE

FAMED FOR
CHINESE FAMILY STYLE DINNERS

CLOSED TUESDAY

2877 UNIVERSITY NEAR N. PARK THEATRE

GIVE HER
GUARDIAN SERVICE
FOR



Christmas

GUARDIAN SERVICE IS AMERICA'S
FINEST WATERLESS COOKING
EQUIPMENT AND TABLE SERVICE.

MR. & MRS. MENDOZA
BONDED DISTRIBUTORS
HICKORY 5-2004



MARY EVA ENTERTAINS

The Masonic Lodge of E.C. was entertained at its Christmas party last week by Mary Eva Fitzgerald, 6½, when she did songs and dances much to their delight. She was to have appeared at Lakeside School but a bad cold prevented.

Mary Eva is a student of the Delorise Dance Studio of El Cajon and Alpine. Classes here are held every Monday afternoon at the Youth Center for beginners, intermediate and advanced students.

THE SAUTERS AND THE SUTERS

BY MYRTLE G. HOFFELDER

There's a comedy of errors
Shakespeare's tales have never told
Plaguing two fine Alpine couples
As their problems they unfold.

There's Bill and Meriel Suter
He of the floor finishing techniques
She a wizard at the figures
It's her clients' books she keeps.

Then there's Anne and Eugene Sauter
He owns Alpine's Hardware Store;
She has dry goods, gifts and clothing,
Notions, too, and ovelties galore.

But the Suters, it seems, came
here first
And Alpiners, always loyal,
Call on them for all their needs
Which presents a mixup royal.

It's the Sauters they ring, to fix
their floor,
And the Suters they call for the
hardware store.
A little "A" causes all the distress
But Suter or Sauter, it's a really
a mess.

Then, as if to complicate the matter
And further prolong its life,
Came a speaker's public introduction
of "Gene Sauter and Meriel, his wife"

Please get it straight, we do appeal
And in the name of community weal,
It's Gene Sauter and Anne-
Hardware and Department Store.
Meriel for books, and Bill Suter
for floors.

PADRE THANKS PEOPLE HERE

The Rev. Jos. di Christina, St. Philomena's Catholic Church, asks the Sun to thank all those that patronized the ham dinner sponsored by the Guild. It was a great success. The electric percolator was won by Mrs. Tom Hollywood.

SUTER DAUGHTER IN SURGERY
Mrs. Wm. Suter (Meriel) is in Pasadena where their daughter Mrs. Joanne Moore underwent surgery

HI 5-3005

JU2-5555

S - A - V - E

ASK US ABOUT THE NEW REDUCING
DEDUCTIBLE AUTO INSURANCE.

CLEMENTS INSURANCE & REAL ESTATE

a Very Merry
CHRISTMAS
and a Happy
NEW YEAR

-Jack Hoistad

**Christmas and
New Year
Greetings**

ALPINE REALTY CO.

Hickory 5-2442 Alpine, Calif.



A Merry Christmas

HOUSE of NUTRITION

THREE LOCATIONS

DOWN TOWN

1125 SIXTH AVENUE

BE9-9453

LA MESA

8269 LA MESA BOULEVARD

H06-1585

CHULA VISTA

288 CENTER STREET

GA2-5538

Meachum
FURNITURE

LOOKING FOR GIFTS FOR THE HOME? MEACHUM'S HAVE A FINE SELECTION OF END TABLES AND LAMPS OF EVERY STYLE.

237 W. Main St. El Cajon
HI4-5143

"Is this a good brand of perfume?"
"That, madam, is one of our best smell-
ers."

FOR HOMES & HOMESITES

See

DON BATES

LOANS FROM \$50. TO \$500.

2445 Hiway 80, Alpine, HI5-2537

DON FULLER

General Contractor

Residential

Commercial, Remodeling

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

**Merry
Christmas**



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"SINCE 1900"

Nation-Wide Service:
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Call or send for free
Catalog of Properties
all over America.

FRANK T. ZIRWES
REPRESENTATIVE

655 Hiway 80, El Cajon, HI4-8787

Marthel's

STYLE SHOP

120 S. MAGNOLIA, EL CAJON, HI4-8778

PO ON TV. SHOW TONIGHT

The nation's third largest post-office, Los Angeles, will be on TV this evening in Richfield's popular 'Success Story' over KTTV (11) at 7 o'clock. It will show busy scenes of handling yule mail with Otto K. Olesen, P.M. and his big staff, Ken Peters emceeing.

'Seeing this will help one to realize the complexities of mail handling which will even make you mail early to help the tiniest PO in the nation,' says Olesen. LA handles over 300-million pieces, plus 15-million packets, during December.

DOERR GETS E.C. CITY POST

Mr. and Mrs. Frank Doerr are mighty happy over the appointment of their son Joseph just named city attorney in El Cajon where he practices law. He replaces Don Stewart, killed in the McMahan plane crash.

Doerr, 33, was born in S.D., is a graduate of Grossmont '41, went to sea for awhile, then went for law at San Francisco U. made the bar at '49. He was head of the C of C., this year is Lions president, is a BPOE. He is married, has a new daughter, Lisa.

FINE ADS THIS ISSUE

The Sun proudly presents this Christmas number, its fourth, with a packed 40 pages of news, features, photos and ads. We are specially happy over the fine cooperation from Alpine and El Cajon businessmen. For the past week we have been toiling night and day to get this, our biggest issue off the press, all of which was done right here on our ranch in Alpine. Ed.

Little Betsy McCall is mourning the loss of her Shetland pony Candy, 14, who died last week. The vet believes that she ate something poisonous. Saturday her father went to the Birdick pony ranch in Lakeside and bought two fine ponies so Betsy is feeling a little better now.

FOR YOUR SPECIAL

XMAS GIFTS

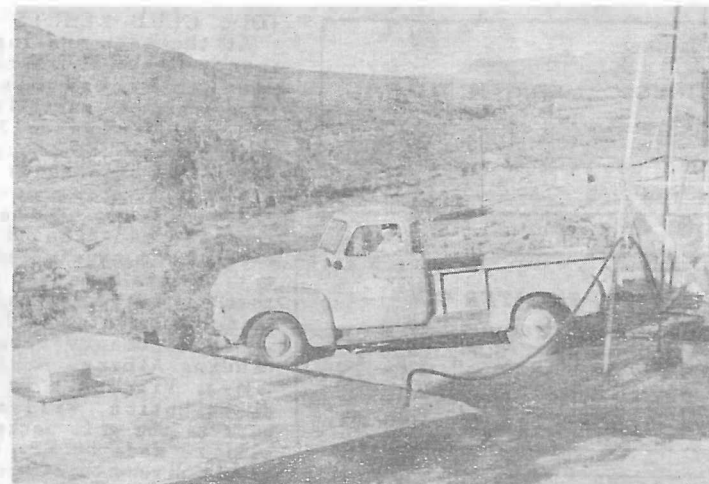
SHOP AT MARTEL'S

FREE GIFT WRAPPING

WE GIVE  GREEN STAMPS



ADOBE
HACIENDA
TRUCK AT
BUSY
WINDMILL
BESIDE HUGE
RESERVOIR.



KIWANIS BENEFITS HELPED

Sunday last Alpine Kiwanians held a benefit breakfast at the school with 150 eating all they could for a single dollar. Everyone had a good time.

In the afternoon the turkey shoot at the Youth Center saw 26 teams popping at the targets, each winning a bird, which added to the funds at \$1. per head. It was sponsored by the gun club and Kiwanians.

McKEE 40 ACRES SOLD

A San Diegoan, Ernest G. Hammer has bought the Clarke McKee acreage on lower Arnold Way. Sale was by B.G. Miley of Ted Brown Realty. It was owned by McKee's widow.

A Merry Christmas

TO MY MANY FRIENDS IN ALPINE

MYRTLE G. HOFFELDER

NOW IN

PACIFIC BEACH

1251 GRAND

HUB-9572

Season's Greetings

D.M. Walker

PLUMBING CONTRACTOR

Homeland 6-3371

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Grossmont, California



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203 PRESCOTT STREET
HICKORY 4-2139 EL CAJON, CALIFORNIA

AMERICAN BELMONT 3. 8161
TYPEWRITER CO.
COMPLETE OFFICE EQUIPMENT
SERVICE SUPPLIES
C. E. Gleason, OWNER
1502 FIFTH AVE. SAN DIEGO, CALIF.

Sincerest wishes
for a 
Merry Christmas
and a
New Year
filled with joy

• **PLUMBING** HI5-2260

E. A. WILCOX

Route 1, Box 226, Alpine, Cal.

Season's Greetings

LOUIS M. WINN, O. D.

HICKORY 4-6129 H. DUDLEY WINN, O. D. Since 1913

OPTOMETRISTS

120 REA AVENUE, FIRST STREET, NORTH OF MAIN, EL CAJON, CALIFORNIA

DOLL CLUB ELECTS ALPINE

At the last meeting of the S.D. County Doll Club, Mrs. Allie Vigneault, Dehesa Road, was name treasurer, and installed that night. She has been a doll fancier for many years, has a huge collection which has been shown here several times eliciting much attention.

Members during the year have repaired and dressed 102 dollies, have made many stuffed ones, which, with several hundred new dolls and toys, books, games and so on are being distributed to Indian children in three county reservations including Alpine.

Mrs. Vigneault is in charge of distribution, will add candy and nuts to the gift packets. Presents will be made by Mr. and Mrs. Vigneault direct to each child.

The annual holiday party was held at the Goodwill Bldg., S.D. with a program featuring Christmas cards, songs, poems and a gift exchange with a contest.

Next event, she reveals, is the annual Goodwill National Doll Show, Feb. 6-11, theme to be 'Dolls in song and Story', expected to be the biggest ever.

'If you have any dolls or parts to give away' says the new treasurer, 'mail them to us as we are already planning our 1956 Christmas campaign; send them anytime during the coming year so we will have time to work on them'. Call her at HI5-2006 or she will come and get the dolls.

GAMMAS ENTERTAIN CHILDREN

The ESA girls are planning a big Christmas party for their youngsters Sunday afternoon at the Youth Center. Santa Claus, gifts and refreshments will be enjoyed and talented children in the group will provide entertainment. Patti Blankenship, president, is in charge of the program.

The man who does his best today will be a hard man to beat tomorrow.



SOME OF 102 DOLLS REHABILITATED BY CLUB. SEE STORY PAGE 30.

"Elsie and her husband don't talk to each other any more."
"You don't say?"
"No, they scream."

ROCK SHOP TELLS WINNERS

Despite the rain Mr. and Mrs. Jas. Creson opened their beautiful Alpine Rock Shop in front of their place on Highway 80 above town and have announced the winners at the drawing.

First prize, lovely turquoise earrings went to Mrs. C. E. Linne. The man's prize, a nifty lariat tie of jade, was won by Arthur Wright.

The Cresons have made the shop an attraction for rockhounds and seekers of rare and beautiful gem specimens, also many types of gifts.

After you read this please pass it on.

HICKORY 5-2330 DAY OR NIGHT

CHAS. B. JOBES

LICENSED
GENERAL ELECTRICAL CONTRACTOR

RESIDENTIAL, COMMERCIAL

OR

INDUSTRIAL WIRING

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WILLOWS ROAD

ALPINE,
CALIFORNIA

COMPLETE APPAREL SHOPS FOR WOMEN AND MISSES

EVELYN WIGTON'S

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



An angel is a pedestrian who jumped too late.

Ed Michael
Well Digging SERVICE

Alpine & Vicinity

DIGGING, DEEPENING,
CURBING, LATERALLING

10 Years' Experience

HI 5-2318 OR HI 4-9249
610 ST. GEORGE DR. HARBISON CANYON

DISNEYLAND, FAMED PLACE SO POPULAR WITH YOUNG IN AGE AND HEART, AS SEEN FROM THE AIR. IT OCCUPIES 160 ACRES AT ANAHEIM. IS A MAGIC KINGDOM DREAMED UP BY FAMOUS WALT DISNEY WHO HAS GIVEN YOUNGSTERS AND OLDSTERS SO MUCH ADMIRABLE. CLEAN ENTERTAINMENT. WITHOUT A DOUBT THIS FABULOUS ENTERTAINMENT PROJECT IS THE WORLD'S GREATEST. PROVED BY THE HUGE ATTENDANCE SINCE ITS OPENING LAST JULY.

MRS. MCGUFFIE HEADS CLUB

At the monthly business session, Log Cabin Cafe, Mrs. Agnes McGuffie was elected president of the Better Business Association for the first half of 1956, with Mrs. Mildred Smith, secretary-treasurer. Phil Hall, PM here, went out as head, and Mrs. Robt. Pellagrini as secretary treasurer.

MERRY

MERRY

MERRY

Christmas



LES BARRETT'S BARBER SHOP
ALPINE



DRIVE HEAD LAUDS PRESS

In a letter to the Sun, J.W. Quimby, chairman, 1955 United Success Drive writes thanks: 'You and your newspaper have had no small hand in the success of this campaign and the improvement of Red Feather services it has made possible. Your stand in the public interest has been a tribute to the finest traditions of the journalistic profession.'

When Noah sailed the waters blue, he had his troubles same as you. For forty days he drove the ark, looking for a place to park,

RENDEZVOUS CAFE
and Trailer Park

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

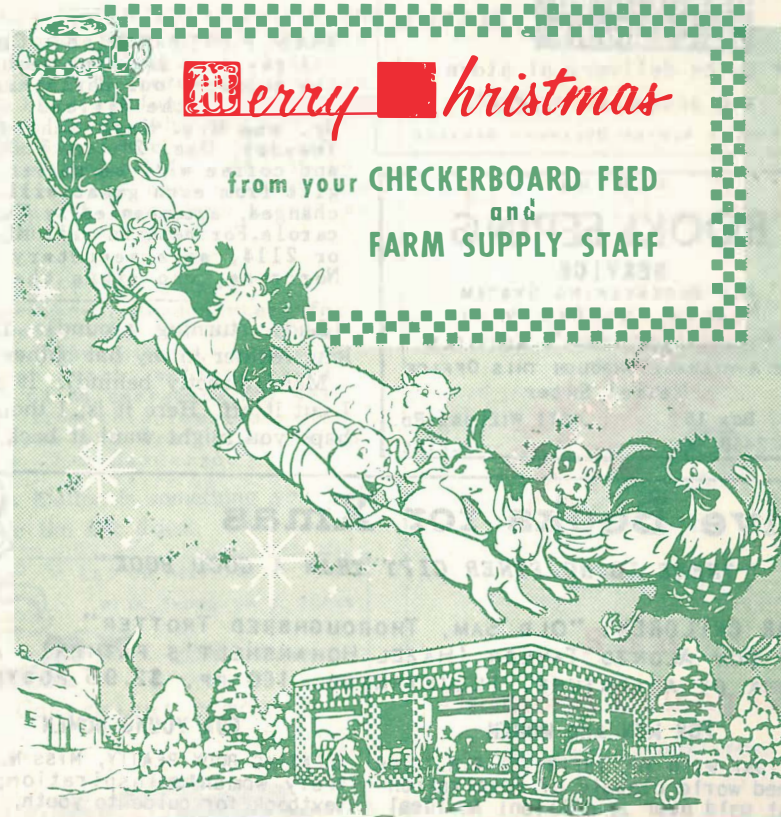
BENNETT BRINGS HOME FRIENDS

Returning by car from their brief Thanksgiving vacation to Elwood, Ind. the C.E. Bennetts are entertaining their cousins Mr. and Mrs. Ed Cole of that city. They will spend the winter here, remain indefinitely. Cole is a retired engineer of the Ohio Oil Co. They are already in love with Alpine.

Chiropractor

Dr. Frank Bornowski

1981 Arnold Way
3/4 MILE WEST OF P.O.
HI 5-2169 ALPINE CLOSED WED.

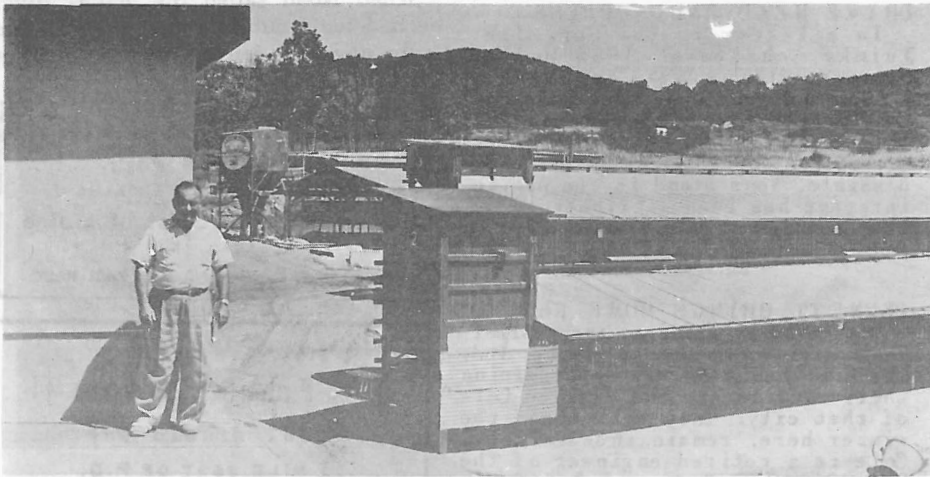


Merry Christmas

from your CHECKERBOARD FEED
and
FARM SUPPLY STAFF

Glenview Feed Co.

GEORGE PALMER & O.E. ANDERSON, OWNERS
HIGHWAY 80, AT GLENVIEW HICKORY 4-3536



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**ASSOCIATED
OIL COMPANY**

HI4-3361

For quick delivery of stove oil
and petroleum products.

REGULAR ALPINE DELIVERY SERVICE

ALPINE

**BOOKKEEPING
SERVICE**

ANY BOOKKEEPING SYSTEM
PICKUP AND DELIVERY

A PUBLIC ACCOUNTANT'S SERVICES
ARE AVAILABLE THROUGH THIS OFFICE
Meriel Suter

P.O. Box 161 4211 WILLOWS RD.
HI5-2468 ALPINE

NEW APARTMENT AND OFFICE BUILDING
AND VIEW OF ZIMMER'S POULTRY HOUSES.

XMAS PARTY FOR 80 CHAMBER

A gay card inviting members and the public: 'our Christmas party will be at the Willows, home of Mr. and Mrs. Mark Schaeffer, on Tuesday, Dec. 20, at 7:30. Cake and coffee will be served. A 50¢ gift from each guest will be exchanged, accompanied by Christmas carols. For details call HI5-2116 or 2114, says secretary Marion Norcross, who signs the cards.

Lady (turning around): Does the long feather in my hat bother you?

Man (directly behind): It did until I cut it off. Here it is; I thought perhaps you might want it back.

Give Books for Xmas

"THERE IS NO FINER GIFT THAN A GOOD BOOK"



FOR CHILDREN: "OLD SAM, THOROUGHbred TROTTER"
By DON ALONZO TAYLOR (HAZEL HOHANSHELT'S FATHER). A BIG BOOK OF ADVENTURE. ILLUSTRATED, 160 PP. \$2.95 POSTPAID.

FOR MEN AND WOMEN

IN TUNE WITH THE INFINITE, R.W. Trine
Famed world classic of inspiration
that sold over 1½ million! An ideal
gift for young and old that puts
one in close touch with God. Cloth,
230 pages, \$2.50 postpaid.

FOR YOUNG WOMEN

CREATING BODY BEAUTY, Miss M. Agniel
Every woman's inspiration; easy
textbook for guide to youth, health
and beauty. Gorgeous photos. Cloth
228 pages, 24 chap. \$2.10 postpaid.
SEND CARD FOR BIG LIST OF FINE ONES

IN CALIF. PLEASE ADD 3% SALES TAX.

CLARKE IRVINE BOOKSHOP RT.1, Box 191 ALPINE, CALIF.

IDA LAUGHLIN JOINS MCKIE
Since returning from Idaho with her younger son, Mrs. Wm. Laughlin who formerly lived here and was associated with Henry J. McKie, realtor, has again joined with him at his S.D. office, 3739 Sixth. Her mother, Mrs. Stella Lackey, who has lived on Highway 80, has joined her, living in La Mesa, is selling her home here.

PLAN NEW POWER PLANT

S.D. Gas & Electric Co., directors have just authorized another 100,000 kw generating unit for its big new Encina plant, Carlsbad. Cost will be \$13 million. It is the third, will be running by July 1958, No. 2 now building to be operating in August next year. No. 1 was started last November. Eventually this plant will have four units going.

FLORENCE GETS JUNE ANDERSON

Since Jackie Whitney left suddenly to get married last week, her post as checker at Florence's Market has been filled by June Anderson of Shadyrock Ranch, who has had considerable experience with the public, and as the Anderson's ranch is not busy during the cool months, she will help out four days a week at the popular market.

CIVIL DEFENSE MOVES

New permanent headquarters for Civil Defense is the old school building, Tavern Road, announces Mrs. Hugh Trail welfare chief. In case of an emergency all work will be from this location. Her alternates are Mrs. T.A. Smith and Mrs. Sam Bandazzo.

And a blotter is something you look for while the ink dries.

LET US HELP YOU
WITH THOSE LATE GIFTS

 S.M. STAMPS

Convenient credit

WATCHES SILVERWARE DIAMONDS LUGGAGE

 **Hobbs-Baranov
JEWELERS**

GUARANTEED WATCH REPAIRING
115 W. MAIN EL CAJON HI4-3628

WITH
BEST WISHES
for a
MERRY CHRISTMAS



and a
HAPPY NEW YEAR



B & R
Diamond Drilling Co.

ENGINEERING CONTRACTORS

HICKORY 4-2140
1025 East Main St., El Cajon, California

EGG AND I FROM PAGE 12

of all professionals, the Palace Theatre on Broadway, New York.

When the Zimmera came here she took to poultrying like a duck to water, enjoys the work and above all, living in beautiful Alpine with scenic Viejaa Mountain as her daily backdrop.

Every hour of daylight some motoriat ia on the ranch where they park by the door, ring a bell and get today's eggs right out of the cooler.

'We have visitors from L.A. all the time' says Ed, 'some who come up and buy four or five cases to take home to share with friends. We sell regularly to folks all the way to Phoenix and Tucson'.

Most poultrymen collect eggs by riding around in a little tractor or electric car, but Zimmer is inatalling a complete system so the eggs will be delivered automatically down the slope into the processing room at no operation cost!

Here I was surprised to see an army of beautiful big eggs marching down an automatic machine belt holding some 3 cases, a dozen eggs abreast. This is the seventh machine of its kind ever built and is a marvel of engineering, all automatic. It weighs, candles, sorta, and separates the eggs so at the other end the girl boxes them as they come out, puts the cartons in caaea, dates them and rolls them into the refrigeration room (humidity controlled) from where trucks rush them to select markets, including San Francisco

Zimmer hovers around enjoying the job, happy to explain it all



SEASON'S
GREETINGS

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

to visitors, telling funny stories and laughing in his big good-hearted way. He enjoys life thoroughly, and is never too busy to help someone in trouble or in need. He has built lovely apartments for his workers, including automatic heating by butane, (storage tanks hold 2000 gallons) hot showers and everything for health and comfort. He has a beautiful office, simple but efficient, which looks out on the busy rancho.

'The public is always cordially invited to come and visit our place' says Ed, 'we are happy to show them how we produce Leisure-laid and the Egg of Tomorrow-- brand names-- of choice Grade AA eggs, finest in the country we have been told'.

In each package Zimmer encloses a boost for Alpine's fine climate, and it told me something I did not know--his eggs are too fresh to hard boil! 'Unl ss these eggs are allowed to age 10 days before hard boiling, it says, 'the membrane will not separate from the shell and will be hard to peel'.

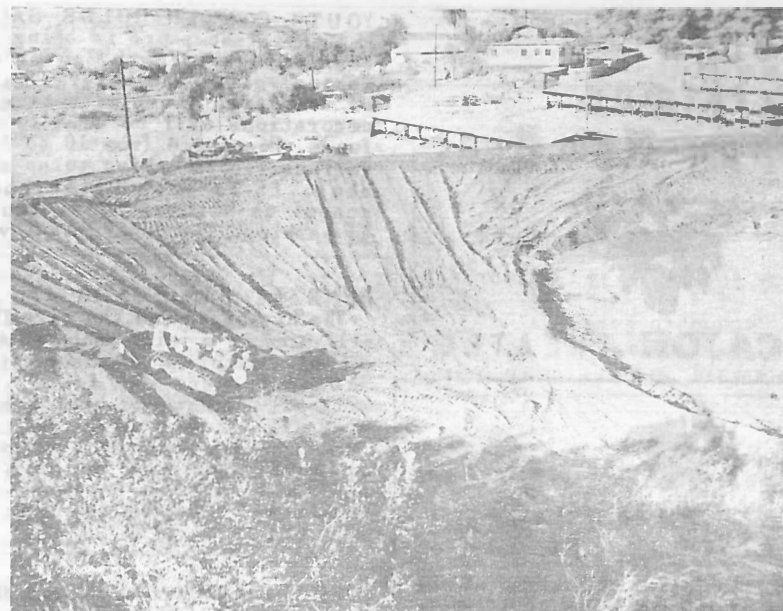
When you visit Adobe Hacienda ask genial Ed for one of his cards which has on the back of it the serio-comic 'Blows and Bumps of a Poultryman' which will make you chuckle along with Ed, who chuckles all the time, even when he is working like heck to get out some sort of a mechanical or psychological bind.

He's the type of fellow that should be in Reader's Digest as the most unforgettable character. I have met a lot, and believe me Ed Zimmer is one of them. And if he has made a big success of his business, he richly deserves it.

Like numerous others in this community, he is too busy to go around tooting his own horn, but carries on his work with optimism and vision, which is a credit to Alpine and helps to make it nationally famed for its salubrious climate. This was proved during our short heat wave last summer when

MORE ON NEXT PAGE

MERRY CHRISTMAS
ALPINE OPEN 12
ROCK SHOP TO 8 P.M.
Headquarters for Rockhounds
XMAS SPECIAL!
10% OFF ON MOUNTINGS.
HWY 80, N. SIDE. 1 1/2 MI. E. OF ALPINE



thousands of birds died in the Southland, yet Zimmer lost only a half of one per cent! (Sun Sept. 9, 1955).

FRED RUSHING'S DOZER DIGGING INTO EARTH FOR LARGEST DAM AT ZIMMER RANCHO.

Merry Christmas
Happy, Prosperous New Year
To All Our Friends
AL ARCHARD, INC.
WILLYS & SHELL PRODUCTS, INTERNATIONAL TRUCKS
SEVENTH & G SAN DIEGO 695 EL CAJON BLVD. EL CAJON

**Merry
Christmas
Happy New Year**



EL CAJON THEATRE



U.S. population is growing at the rate of 200,000 a month in spite of the vast construction the vacancy factor is only 2%.

ALPINE REALTY CO.

P.O. Box 411

2237 Highway 80 Hickory 5-2000

YOUTH CENTER HOLDS SALE

A Christmas store is being maintained at the Youth Center where aprons, gifts and a large variety of novelties along with trees and decorations will be sold to raise funds. Hours are from 10 to 6 with various ladies taking turns at the shop. It is just below the new school on Highway 80 with plenty of parking. The public is invited.

BENEFIT DANCE FOR JAN. 14

The Kiwanians and the Fire Dept., will present a joint dance at Alpine school auditorium on the evening of Saturday, Jan. 14, from 9 to 1 with Mike Alesi and his orchestra playing.

Roy Crase is chairman for the Kiwanian with Lee Roper as co-chairman for the firemen. Funds will go to each as a benefit.

NEW YORKERS BUY HOME HERE

Mr. and Mrs. A.L. Gasparovic are buying the property of Milt Homolka off Victoria Drive. The Gasparovics are a young couple from New York. Sale was through the Alpine Realty Company.

CLASSIFIED

30¢ PER LINE PER TIME. CASH ONLY. COUNT SIX WORDS TO EACH LINE. MAIL TO THE SUN, ALPINE, CALIF. CASH, CHECK, COIN, OR STAMPS O.K.

FOR SALE, MISCELLANEOUS

NO LOWER PRICES. CASH OR TERMS. SWINGS, SLIDES, PICNIC TABLES. LARGE STOCK TO PICK FROM. BACKYARD RAILROAD, 40 FT. TRACK WITH HAND CAR FOR 2 KIDS TO RIDE. CAN BE LARGER. GOING OVER IN A BIG WAY. 5 MILES W. HIGHWAY 80, HI5-2186.

XMAS BARGAIN- SAVE \$150 ON NEW 1956 CHEV CAR OR TRUCK, ANY MODEL, CAN 5% FINANCE DEAL HERE'S CHANCE TO GET A REAL BARGAIN ALPINE HI5-2394

XMAS PUPPIES. MOSTLY FOX TERRIER BEAUTIFULLY MARKED NICE TEMPER MALE \$7.50, FEMALE \$5. HI5-2394

MASTER ADDRESSER, NEVER USED. FINE FOR CHURCH OR MAILING LIST OF 1000 OR LESS. \$20.. COST OVER \$30. THE SUN HI5-2394.

YOUTH BED. CANT WET MATTRESS, EXCL. COND. \$25. TWIN BABY BUTLER HICHAIR. \$28. HI5-2394.

TWO WHEEL TRAILER, 5 FEET LONG, 4 FEET HIGH. MR. GERBER, RT. 1, BOX 623-CC ALPINE

PERSONALS

NEED MONEY? \$5.00 TO \$500. LOANS 4% INTEREST ON CARS, JEWELRY FURNITURE. REAL ESTATE. DON BATES. 2445 HIGHWAY 80. ALPINE.

DON'T CHEER SELF TO DEATH

The highway patrol warns, that drastic enforcement of driving rules, especially for those drivers having taken too much cheer fuel aboard, will prevail this yuletide. B.R. Caldwell, head of CHP says last year 70 were killed in holiday traffic.

MRS. McKEE IN REST HOME

Friends of the widow of Clarke McKee, early pioneer, who wish to send notes and Christmas cards may reach her at 1728 Dayton Ave., Lemoor Grove, where she is staying. Her phone is HO9-5853 and she will appreciate hearing from anyone.

Life is like a ladder. Every step we take is either up or down.

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DAY SCHOOL, \$20. A MONTH. FULL DAY

TUTORING. \$1.50 FOR 1 1/2 HOURS

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Christmas Greetings

To Our Many Friends and Customers



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ALPINE

Merry Christmas • Happy New Year

SNOW & ICE HERE SOON, CHECK YOUR CAR NOW!



CAR WASH



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We give S&H Green Stamps Alpine



THE ALPINE SUN

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ALICE IRVINE, NEWS & COMPOSITION
COMPLETELY PRODUCED BY PHOTO-OFFSET
AT SUNNYSLOPE RANCH, WHERE WE DO
A HEAP O' LIVING EVERY DAY!
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ALPINE WEATHER

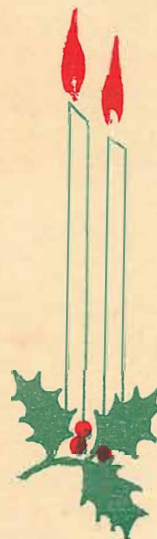
FORTNIGHT TO DEC. 14
AVE. HIGH, 63, LOW 44
EXTREME HIGH, 74, LOW 38
1.78 RAIN, SEASON 3.50

RURAL ROUTE, OR
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OLD FASHIONED GREETINGS

In this modern,

streamlined age, the old fashioned sincerity of
Christmas has never changed! . . . Sincere
and friendly greetings for a really
Merry Christmas . . . many thanks for
past business relations . . . and
best wishes for a clear track
all through the coming year!



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