

**BUILDER BUYS ANOTHER LOT**

B.M. Cervený, S.D. Builder who some months ago purchased a portion of Florence Breithut's frontage on Hiway 80 above town, has just bought another 400 feet of this business frontage. Sale was through Alpine Realty Co.

**TWO ALPINERS TO EUROPE**

Dr. Roger Larson is planning to leave early this summer on his annual vacation, this year is going on a trip through Europe. Another pair of Alpiners going to the Continent this summer are Mrs. Forrest Hohanshelt and Mrs. Dorothy Markley.

**PAROCHIAL SCHOOL PLANNED**

Within a year work will start on a parochial school, Fr. Jos. C. di Christina revealed to the Sun yesterday.

Bishop Buddy of the S.D. Diocese has just given permission and preparations are now being made for a teaching order of sisters to take over. Land will be donated by John Vitalich who gave the church site for St. Philomena's. The school will be opposite. It will accommodate several hundred, as there are 140 Catholic youngsters ready to attend from Alpine and Harbison Canyon and perhaps another 50 protestants which would enroll it is believed.

When good work is speaking for you, don't interrupt.

**JACKIE MOSIER AT FAIR KICKOFF WITH ESCORT. UNNAMED MARINE SERGEANT AND BUD SMITH. JOHN SKINNER PHOTO.**

**ALPINE 5TH IN QUEEN RACE**

The Youth Center and other organizations are elated over the report from Bud Smith that at the first turnin for the big East County Fair at E.C. their queen candidate placed fifth among 15 entries. She is Jackie Mosier, working hard to win for Alpine. Smith, who lives here, is chairman of the candidate committee, said the total was \$1287. which augurs well for the fair, expected to draw 200,000. It is sponsored by the E.C. Junior C of C., runs May 30 thru June 3 at Gillespie Field.

Why not subscribe, \$2 per year.

Florence Clarke's smiling face is again back at her market after a week abed with the virus. She spent last week-end at Phoenix and Scottsdale; saw a big rodeo.

"When does a boy become a man?"  
"When he walks around a puddle instead of through it."

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DAN DURYEA & KEENAN WYNN

"THE MARAUDERS"

SWAP MEET SUNDAYS 10 TO 4

## Editorial



### CIVIC PRIDE IS ADMIRER

As a resident of Alpine are you proud of this community?

Every citizen, especially property-owners, should rightfully have a deep interest in making the place clean, beautiful, orderly and progressive.

Some parts of the area do not show this attitude. Other sections reflect a keen civic interest in making Alpine elicit nice comments from visitors.

The Sun's project of street and house numbers, upon which we worked over two years, has borne splendid results. A majority have placed nice numbers on front fenceposts or houses. We were really thrilled driving along Victoria, Alpine Heights and other nice sections to see the attractive numbers.

But I'm sorry to say that some homes have not fallen in line and placed numbers. The county wants you to. It will facilitate friends, utilities and others to find you. May this be a gentle hint? Thank you. -C.I.

### SCHOOL PLANS APPROVED

The \$22,050. federal grant for new classrooms here has reached the approval stage for plans by Sam Hammil of S.D., reports Supt. Frank S. Brown, the board having okayed them last meeting.

They plan to open bids for the two rooms on June 1 and work may be completed by year's end. When the addition is ready, fifth and sixth grades will be advanced to full sessions, he added. Present enrollment is 497 with 535 anticipated for next fall. It is hoped a local contractor may win the contract. Forrest Hohanshelt will be inspector.

Mr. and Mrs. Ruble Hensley jr., whose sons Ken and Claude recently shipped in the navy, had a visit from the pair, but a week apart, Claude being here last week-end.

Automobile: A guided missile.

ALL THAT'S

# NEW

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AND GAS APPLIANCES

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GREEN  
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NEW SPRING & SUMMER LINES  
OF NITWEAR HAVE ARRIVED  
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HI5-2406

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2218 Highway 80

## SUN VISITS HEALTH OASIS IN NEARBY IMPERIAL DESERT

BY CLARKE IRVINE

For years we had heard about a unique, informal health spot out in the sands of Imperial Valley.

Having founded and published Let's Live Magazine in Hollywood for 16 years, our interest in health is pretty deep. So recently we drove over the picturesque Lagunas and down to the nation's vegetable garden then past the Salton Sea to Niland. A few miles beyond and turn six miles from Hiway 111, we arrived at this famous oasis, Hot Mineral.

The genial owner, Theo. Pilger

former mining engineer in Montana, welcomed us and while the kiddies and Mrs. Irvine splashed in the delicious warm pool, pictured on Page 5, Pilger took me around the place.

At the spring, which was drilled in 1939 by the U.S. Reclamation Bureau, the water comes up at 174 degrees in a 14 inch casing from 305 feet, at 2 cu. ft. per second. Here we met Fred Rohr, his wife and brother, Bill, of S.D., also on an outing. The water is highly medicinal and many folks in the pool when I bathed, told me miraculous cures of themselves and others.

If you want a real long or short holiday, for regeneration and relaxation, or if your stomach or arthritis is bothering, this is your oyster. It is far from the madding crowd, is quiet, and inexpensive, and the water is good to drink, having carbon dioxide gas and other properties.

Pilger, who leased it from the U.S., is gradually developing the place which is attracting more health pilgrims each season. We were surprised to meet my old friend L.W. Coffee, founder of famous Desert Hot Springs, who was also on his first trip to Hot Mineral, accompanied by his wife.

Trailers, cabins and a few tents are available, but you may get details from Pilger at Box 1376, Niland, Calif. And when you go, take a couple of jugs along to bring back some excellent water. We did. I'm sorry space limits, as I could use a couple of pages on description of the benefits, fun, beauty and enchantment of this natural spa.

Over \$80. was realized at the benefit dinner Saturday night in the Youth Center, for the Alpine Fire Dept., and the Y.C.

## Ed Michael

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ENERGIZING SUNSHINE AND SOOTHING WARM WATER MAKE HOT MINERAL A HAVEN FOR SUFFERERS AND TIRED EXECUTIVES. LOOKING TOWARD THE CHOCOLATE MOUNTAINS AT WHOSE BASE WAS ANCIENT SALTON SEA

Don Cline, son of John Cline, Alpine, is reported in a Long Island hospital.

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THEN IT'S TIME TO COME IN AND GET A

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STARTLING TRADE-IN ALLOWANCES  
ALL MODELS AVAILABLE IMMEDIATELY

Many Gorgeous Colors! Most Modern Styling!

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H09-4124

**SPRING CHECK UP IS ON**

Walt Finch of Alpine Motor Service announces that the annual check is being made without charge at their Garage, the 76 station, Highway 80, If your car is right it gets an o.k. Safety sticker which shows you operate a safe car and you will not be caught in roadblocks for inspection.

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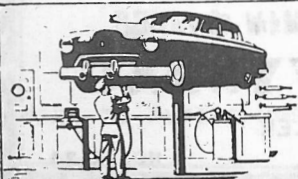
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Come in and let us give your car a

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HI5-2443 We give S&H Green Stamps Alpine



**SORORITY ATTENDS CONCLAVE**

The annual El Sudoeste Regional Council held their annual event in the Mission Valley Country Club Sunday last with several girls from Alpine chapter attending.

Election of officers was held with Katherine Green of Alpha Iota going in as president; Dorothy Foster, Gamma, first vice-president; Marge Schrader, Gamma Gamma, second vice-president; Pat Johnson, Beta Upsilon, recording secretary; Lila Stieger, Alpha Delta, corresponding secretary; Frances Vrendenburg, Delta Epsilon, treasurer; Rosemary McBride, Eta Theta, Parliamentarian; Dorothy Reber, Historial of Eta Iota.

It was recommended and past that all chapter representatives attend council board meetings and that the Pledge of Allegiance be said at every council meeting.

Prizes went to Delta Epsilon, Chula Vista, first; Gamma, San Diego, second; and Alpha Delta, third, of San Diego with Delta Epsilon winning the scrapbook award.

Hostessing chapter, Beta Upsilon, carried out a vacation theme for their decorations and Eleanor Kinney had girls from the chapter model vacation clothes from her shop in La Jolla.

**ALPINE THESPIANS IN S.D.**

A group of players headed by Mrs. Clayborne La Force, who won first prize in the December play tourney at Balboa Park, are to present 'The Secret' in the Puppet Theatre One Act Plays. They will appear on Saturday night, April 21, at 8 p.m. In the cast, besides Mrs. La Force, are Mrs. Haakon Magnussen, Mrs. Ruth Butler, Mrs. Beulah Fair and little Miss Sarah Smith. Miss Tyler Wynn, noted stage manager from the La Jolla Playhouse, is directing.

**STANDARD TIME AT CHURCH**

Although Sunday, April 29, daylight saving time begins, Dr. Roger Larson of Community Church will continue on standard time, but in future it will conform.

IF YOU LIVE HERE, BUY HERE!

**VALLEY MERCURY EXPANDS**

With only one year in their new location, 900 E.C. Blvd. Manager Robert Burns of Valley Mercury has been forced to acquire the site next door for a used car lot. They have just built an office, black-topped the ground and are now displaying many approved used cars which have been traded in on beautiful new Mercurys.



**ROBT. V. THOMPSON**

A former Alpine resident, Robt. Virgil Thompson, 60, of S.D., well known photographer, died last week in a hospital there. He had been head of the Thompson Photo Studio in North Park, was well known in the back country.

Please send us your snapshots, We will use and return to you.

Meet Your Friends At  
**Sportsman's Corner**

HWAY 80. DESCANSO JCT.  
SPORTSMAN'S HOUR 5 TO 7  
MONDAY THRU FRIDAY

draught 10¢ - MEALS, BEER, GAMES

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

To Our Friends in Alpine  
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For Your Patronage During Our First Year.

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Come in and See the Beautiful New

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**VALLEY MERCURY**

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EL CAJON

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Mr. and Mrs. A.L. Anderson drove down from Ontario, Calif., to visit her sister, Mrs. E.A. Wright and her husband, who is Alpine's weatherman.

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DRESSES . SKIRTS . BLOUSES  
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## SPRING FAIR OPENS TUESDAY

Over 100 exhibitors with latest models of gas and electric appliances will greet visitors from all over the county when the 12th annual admission-free Spring Fair of modern home ideas, sponsored by the Bureau of Home Appliances of S.D. County opens at 6 p.m. in the Electric Building, Balboa Park. Thereafter doors will open at 1 p.m., close at 10:30 till the end, Sun. the 29th.

J. Clark Chamberlain, manager, says that the age of electronics comes to the kitchen and the newest time-and labor savers will be shown with tinted kitchens and many color TV displays. One unusual feature is the electronic oven which cooks things in seconds. Slogan today is 'live better electrically', which will be visualized at the fair. There will be hundreds of door prizes with daily drawings at 4:30 and 9:30.

## COOKS SETTLE OUT OF COURT

The \$20,000. damage suit by Mr. and Mrs. Chas. R. Cook, Harbison Canyon, for their son Danny, injured when he fell as a school bus swerved, has been settled out of court by the insurance company, reports. Supt. Frank S. Brown. The mishap was on Sept. 23 last. The boy suffered head injuries. Settlement was for \$2200. The suit against the school board had charged negligence on its part involving the substitute driver, John R. Reynolds.

Saturday Alpine's Girl Scout Troop 176 enjoyed an overnight camp trip to Borrego State Park with Mrs. Otto Jehl, leader, in charge. Mrs. Malcolm Huey, former leader, went along, reports a grand trip.

Marie Lewinson Buerger of S.D. was taken to the Hillside hospital Monday in a Bob Martin Ambulance from the home of her brother, Cecil Lewinson, suffering from pneumonia, but today is making nice recovery.

## PARIS MORTUARY

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AUTOMATIC WASHERS & DRYERS -  
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THE SIGN OF THE WATCHMAKER

DESCANSO CALIFORNIA  
CALL HI5-2991 FOR ESTIMATE**TEACHER TO TOUR EUROPE**

On June 15th Mrs. Dorothy Markley, (Dorothy Walker Noble) and Hazel Hohanshelt will board a plane in S.D. on the first leg of a 2½ month vacation in Europe. From N.Y. City they will fly to Amsterdam, thence to Rome, where they will be joined by Lt. Sue Noble, Mrs. Markley's daughter who is head nurse in the U.S. Air Force Hospital in Luxemburg. Sue will spend two weeks with them while they visit the Isle of Capri, Monaco, and tour Italy. Sue will then return to Luxemburg while the Alpiners continue to Switzerland, down the Danube to Vienna where they will attend the beautiful annual water festival. A steamer trip down the Rhine will take them to Coblenz to depart for Paris where Sue will join them again for a few days. She will be with them again in London, when she will return to her base, to remain until her return to the U.S. in November. The pair will tour Scotland and Ireland before they board their homebound plane in Shannon.

**POLLS SET FOR FIRE BONDS**

Further developments in the proposed new fire station for Alpine have been announced by R. Oeser, commissioner. The plan, as told exclusively in the last Sun, is for a 99 year lease at the Youth Center for \$2,000, with a bond election Tuesday, July 31 for \$18,000, to erect the building. Polls will be in the fire station, open from 1 to 6.

'If the people pass the bond issue' says Oeser, with 15 years to pay it off, the department will be given the lease'. Present one expires Mar. 23, 1957, for which Alpine pays \$75. a month. Renewal would cost \$150. or \$1800. a year which would pay for the new station in only 10 years.

Dr. and Mrs. Frank Bornowski are back from a three day trip to San Bernardino where they attended the funeral of her brother, Henry Newton, who died suddenly last week.

**FOR HOMES & HOMESITES**

See

**DON BATES**

LOANS FROM \$50. TO \$500.

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DO AS OTHERS HAVE DONE —  
CHANGE FROM THE OLD FASHIONED WAY  
TO MODERN DAY—**ELECTRIC COOKING**

"After cooking on an electric range for two years, I would never go back to any other type of cooking." Those are the words of Mrs. Doris M. Hoffman, 2281 Euclid Avenue, El Cajon. Mrs. Hoffman's modern kitchen and home wiring qualified for an Adequate Wiring Certificate . . . evidence that her home complied with the electrical industry standard of Residential Wiring design.

If you are not enjoying the advantages of modern day ELECTRIC COOKING — see your dealer right away! He is offering a complete selection of electric ranges — at special value prices — available on special terms. Do it — today!

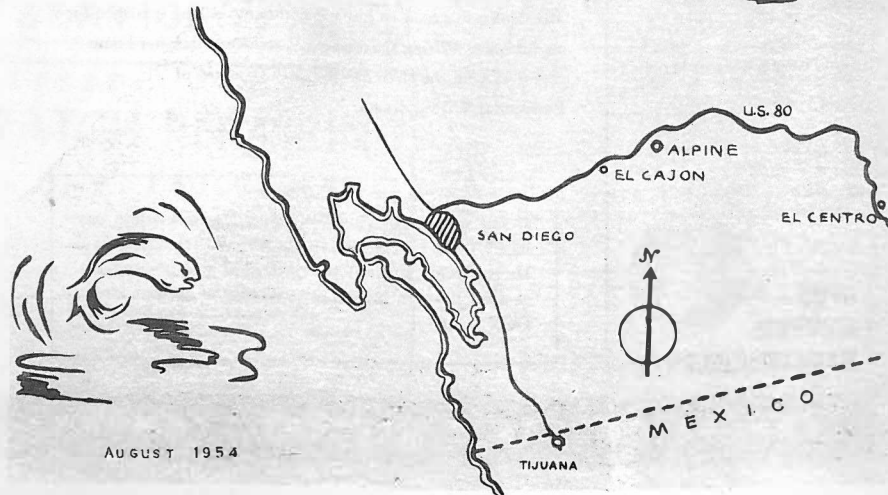
**LIVE  
BETTER  
ELECTRICALLY****SAN DIEGO GAS & ELECTRIC COMPANY**

THE ALPINE SUN, BILLED AS "AMERICA'S TINIEST NEWSPAPER" AND PRINTED ON A SMALL OFFSET DUPLICATOR, PROVIDES A "HEAP O' LIVING" FOR ITS EDITOR AND PUBLISHER CLARKE IRVINE.

# AMERICA'S TINIEST NEWSPAPER

Started on February 14, 1952, at Alpine, California (30 miles east of San Diego), the Alpine Sun has provided many interesting moments for Clarke Irvine, editor and publisher.

Irvine, lifelong newsman and publicity man, sold his "Let's Live" magazine (Hollywood) in January, 1949, and half-retired to Alpine. There he built a trailer park, installed his printery and home on five acres with his wife Alice and daughter Cynthia, now 5½ years old. Later came the addition of twins, now ¾, and raising a family and a news-



paper at the same time is no doubt the reason Irvine states "we do a heap o' living at Sunnyslope Ranch."

The job of the newspaper is unique, for Irvine first of all sells and gets the advertisements, then makes them up on the glass for offset; gets the news, writes and edits it while Alice composes the body type on a Varsityper. The composition for the ads is also made up with varitype, along with phototype, swipe-file material, various alphabets, and some hand set type.

Irvine just bought a Tasope camera and shoots his own negatives, line and halftone (8½ x 11), sheet film. Does his own photo and negative finishing, and burns in his own plates on an exposure frame he made with an old dish pan, a timer, and two photofloods, using the red Enco plastic paper plate. His press is a 1250 Multigraph-Multilith, with a giant ink roller and an oscillating molleton roller. Sulphite bond, cut to 8½ x 11 is used; 16# for inside pages and 20# for covers which are sometimes color stock.

When his press run is finished, he rushes into the front porch bindery of the 12 x 27 barracks office-bindery, and folds it all on a small office folding unit. Alice starts gathering, and a friend stitches on a new Bostitch foot power EHFS machine. The paid subscribers addressing (about half of the 1000 circulation) is done by Addressograph; the controlled part merely with printed "Boxholder, local, etc." on back page which also carries newspaper masthead, and weather report.

Irvine now jumps into his Jeep, a "Glorified wheelbarrow" as he calls it, and rushes to the Post Office and the three stores that sell the paper. He has Mailing Permit No. 1 at Alpine and is its largest user of postage.

It is quite a paper and is well read. It is the only one published in the mountains, and the printery is the only shop east of El Cajon. Irvine has all the job work he can take care of comfortably. Only local news and editorials are run in the Alpine Sun, and it "has the names in it that make news." It is very brief—has to be—and compact in format and verbiage. Sometimes the entire mountain

empire is covered with a 2,000 run, when some advertiser wants extra circulation, etc. It is usually 16 pages, which is an increase of 8 pages over the first issues. So far the largest issue has been 20 pages. No intensive selling has been done, yet firms in San Diego and El Cajon have used half and full page ads, and numerous large stores use copy occasionally.



Clarke Irvine's experience as a photographer comes in handy and he takes all his own photos with a 3¼ x 4¼ Busch-Pressman. Does his own finishing in a darkroom he built, and refuses outside finishing—no time. He uses a Jeep with "Press Car" on the windshield most of the time around Alpine, runs to fires and wrecks, and comes up with real news photos. "It's fun," he says, "to get a phone call from some suburbanite who wants a classified. If it's raining I drive up in the Packard sedan for a 30c ad. Sometimes I think this is the biggest job I ever had for downright fun and craft work."

Clarke Irvine was born in Salem, Oregon. His father was a newsman, printer and editor at different times. Irvine worked on the old Ocean Park Journal, L.A. Times, Honolulu Advertiser, and was on Moving Picture World. He is a vet, USN, from World War I. At 61, he says "I'm living a second lifetime already!" He's the busiest man west of the Atlantic and having a marvelous time doing it all—for it's really all play to Irvine. He does cuss the static and has to nurse the press sometimes; but he's always out with the paper and what's more—it's in the blue!



QUOTH THE REGAL BIRD:

"One of America's Two Great Beers"



REGAL PALE

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

PILGER SHOWS 174 DEGREE WATER TO BILL AND FRED ROHR.



HANSONS BUILDING HOME

Sam Hanson, superintendent of the county road station here with his wife is building their own stone dwelling, on Rock Terrace Dr., off of 80. They expect to live there after his retirement two years hence. He is using beautiful quartzite from the Red Rose Quarry on Mt. View Drive. They are confirmed Alpiners. His work here has been greatly appreciated.

BRUSHFIRE COATS ARRIVE

The Alpine fire boys are now ready for a long dry season with-- all hope-- few brush fires, but if they come, they will be ready. Each volunteer has a new denim, lined coat that will help them in this work. Each bears the man's number and the name of the department.

MANZER'S

EL CAJON CORSET SHOP

153 EAST MAIN EL CAJON, CALIF.

HICKORY 4-4170

PERSONALIZED FITTINGS BY CORSETIERES WITH EXPERIENCE.

LINGERI HOSIERY GLOVES

NEW TESTER PUMP IN USE

Jack Smith, Alpine's electric and well expert known as 'troubleshooter' has just installed for service in the mountain areas a gas powered jet pump for testing wells where there is no electricity. He can set it up and do a time test pumping of several hours to ascertain how much water a well produces. Depth limit is 100 feet.

Alpine needs the Tavern Road bridge widened and made parallel!

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



**UNIQUE WEDDING CELEBRATION**

Mr. and Mrs. Julius H. Schulke, Willows Road observed their Golden Wedding anniversary Saturday night by having dinner at the Rendezvous Cafe. Their guests were Mrs. Schulke's brother, Byron J. Smith and his wife, of Willows Terrace, who uniquely enough were best man and bridesmaid respectively at the wedding half a century ago. Also Mrs. Smith's sister, Mrs. Signey Bodenheimer and her husband, of S.D. enjoyed the affair. They are formerly from Michigan, except Bodenheimer, who is from Texas.

HI 5-3005

JU 2-5555

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DEDUCTIBLE AUTO INSURANCE.

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WELL DIGGING & EXPERIENCED  
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— FREE ESTIMATES —

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**FLORENCE'S MARKET**

Owned &amp; Operated by Florence Clarke

Groceries - Meat - Fresh Vegetables - Liquor

2262 Highway 80

Hickory 5-2436

Alpine

**GAMMAS PIN NEW MEMBERS**

A delightful dinner-dance was enjoyed by members and friends of the Gamma Gamma sorority Saturday night at the annual Jewel Pin ceremony at the Admiral Kidd Commissioned Officers Mess, S.D.

Those receiving pins: Johnnie Grandeur, Jeanette Clements, Betty Landholm, Chirene Adams, June Smith, Elaine Jobbins and three absentees who will receive pins at the next meeting; Saly Fitzgerald, La Verne Coffman and June Anderson.

The beautiful candlelight ceremony, conducted by Pat Blankenship, president, was held in a private dining room with white carnations as corsages. After the affair dinner and dancing was enjoyed by everyone. Guests attending: Mr. and Mrs. Dick Murray of Lakeside, Mr. and Mrs. Frank Barber of Spring Valley and Mr. and Mrs. J.L. Mosier of Alpine and Mr. Ralph Maydole of Los Angeles.

**COATES' FAMILY REUNION**

This week the Jas. F. Coates of 1920 Tavern Road, are enjoying a family get-together, her brother Dr. Thos. F. Keyes and wife from Salt Lake City drove down from L.A. after a vacation trip to Reno and the north. By train came her parents Mr. and Mrs. John F. Keyes, also from the Morman city. They are originally from Rochester, N.Y. Dr. Keyes is a noted chest surgeon with an envious record in his line. While in Alpine he keeps in close touch with his office as he might be called momentarily to fly to an urgent operation.

Shriners of Alpine enjoyed the reception and show for Walter C. Guy, Imperial Potentate of the Shrine, from Little Rock, Ark. on Saturday night. He is head of the great national order of 800,000 that maintains 17 hospitals for crippled children.

PILGER AT  
LEFT, MRS.  
COFFEE AND  
L.W. COFFEE  
ON FIRST  
VISIT.

**SCHOOL BOARD VOTE MAY 18**

A rash of candidates for Alpine's school board has broken out with 8 filing including one incumbent, for the election on May 18. At presstime, Wednesday, these had signed: Jim McAllister, Carl D. Post, Jerry Heinrich, Herman E. Miller, Jerry Klipp, (one time president of the board), John R. Reynolds and Robt. Wilson, with Mrs. Phyllis Shepard, incumbent. Carry over members are Myron Cady, president with a year to go, and Mrs. Frank Doerr, with two years. Fred Rushing, outgoing member, did not file for reelection.

The Bert Fullers enjoyed a brief visit last Thursday from their son-in-law Lt. A.T. Rytmeyer who flew in on the plane which just returned from the polar expedition via Washington, D.C. It was in S.D. for electronic repairs, returned east via Alameda.

Alpine Tri-Hi-Y enjoyed a potluck family dinner last Thursday at the Woman's club. Slides of their Alaskan trip were shown by Dr. and Mrs. Roy Vermillion.

IF You Cannot Find it  
in Alpine, Come to the  
Hayseed, in El Cajon.  
Thousands of Items to  
Pick from.

215 WEST MAIN STREET

Mr. and Mrs. C. Aubrey Smith, So.  
Grade Road, spent the week-end in  
San Felipe, Mex., visiting friends.

RALPH W. BLODGETT, O.D.  
DONALD K. RATTY, O.D.

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1 BLOCK SO. CITY HALL, EL CAJON



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Would anyone wish to exchange  
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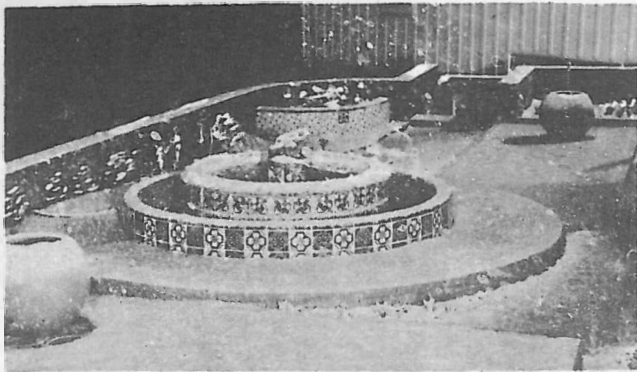
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2237 Highway 80 Hickory 5-2000

Hickory 4-3129



APPLIANCES — HARDWARE  
FEED — GARDEN SUPPLIES



LIGHT SNOW  
FELL ON  
VIEJAS  
HOMES  
DURING  
RECENT  
STORM AS  
SHOWN IN  
THIS PHOTO  
OF PATIO  
BY CLARENCE  
STEARNS.

Alpine Community Church Guild held its birthday luncheon and business session Wednesday morning

**JEANETTE C. HINKLE**  
REAL ESTATE AND INSURANCE

CASUALTY & FIRE

HI5-2502 HIWAY 80 ALPINE

**Now 2 BARBERS**

TO SERVE YOU ALL DAY

9 A.M. TO 5:30 P.M. CLOSED MONDAY

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**AIRFORCE COUPLE MOVE HERE**

With their beautiful 40-foot American trailer which they drove out from Florida behind a nifty Chevrolet, Lt. Robert Larowe of the Air force and his wife, are now at home in Irvine's Trailer Estates. He is on duty at the radar station, Mt. Laguna, moved up from La Mesa. They are already very fond of Alpine and its climate, expect to be here for 18 months. Mrs. Larowe, who with her husband hails from Plattsburgh, N.Y., is quite a gardener, and they are beautifying their attractive trailer lot.

**MINNESOTANS BUY HERE**

The Lester J. Argent ranch, off lower Arnold Way, a 9-acre site with duplex, has just been sold through Strout Realty of E.C., reports Frank Zirwes, agent, to Mr. and Mrs. Olaf Johanson of Coon rapids, Minn. Their daughter-in-law and baby will live at the ranch and be near Johanson, jr., while he completes his assignment in the Marine Corps. The parents are now in Minnesota to wind up their affairs but will be back shortly to live here.

Miss Dolores O'Connor of Alpine private school is back from visiting her aunt Mrs. S.R. Hoffman, Brentwood; also a sojourn with friends at Borrego Springs where she formerly taught.

Alpine needs business rentals.



**LEO CRICKMORE**

Signal Oil Co.

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

H06-3291 OR H06-5177



JERRY MILEY AND TROPHY HE RECEIVED AT RECENT MUSTANGS DINNER. IT WAS FOR OUTSTANDING WORK AS BOY OF THE YEAR. AT LEFT IS MIKE MERRILL, AT RIGHT, DONNA KELLER AND CAROL MAGNUSSEN.

**MERCURY MAN LIVING HERE**

Bob Keith, popular service manager for Robert Burns, head of Valley Mercury in E.C., is now making his home in Alpine with his family. Bob commutes to the Big M shop where he and his men service those nifty Mercuries. He and Florence have two children, Marian 18, who goes to ECVH, and Bob junior at Alpine school. They love it here.

Community Church Guild is having a sale of handwork on first Wednesdays at Fuller Hall. However, items may be had any time by contacting Mrs. Hoggard, HI5-2453; Mrs. Chutor, HI5-2397 or Mrs. Hollett, HI5-3084.

**RENDEZVOUS CAFE**  
and Trailer Park

GERMAN-AMERICAN COOKING

Highway 80, 2 mi. East of Alpine

CLOSED TUESDAY FROM 2 P.M.

HI5-2150 MR. AND MRS. KARL HAUG

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HI4-5143

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CERAMICS, GLASSWARE, CHINA  
AND KITCHEN GADGETS. WE  
HAVE A FINE SELECTION.

Ralph and Agnes McGuffie of McGuffies Drug Shop here are celebrating their seventh year in Alpine on Sunday, May 13. Her sister Margaret with husband Bob Walsh, has been here 5 years on Jan. 1. They all love Alpine.

In last week's tiny rain Alpine bested the whole county with a few

VALLEY

## CHILDREN'S SHOP

CHILDREN'S READY-TO-WEAR  
SHOES - Cuddle Toys

LAY-ALWAYS & FREE GIFT WRAPPING

168 E. MAIN EL CAJON HI 4-1764

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REGULAR ALPINE DELIVERY SERVICE


YOUR OLD FAN  
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VISIT OUR ENLARGED SHOP. MANY NEW ITEMS FOR THE HEALTH OF YOUR FAMILY. COME IN; WHOLEWHEAT; ORGANIC PRODUCTS; MINERALS.

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

**VITAMINS**

### 75th ELECTRIC CO. BIRTHDAY

Back in 1881 on April 18 a civic-minded group started the S.D. Gas Co. with \$30,000. and a plant making 25,000 cubic feet of gas for cooking, heating and lighting. Five years later and a land boom they enlarged to 400,000 feet daily which was ample till 1900. In 1886 they reorganized, added Electric to the name, and supplied current for 24 arclights with power from four generators driven by two 75-hp steam engines. Shortly thereafter service was extended to stores and offices. In 1902 some 1000 patrons used 24-hour service with cost 17 times greater than today!

Just last January (Sun Jan. 6) the firm held a celebration here upon placing its 250,000th meter in the modern new home of the Al Hinkles-- a far cry from the single thousand meters it had at the century's turn.

Gas output has increased also, today's record being over 137,000,000 feet per day, natural gas coming in pipes from the north and Texas. Investment today is \$187 million, with 2700 employees, and the forecast is for steady growth in this ever-populating county.

### SHERIFF COMPLIMENTS SUN

In a letter Bert Strand, sheriff of S.D. County, is definitely for the new house numbers, a project of the Sun. (See editorial).

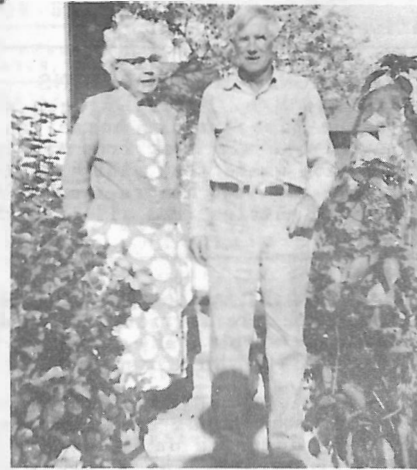
He writes: Dear Mr. Irvine: May I take this opportunity to commend you for the persistent and constructive effort with which you have worked to achieve the installation of Alpine's street and house numbering system. This program will be of immense assistance to the Sheriff's Department, especially when prowling cars are responding to emergency calls at the request of residents during the night.

I am sure the citizens are appreciative of your efforts to establish Alpine as a modern urban community.

Ida Laughlin, associate of Henry McKie, realtor in S.D., has been suffering a bad siege of the flu at her La Mesa home.

### ED SPROUL DIES SUDDENLY

Suffering a heart attack at his Circle K Ranch above Alpine, Edward Sproul, 68, passed away in Long



Beach Community Hospital on the 11th where he had driven with his wife.

He was a native son, born at Norwalk April 26, 1888, had resided in that city till he bought the ranch here in 1951. His grandfather settled and established Norwalk. He had been a farmer all his life, loved the earth and all growing things.

Funeral was Saturday at Fullerton with burial in Whittier. Survivors besides his widow Laura, are a daughter Mrs. Robt. Frenzel, an Alpine teacher, her husband and two daughters, Vona and Deon; sons Duane of Fullerton; Bert of Seal Beach and Jack of San Gabriel; three brothers Eugene of China Lake; Wm. of Calipatria, and Hiram of Arizona, and three sisters, Ada of Georgetown, Calif.; Laura of L.A. and Evelyn of Arizona.

Florence Clarke is back from a half-week's trip to San Francisco where she met her daughter and husband, Jerry Harmer, and sons. All enjoyed a little vacation. They came down from Crescent City.

Alpine needs a photo studio.

Dr. Gertrude T. Ryder

OPTOMETRIST

225 NORTH MAGNOLIA

El Cajon, California

Phone HI4-9012

### MILEYS SELL, RETURN EAST

B.G. Miley, ex-navyman and former realtor here, sold his home and moved with his family back to Arkansas where he plans to buy a 200-acre farm and settle down.

Capt. Robt. Frenzel of Circle K Ranch is back from a voyage on a navy supply ship that took him out to Honolulu, Seattle and San Francisco. He reports a nice trip.

## M. H. Smith

PRESCRIPTION PHARMACY

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EL CAJON



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HI 4-3135

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Residential  
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# Johnstown Section

News and Ads from Highway 80's Bustling New Community

Hazell L. Rose, Representative, Hickory 5-2368

## 80 CHAMBER EATS AT 80 CAFE

Tuesday the 24th Don Walker will preside at the regular session of the Highway 80 Chamber of Commerce in the Highway 80 Cafe, E.C. Capt. Hunter, 11th Naval District, will talk on 'Military Interest in Highway 80', reports Frank Green, veep, of Johnstown.

## BRING HOME BLUE RIBBONS

Mr. and Mrs. Perry Harness who have the pure Arabian horse ranch below Alpine are back from the Las Vegas show where they exhibited two fillies, took two honors, among 200 top horse entries from all over the nation.

Lydie Pinkard and Leroy Dillon went to Yuma and were married last week. Dillon is from Lakeside, Miss Pinkard of Johnstown.

Mrs. Ruth Thomas of the Thomas Cafe was operated on Wednesday in Hillside Hospital, no details at presstime.

Howard M. Morrison suffered a sudden heart attack, is now convalescing at his home in Johnstown.

FLASH- Floyd Eastman died suddenly in Johnstown. He leaves his widow and one daughter.

## E. C. FINANCE CO. FORMED

El Cajon Finance Company, a new organization, announced today the purchase of Balboa Finance Co. 133 North Orange. James Dee Roelof, former managing partner of Balboa Finance and Perry C. Pollock are stockholders of the new firm.

In making this change in ownership, the capital investment in the company has been increased and new appointments from major insurance companies have been received. This will enable the new locally owned El Cajon Finance Co. to give expanded service to the community in both financing and insurance.

The greatest undeveloped territory in the world lies under your hat.

S & H GREEN STAMPS  
ON ALL REPAIR WORK & GASOLINE

Expert mechanic

Cliff's Johnstown  
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MAIL ADDRESS: P.O. Box 234

COMB. WOOD & GAS RANGE, \$125.  
NEW AUTOMATIC WASHER, \$97.50

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## Trouble Shooter

PUMP REPAIRS • ELECTRICAL WIRING  
USED PUMPS

YOUR FORWARD PUMP DEALER

**SMITTY** 24-HOUR CALLS

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## Mountain

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Hickory 5-2064

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Hickory 4-6129

H. DUDLEY WINN, O. D. Since 1913

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5 ACRES HWAY 80. TREES. SCENIC.  
WATER. \$1,250. P.O. BOX 465, JACUMBA

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EARED PUREBRED NUBIAN GOAT KIDS  
P.O. BOX 465, JACUMBA, CALIF.

SMALL ZIMAIR TRAILER, SLEEPS 4.  
ICEBOX. 3-BURNER BUTANE. FACTORY  
BUILT, TOWS FINE. INTERIOR OK. EXT.  
NEEDS WORK. JUST RIGHT FOR FIX IT  
YOURSELF MAN. \$135. CASH. TRAILER  
ESTATES. HI 5-2415.

2 SERVEL GAS REF. AT YOUR PRICE.  
AUCTION CITY, 1127 E. MAIN. E.C. (5-25)

WHITE TREADLE SEWING MACH. ALL AT  
TACHMENTS. ONLY \$25. HI 5-2753 (5-4)

PANELRAY HEATER. LAMOST NEW. 2 PIPES.  
NATURAL GAS. \$50. HI 5-2243 OR  
H06-2974 (4-20)

YOUTH BED, EXCL. COND. TWIN BABY  
BUTLER HIGHAIR, \$15. BED \$20.  
HI 5-2394.

CINDERELLA PORTABLE WASHER. NEVER  
USED. COST \$50. SELL \$25. HI 5-2394.

TWO PINTO SHETLAND PONIES. WELL  
USED TO CHILDREN. COMPLETE EQUIP-  
MENT. MRS. BEATTY, HI 5-2753.

SIAMESE KITTENS, FAIRCHILD STRAIN  
\$10 & \$12 WITHOUT PAPERS. HI 5-2394

TILT-BACK TRAILER COUCH. NEW FABRIC  
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1 BR COM. FURN. WASHER. CLEAN. CHILD-  
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1-BEDROOM HOME. CALL HI 5-2967 (TF)

## REAL ESTATE WANTED

WANTED TO BUY. TWO BEDROOM HOME  
MAY 15TH. AIRMAIL DETAILS. WALTER  
SMITH. BOX 1040. BALBOA. CANALZONE.  
(5-4)

Scout Troop 105 did its good turn  
Saturday in a cleanup at the Y.C.  
grounds. Last Friday they went to a  
campout at El Monte Park, Lake-  
side, with Leader Chas. Bradley.

Alpine needs a branch bank.

## • PLUMBING

HI 5--2260

E.A. WILCOX

Route 1, Box 226, Alpine, Cal.

## SPECIAL NOTICES

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Although Harry Owens and his Royal  
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and funny capers are a big TV hit,  
Jack Knarr the young fellow who  
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Regal Bird, gets a surprising lot  
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with the strange bird that always  
winds up with a quotation about  
Regal Pale and its being 'one of  
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ROAD GRADING DISCING  
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Alpine

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FORTNIGHTLY ON FRIDAY

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CLARKE IRVINE, EDITOR-PUBLISHER  
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FORTNIGHT TO APRIL 18  
AVE. HIGH 67, LOW 41  
EXT. HIGH 79, LOW 34  
RAIN, STORM, 1.64; SEASON 10.29

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