

Alpine Sun

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

VOL. 5. NO. (108) ALPINE, CALIF. FRI. JULY 20, 1956 PRICE 10¢

WILL SUBDIVIDE McFADIN RANCH: WATER STILL QUESTION

**Original Syndicate Sells
to San Diego Investors**

As told exclusively in the Sun April 6, a group of 10 bought the Emmett McFadin Ranch with the idea of forming a water company. Sale of the choice 165 acres, with 400' frontage on 80 above Florence's Market was for a reported \$120,000. The original group included A.J. Little, G.M. Butcher, Marie D. Carlson, Dr. Robt. D. Mercer, Barney Ratliffe, Florence Clarke,

MORE ON PAGE 18

MRS. JERNEY IN HOSPITAL

Recovering slowly from major surgery Friday in Naval Hospital is Mrs. Kenneth Jerney of Midway Dr. She is expected to be home within a week or 10 days. In her absence Mrs. Helen Hoffman, nurse, formerly of Alpine who recently returned from Oregon, is taking care of the family. Jerney, recently retired from the navy is working at Convair. Anyone wishing to visit the patient is requested to contact the home first.



SUNDAY'S FIRE, PROBABLY STARTED FROM FLIPPED CIGARET ON JAPATUL ROAD EAST OF SWEETWATER BRIDGE, RACED TO TOP OF ROCKY MOUNTAIN, WAS VIEWED BY MANY MOTORISTS. NUMEROUS FORESTRY TRUCKS RUSHED IN TO STOP BLAZE.

PHONE RATE TALK ON AUG 2

The public utilities commission will hold a hearing on the proposed base rate change for the Pacific Telephone Co., for the Alpine area at 10 a.m. Thurs. Aug. 2 in the school auditorium. The public is invited.

AREA FACES WATER SHORTAGE

With countywide population increase, soaring use of water, and summer hardly started following the driest season of a 10-year drought one of the lightest rainfalls in the past century-- Alpine is facing a very serious problem as more wells are reported dropping or going dry.

The County Water Authority, it is reported, is considering an intensive drive to conserve available supplies in every way possible. While Alpine depends solely upon individual wells and no legislation

MORE ON PAGE 16

DANCE TOMORROW NIGHT

At the school auditorium Saturday night the Junior Baseballers are holding a benefit dance from 9 to 1 with Mike Aleasi and his orchestra making sweet music. Donation is \$1.25 to help on uniforms and gear for the local team.

"The Friendly Plumber"

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Editorial**THIS MIGHT SAVE YOUR LIFE**

For two years your community newspaper worked to get streets named and signed and official house numbers assigned. When the county completed numbering maps were drawn and notices sent to all, we gleefully drove around Alpine and noted the fine community spirit of those who promptly displayed their numbers. We have received thanks from many, including county officials, utilities, delivery firms and so on.

If your number is not up, you are just lax, and such a fault might cause you or one of your loved ones, to suffer in some way-- even lose a life. Or your home might be destroyed by fire, for, should the firemen not know your place by name, and thus be delayed in rushing to your aid, a few minutes might cause disaster. Or should someone be stricken and your call for doctor or ambulance be delayed because of your not having a house number, you would have only your own carelessness to blame.

May we urge you to get your house number up directly. If you do not know it, write to the building Department, Civic Center, giving your legal address also number of nearest neighbor's house. -CI

TAVERN COTTAGES FILLING

Another family has moved into one of the remodeled Tavern Cottages, reports Geo. Schaaf, new owner, who is gradually refurbishing the buildings and making many improvements. The family is J.D. Lewis, wife and six children. He is with the Dean Trucking Co., S.D. Her brother is also here from Kentucky, L. Inabnitz, an ex-Marine with his wife and 8 year old son.

JUNIORS WHIP BARONAS

Alpine's young and growing Junior team, pictured in this issue, won over Barona by 9 to 4 Sunday, but lost to Santee a 7 to 4 game. The boys are getting into stride under adept tutelage of one-time pro Al Hinkle, and other seniors here.

AS YOU LIVE AND BREATHE -

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And what a difference!

You sleep better... You eat better... You work better... You think better... You feel better... You *live* better... In an air conditioned home.

Air conditioning keeps your home delightfully cool, of course.

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Make air conditioning your next home improvement. It's the only satisfactory answer to the problem of consistent, controlled indoor comfort.

Before you spend another uncomfortable summer day, see your dealer.

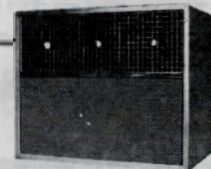
Ask him to show you the air conditioning unit that's best for your home and your budget. There's a handsome, modern-styled air conditioner that's just right for you.



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Window Air Conditioners - fit all
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LIVE BETTER... ELECTRICALLY!**



Mr. and Mrs. Marcua Schaeffer are back from a motor trip to Solvang, Calif., where they visited her mother Mrs. Helga Smed.

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MUSIC TEACHER ON TV

John F. Metzger, regular director of music for the Alpine school and also for the summer music recreation program has a TV program running for 13 weeks, 'Opportunity Calling'. He composed, conducted and recorded all of the music used on the program with the S.D. County Symphony orchestra. It starts at 10 a.m. Wed. channel 10. July 25th there is a special event that will interest everyone.

Metzger, through the summer music recreation program of the Alpine school is teaching music lessons free to children. Classes are in the kindergarten room Mondays, 9 to 3 and will run through the third week in August. Any instrument or piano may be taken up. Call the school HI5-2366 for time available.

WILLARD C. SHELDON

A resident here for 11 years, Willard C. Sheldon, 91, passed away on July 4. He was born in Grand Haven, Mich., in 1865. For many years he owned an orange and walnut ranch near Santa Ana, later an apartment house in Balboa Peninsula, Newport Beach. In 1945 he came to Alpine to make his home. He was a gentle, kindly, revered citizen. Survivors are a sister, Mrs. Frances S. Edwards, Willowa Road, Alpine, and a nephew, D. Flood Sheldon, Belding Mich.

CHURCH BARBECUE AUG. 4

The second annual Alpine Community Church Barbecue is slated for Saturday, Aug. 4, at the Youth Center grounds from 4 to 7 p.m. Tickets are now ready with donation of \$1.25 for adults, small fry 60¢. This is to be a real western barbecue in underground pits. A complete meal with all the trimmings, say commiteemen.

Perhaps never before has the American dollar had such goodbying power.

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Have You Enjoyed Our SPECIAL 75¢ LUNCH?

Every Day a Different Entree Such as:

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T-BONE DINNER \$2. TACOS & ENCHILADAS TO TAKE OUT.

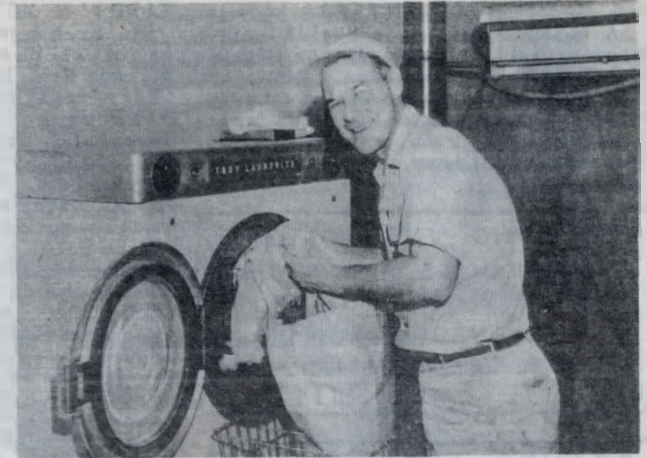
2139 HIGHWAY 80

OPEN EVERY DAY



Alpine

BOB FRENZEL,
JOLLY SKIPPER
OF ALPINE
U-WASH
(FORMERLY
LAUNDERETTE)
IS BUSY
FELLOW.



Cecil Smith, of San Francisco, spent 2 weeks visiting his brother T. Aubrey Smith and family 1562 So. Grade Road, is now living in L.A. Robt. Hoffman, formerly of Alpine, is reported being a patient in a Texas naval hospital where he had suffered a slight stroke.

EXPANSION

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ALPINE

80 C OF C AT ANTLERS

A colored film on the silk screen process will be shown at the Highway 80 Chamber of Commerce dinner and business session at Antlers Lodge, east of Descanso on Tuesday next, reports Frank Green, vice-president. Don Walker, proxy, will be in the chair.

SWIMMING INSTRUCTIONS

TUESDAYS & THURSDAYS
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• CHILDREN TO 12 YRS. 75¢ • ADULTS \$1.

TAPPY'S MOTEL NEW OWNERS

An exchange involving \$110,000. has just been concluded whereby Mr. and Mrs. Don C. Musselman traded their orange grove and large home 84 57 Palm, in Lemon Grove for Tappy's 12 unit Motel, 2335 Highway 80, owned by Mrs. Katherine Tappmeyer Black. The new owners are now living there operating this popular place, to be known as 'Pappy's' Alpine Motel.

Musselman, well known in this area, was in the navy as photo instructor since 1940, after which he was in the homicide department, S.D. police, presently is in the I.D. office of Convair. He is a native son. His wife, Mary Fern, raised chinchillas at Lemon Grove. They have a daughter Erdine Musselman, employed at the Civic Center, and a son in Coronado, Drexel Wise, also two in San Francisco in the shipbuilding business.

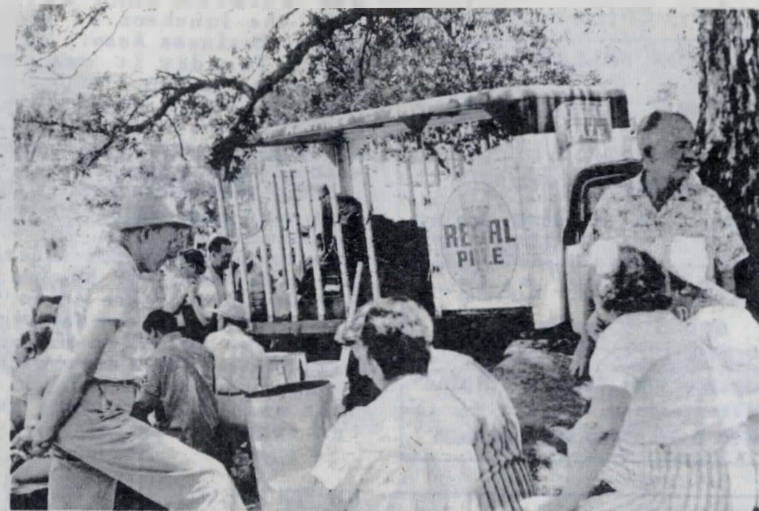
DOROTHY FARRANKOP IS WED

Mr. and Mrs. Robt. J. Farrankop, Harbison Canyon, announce the marriage last Saturday of their daughter Dorothy Ann, to Robt. R. Jackson, son of Mr. and Mrs. E.N. Jackson, also of the Canyon. The Rev. W.D. Hurst tied the knot at 11:30 a.m. in the First Baptist Church in E.C. Mrs. Leon Ellis was organist. Dolores Sample was maid of honor with Olive Doering bridesmaid and Mary Van Liew flower girl. Teddy Jackson, brother of the groom was best man and ushers were Wm. Price and Ted Doering.

NEW OWNERS AT COFFEE CUP

C.H. Randall and wife Marjorie of E.C. have taken over the Alpine Coffee Cup lease from Don Bates, owner, following the demise of Fred Dally who ran it with his wife Ann. Randall is a retired C.B.M. of the navy. They live in E.C., hope to make their home here in the near future. They will reopen within a few days.

Luck is where preparation meets opportunity.



SUDS WAGON OF REGAL PALE IN E.C HELPED KEEP TEMPERATURE DOWN AT JULY 4 PICNIC WHEN 700 KELCO.. EMPLOYEES IN 150 CARS TOOK OVER SHADYROCK RANCH. THIS WAS ONE OF THE BIGGEST PICNICS OF YEAR AT POPULAR RESORT.

Members of the Pathfinder class of the E.D. Church of the Brethren met at the James A. Hutchins ranch, Johnstown, for their Fiesta supper Friday July 13. A short business meeting followed. Over 70 attended, enjoyed the festivities.

ROAD OILING TIME **now!**

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Hickory 4-3272

ANY SEAT

50¢

ANY
TIME**ASK 35-MILE ZONE EXTENSION**

At the luncheon of the Alpine Better Business Assn., in the Log Cabin Tuesday it was voted to recommend to the Chamber of Commerce that it urge the highway officials to extend the 35-mile speed zone one mile east and a mile west of present boundaries.

Note- We have suggested this, and that a 25-mile zone be established in the middle of town. But what good does that do when our under-manned but efficient CHP has no men to police Alpine where 40 to 50 mile speeds are seen every day right down town! One solution might be to incorporate, hire a motor officer and a judge and keep the money in Alpine. That might help reduce our high tax rate here! -C.I.

NO TRACE OF HIT-RUN KILLER

Services were held at the graveside in Alpine cemetery on Saturday for Oscar Ahlberg, killed by a hit-run driver earlier in the week. Dr. Frank Linder of P.C. read the simple service. Quite a number of friends were present. A sister Mrs. Walter Batie, and a niece, Mrs. J. Griffis of Overton, Nebr., and Ed Ahlberg, of Crook, Colo. came for the funeral. Ahlberg left no will, so the estate, his home here, will be handled by the court.

The CHP reports clothing of the deceased sent to Sacramento to the crime laboratory, showed no trace of paint from the fatal car, track of which has not been found.

BAIN SELLS HOME, 10 ACRES

Wm. A. Backus and wife from Lansing, Mich., with their son Jimmy, 10, have just bought and moved into the Bill Bain home on Lilac Lane off Alpine Hgta Road. Ruth is employed at Convair and he is with the Bob Griffin Roofing Co., in E.C. They purchased 10 of the Bain odd 140 acres, plus the dwelling.

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AND KITCHEN GADGETS. WE
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HI4-5143



BEN CERVENY, BUILDER, AND HELPERS GETTING WALLS UP FOR HIS NEW STORE-ROOM AND LIVING QUARTERS AT 2455 HIWAY 80, CORNER OF TERRACE KNOLL, OPPOSITE DON BATES' REALTY OFFICE. IN FRONT IS CERVENY, FOLLOWED BY JOHN PHELPS, SUNNY HAMREN AND HERBERT HENTSCHEL.

Money has stopped talking and gone to gasping.

Dr. Gertrude T. Ryder
OPTOMETRIST

225 NORTH MAGNOLIA
El Cajon, California
Phone HI4-9012

SWIM CLASS PROGRESSING

Wayne Norwood, lifeguard at Shadyrock Ranch reports that eight are now in his swimming class and are making fine progress in learning this important sport which builds health and suppleness.

Note- We have urged and always do, that parents give their children swimming lessons not only for life protection, but for the sheer sport and health-building advantages. Once you learn to swim, you'll never drown; it's like riding a bike--you never forget how. -CI

A third-grade teacher asked the class: "What is a scale?"

Immediate answer — "A freckle on a fish."

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Cocktails in Coral Reef Room

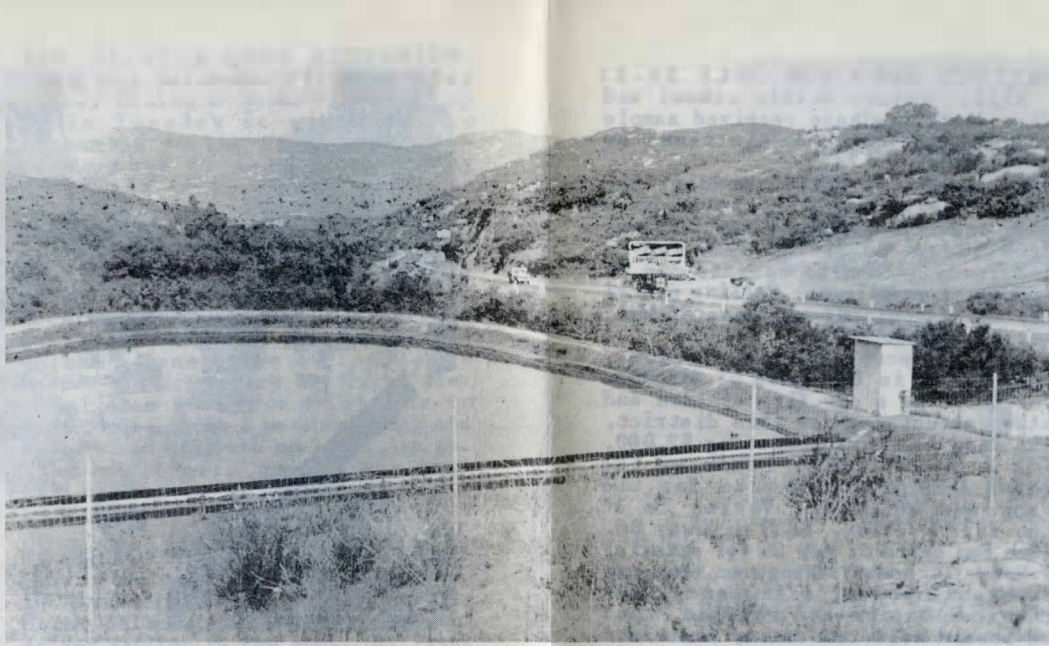


FRED DALLY SUCCUMBS

Alpine was saddened Tuesday morning by the death of Fred Dally, better known as Ted, former owner of the Alpine Coffee Cup, 2225 Hiway 80. He passed away at Paradise Valley Hospital after a lengthy illness.

Survivors are his widow Ann, a niece Mrs. Robt. Pells, Norfolk, Va. a nephew, D.T. Love, of E.C. Private services were held Wednesday at 11 a.m. in Johnson Saun & Knobel Mortuary, S.D., with interment in Mt. Hope Cemetery. In lieu of flowers, contribute to the Heart Fund, was the wish of Mrs. Dally. Ted leaves a host of friends here and in his former home, Far Rockaway, N.Y.

Mr. and Mrs. Clayborn La Force are on a vacation to Montana while Clayborn, jr., and wife are holding down the ranch Sky Mesa, till they return.



'LAKE ALPINE' OR ONLY LARGE BODY OF WATER AROUND HERE IS TOP POND AT NEW SEWER PLANT. NOW FULL FOR FIRST TIME.

AT4-7698 HI5-2468

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HARDWOOD FLOORS
 Laid . Sanded & Finished
 Old Floors Refinished
ALPINE

QUOTH THE REGAL BIRD:
 HOW ABOUT THIRST CONDITIONING
 IN THESE HOT DAYS.....?

"One of America's Two Great Beers"

REGAL PALE

Rainbow Distributors

Budweiser & Regal Pale

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CLASSROOM BIDS OPENED

Wurster Construction Corp., 123 Roosevelt, National City, won the contract for building two new classrooms at Alpine School under Federal grant, the school board awarding the contract Tuesday night for the \$18,900. Total to be expended, \$23,200, as \$1,000. is required to be put up by the district. S. L. Tobin was second with \$20,000. and Houghton Construction third with \$25,590. Architect Sam Hammill of S.D. prepared the plans, work on which will start soon as the contract is processed and it is hoped the rooms will be ready by Christmas.

Tomorrow at 2 p.m. the Christian Workers Class party is to be held at the home of Mr. and Mrs. H.D. Sturdivant, Olivewood Lane.

Serving
BREAKFAST, LUNCH & DINNER
 FINEST ITALIAN FOODS: PIZZA,
 SPAGHETTI, MEAT BALLS & TORPEDO
 SANDWICHES. ORDERS TO GO. OPEN DAILY
LOG CABIN CAFE
 2205 HIWAY 80, ALPINE HI5-2243

T.R. Patrick who has run a key shop in E.C. for many years and serves a lot of the back country, has moved closer to Alpine, now at 756 E. Main, next to the school where his mountain friends may find him.

HEARD ABOUT HATCH?

It's TRUE!

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 1. Give the Highest Trades Possible.
 2. Offer the Lowest Prices.
 3. Give the Finest Service-- Anywhere.

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HI 4-1105
850 EL CAJON BLVD. EL CAJON

Little David saw a peacock for the first time in a Philadelphia aviary.

"Look, Ma," he cried, "the chicken is blooming!"



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Hickory 5-2436

Alpine

BALLOTS SENT FOR JULY 30-31

Alpine voters within school and fire districts have received sample ballots for the two elections on those items.

On the first ballot Monday, the 30th, the school area is to pass upon permissive maximum tax increase from 90¢ to \$1.51 for 1956-7-8-9, for funds needed to operate due to increased enrollment. Polling places are the school and the home of Mrs. Little, Japanui.

On the second ballot, Tuesday, July 3, it is for bonds of \$18,000, for building a new fire station and other structures for this district. The fire board is budgeting \$2,000, for a 99-year cash lease at the Youth Center for a site for the proposed building. Voting is at the fire station, 2435 Highway 80. (See Sun extra of May 26 for details)

Note— It seems strange in this age of atomic power, efficiency, mechanical brains and whatnot, that we should hold two county elections in and for Alpine, on two different dates when they might have been coincided. Thus printing, postage, bookkeeping, election costs and the inconvenience, time and gasoline of voters might have been conserved.

Reminds me of the executive who put a sign 'THINK' in every office, and in a backroom somewhere a wag added this: 'Think-- there must be some harder way to do it!' -CI.

Voting polls open 2 to 7 p.m.

SCOTT WINN OUT OF ARMY

Back by plane from Japan is Scott Winn after serving in a special branch of the army in Korea and Japan. With his mother, and sister Tyler Winn, he is now living in S.D. on 3 weeks' vacation before going back to work with his uncle, Steve Winslow, now living in Minneapolis, where he is engaged in business.

Middle age is that period when you don't care where you go just so you get home by 9 o'clock.



ALPINE JUNIORS IN PART, LEFT TO RIGHT, ADULTS, ED BIKE AND AL HINKLE, TOP ROW; BILL McDERMOTT, JEFF FLIPPEN, STEVE JORDAN, GEO. SNYDER, AL HINKLE, JR. KNEELING; DON FORDNEY, MARTY NEBITT, DANNY NOLAND, BOB CHYNOWETH.

80 LEAVE BURNING PV INN

A roof exhaust fan at the popular old Pine Valley Inn caused a fire Sunday that might have destroyed the famous resort. PV Volunteers and a group of Eagle Lodgers from El Centro stopped the blaze which burned the roof and attic above the kitchen. Over 80 were dining at the time, left safely. The Eagles were on a picnic nearby, reported Manager Morris Havens, who says repairs will be completed shortly.

Happiness, like perfume, cannot be poured on others without getting some on yourself.

**Mountain
Trucking Service**

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Hickory 5-2084

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30-60-90 DAY

CHARGE ACCOUNTS

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EL CAJON

Hickory 4-2177



QUALITY APPAREL SHOPS FASHION

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

G.O. Linne, who retired from active work with his Alpine repair Service this spring, is recovering from an illness which has kept him at his home on Holly Dr. for several weeks.

Chiropractor

Dr. Frank Bornowski

1981 Arnold Way

1/2 MILE WEST OF P.O.

HI5-2169 ALPINE CLOSED WED.

EXPERT

WATCH REPAIRING

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HEART ATTACK TAKES NEELY

Funeral mass is being said this morning at 9 in St. Philomena Catholic Church, 815 W. Victoria, for John L. Neely, 64, who was stricken Monday night at 9, in his home by a heart ailment and passed away at 3 a.m. Tuesday in Grossmont Hospital. The service is by his nephew, Fr. Harry Neely, a teacher of Washington, who came down from Hollywood for the funeral. Rosary was recited by Fr. Jos. di Christina at 7 Thursday evening.

Neely, a past president of the Holy Name Society, Alpine, had lived here on So. Grade road for the past 10 years. He had been a carpenter's mate first class in the navy and was a retired fire captain from S.D. where he had lived since he was 5, having been brought from his native S. Lt Lake City. Burial is in Ft. Rosecrans National Cemetery.

Besides his widow Agnes, Neely leaves two brothers, Chas. A., a fire battalion chief in S.D., Harry E. fire chief at the radar station, Pt. Loma and a sister, Mrs. Ruth Nostrand, Oakland. His father was chief of Police in S.D. during the Harding administration. Mrs. Neely will carry on at the family home. He was a popular citizen and many Alpine friends were shocked to learn of his sudden demise.

CASINO REPORTS TO SHERIFF

Mrs. Mary Da Silva, owner of the Alpine Casino, 1155 Highway 80, came to open up Sunday morning, discovered that her assistant and husband, Mary & James Cox and two small sons had left for parts unknown without giving due notice. She reports \$136 cash was also missing along with a check for \$44, dishes, silverware, towels and an electric drill. She reported it to the sheriff at E.C., who is working on the case.

SQUARE DANCE CLASS STARTS

If you are interested in taking square dance lessons a beginners class is starting in Descanso Town Hall Monday night, 8 to 10. Call Al Schaeffer HI5-2904 for reservations.

NEW FIRE SIREN TESTED

Monday the new \$1,000. electric siren recently purchased by the fire department was given a test run and it was well heard around Alpine, better than the old air horn. Many, not knowing it was a test, thought something was going on unusual. This will help expedite volunteer firemen to urgent calls.

Note- If you do not have one of the Sun's Emergency Numbers list pasted by your phone, you better cut one out and do so, and it won't hurt to have the fire station number written in red crayon somewhere on the wall above, Remember, in case of fire, second count! The number is HIckory 5-2343. Don't dial Operator to report a fire here, they don't know the number, merely sidetrack you to La Mesa Forestry Station!

Sunday Dr. C.B. Loomis, California Western University, will be guest preacher at Community Church. On the 29th Dr. Wm. Rust, president of the same institution will occupy the pulpit, in the absence of Dr. Roger Larson, now in Europe.

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

IN THE MATTER OF THE APPLICATION OF THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY, A CORPORATION, FOR AUTHORITY TO ESTABLISH A SPECIAL RATE AREA IN THE EL CAJON EXCHANGE, SAN DIEGO COUNTY. APPLICATION No. 37955

NOTICE OF HEARING

NOTICE IS HEREBY GIVEN THAT THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA HAS SET THE HEARING IN THE ABOVE ENTITLED MATTER BEFORE COMMISSIONER UNTREINER AND EXAMINER WARNER FOR THURSDAY, AUGUST 2, 1956 AT 10:00 A.M. IN THE AUDITORIUM, ALPINE UNION DISTRICT SCHOOL, HIGHWAY 80, ALPINE, CALIFORNIA, AT WHICH TIME AND PLACE ALL INTERESTED PARTIES MAY APPEAR AND BE HEARD.

R.J. PAJALICH, SECRETARY
PUBLIC UTILITIES COMMISSION OF THE
STATE OF CALIFORNIA

EMERGENCY PHONE NUMBERS

FIRE Station, Alpine . HI5-2343
SHERIFF, Daytime HI4-6171
Nights BE3-0121
HIGHWAY Patrol, Rush . ZE1-2000
Routine call . CY6-0118
DOCTOR, Daytime HI5-2345
Nights..... HI5-2897
AMBULANCE, Martin..... HI4-4403
TOW CAR, Alpine Motor. HI5-2317
PLUMBER, Wilcox HI5-2260
WELL & PUMP, Stockton. HI4-2672
ELECTRICAL, Smitty.... HI5-2880

There's one thing, at least, that can be said in favor of baldness. It's neat.

PARIS MORTUARY

This Area's Pioneer Mortuary

474 N. MAGNOLIA EL CAJON

HI4-5195 HI4-4224

24-HOUR AMBULANCE SERVICE

El Cajon Valley Florist

223 NORTH MAGNOLIA - EL CAJON, CALIF

HI. 4-7325

You Charge It-We Deliver It
FLOWERS BY WIRE. MEMBER F.T.D.A.

ALPINE

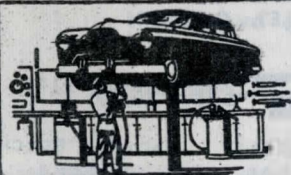
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ANY BOOKKEEPING SYSTEM
PICKUP AND DELIVERY

Complete Tax Service

Meriel Suter

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



Time for Your

VACATION CHECK-UP!

RORIE'S ASSOCIATED SERVICE

HI5-2443 We give S&H Green Stamps Alpine



VALLEY Health Foods

VITAMINS

Closed Aug. 13th thru 18th (week) for vacation.

FOR THE HEALTH OF YOUR FAMILY. COME IN;
WHOLEWHEAT; ORGANIC PRODUCTS; MINERALS.

133 PRESCOTT EL CAJON HI4-8447 W.L. HOUGHTON, OWNER

Dr. and Mrs. Robt. D. Mercer are returning Sunday from a week's vacation in Santa Barbara to attend the horse show. Stephen and Luann remained at home with the grandparents, Mr. and Mrs. D.L. Gill.

JEANETTE C. HINKLE

REAL ESTATE AND INSURANCE

CASUALTY & FIRE

HI 5-2502 HIWAY 80 ALPINE

HICKORY 5-2330

CHAS. B. JOBES

LICENSED

GENERAL ELECTRICAL CONTRACTOR

RT. 1, Box 587-B

ALPINE,
CALIFORNIA

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

OPTOMETRISTS

402 HIGHLAND AVE. HI 4-7881
1 BLOCK SO. CITY HALL. EL CAJON

EMPIRE MARKET

The Friendly Store
That Saves You Money

BEST IN MEATS
AND FOODS.

BEER & WINE

NEXT TO ALPINE POSTOFFICE

WATER SHORTAGE STORY FROM PAGE 1

can prevent householders from wasting water, it behooves every resident of this area, old timers believe, to start individual measures to save water.

Those hereabouts who have spent thousands in getting down into deep water-- over 400 feet-- report their wells safe, but it is the shallower ones that are now giving trouble. Many reservoirs where dams were built are suffering as winter rains were so light that no runoff came, some being below 10% of capacity. Even in moist Desamiso supplies are extremely low.

One of the best wells in Alpine is that of the Tavern Cottages, where George Schaaf, new owner, reports over 21,000 gallons safe in his 24,000 capacity reservoir which he has completely overhauled.

Up on Viejas grade where for years a spring flowed out of a hole in the granite and motorists stopped to drink and fill radiators, today is dry. Many spots around Alpine, once flowing till late summer, are arid.

Another water impoverished area is Magnolia Acres with a small mutual district whose well may go out any day, and they are negotiating for Colorado water. In the meantime they observe strict conservation.

The gravity of present water shortage is shown by concern of Helix Irrigation District which reports last 12 months as driest period in its history.

During the stretch ending June 30, rainfall at Cuyamaca Lake was 25.98 inches, compared with normal of 39.33. Only two drier seasons were recorded since 1888.

Every day somewhere in the south county there is a report of water shortage, rationing proposals, conservation urging, a lowering water table and wells going dry.

Note- Far be it from me to be a calamity howler; I'm more of an optimist, but it is apparent that Alpine, with an ever growing population and prospects of accelerated building with consequent use of water, must face this problem and swallow one big bitter pill of paying for outside water instead of everyone struggling with smaller bitter pills of deepening wells all the time. This is something for every property owner to seriously consider. In the meantime, let us all conserve water. -CI.

It's what you learn after you know it all that counts.

HINKLE EXPANSION SALE ON

In order to clear out appliances and furniture items, Al Hinkle is staging the biggest sale in his history to make space in his new showroom for latest goods. (see ad elsewhere).

Hinkle is one of the fastest growing firms east of El Cajon, serving the mountain areas with lumber, building supplies, etc. He also has Steve Minor as TV specialist and Virgil Bell on refrigerator and appliance service.

113 MORE PHONES OVER 1955

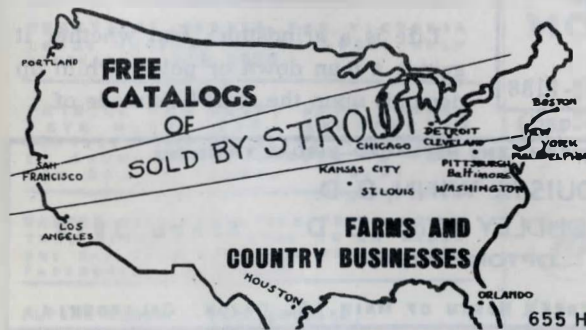
Alpine now has 1039 phones on its Hickory 5 exchange, a jump of 113 over the same time last year, (June 30), reports Wm. Rank, E.C. manager for the company who visited the Sun office Wednesday with District Manager Gordon L. Hough. This mirrors a steady, healthy growth for the company in the back country.

PINE VALLEY HORSE SHOW DUE

Two weeks from tomorrow the annual P.V. horse show and gymkhana starts for a two-day run which attracts young and old horse enthusiasts from all over the county. Many Alpine Mustangs plan to take part, open to the public in this popular resort.

Mr. and Mrs. Ed Bike, Victoria Dr., entertained for three days L. Clyde Cooke and wife from Cushing Academy at Ashburnham, Mass., where Bike formerly taught school. Cooke is headmaster in that institution where he has been for many years. They enjoyed Alpine greatly.

**STROUT HAS SOLD ENOUGH LAND TO MAKE A STRIP
5 MILES WIDE FROM MAINE TO CALIFORNIA**



Strout Realty

FRANK T. ZIRWES,
Representative

655 HIWAY 80 . EL CAJON . HI 4-8787

Fred Rohr and wife are home from a fortnight's vacation drive through the Pacific Northwest and the Yellowstone, report a wonderful time.

ALPINE SALES YARD

2940 HIGHWAY 80 HI 5-2984
MAIL ADDRESS: P.O. Box 234

"ALL KINDS OF NEW & USED STUFF"

"MILE EAST OF TOWN"

ALPINE CASINO

1155 Hiway 80 HI 5-2952

OPEN DAILY 10 A.M. TO 2 A.M.

CLOSED MONDAY
LUNCH. DINNER AND SNACKS
FEATURING: CHICKEN IN BASKET \$1.
HAMBURGERS & SANDWICHES. 25¢

WE REPAIR \$1 HAIRCUTS

CLOSED SUNDAYS, MONDAYS
& HOLIDAYS.

SHOP HOURS 9 A.M. TO 5:30 P.M.

LES BARRETT, ALPINE

Watches

Diamonds



GUARANTEED WATCH REPAIRING

115 W. Main El Cajon HI 4-3628

SWIM PARTY AT ROOKLIDGE'S
Bethel 196, Job's Daughters of E.C. held a delightful swimming party at the Windy Hill home of Ronnie Rooklidge, daughter of Mr. and Mrs. Larry Rooklidge. Lola Lee, E.C. was chairman, working with the hostess, and all members report a wonderful afternoon following the sack luncheon.

PLUMBING

HI 5--2260

E.A. WILCOX

Route 1, Box 226, Alpine, Cal.

LARSON'S of ALPINE

CUSTOM PICTURE FRAMING

ALL STANDARD SIZES STOCKED. CANVASES STRETCHER BARS & PANELS TO ORDER.

CORNER TAVERN ROAD & ARNOLD WAY
HICKORY 5-2496 ALPINE

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Valley Stationers & Supply

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ALPINE Trucking Service

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ROCK . SAND . GRAVEL . TOP SOIL
ROAD GRADING DISCING

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Alpine

Hickory 5-2414 Hickory 5-2188

EYES EXAMINED--BROKEN LENS REPLACED--VISUAL TRAINING

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

McFADIN RANCH STORY FROM PAGE 1

Al Hinkle, Bob Wilson, of Alpine, and Byrl D. Phelps, S.D. engineer. The 90-day escrow closed on June 14, the group shortly before transferred interests to Phelps, T. Deveraux and Otto Berkeley who now plan complete development of the site into about 100 ranchettes. Water will be supplied through a district now being formed, Phelps being experienced in this, having started the original E.C. district.

Presently engineers are checking boundaries preparatory to drawing subdivision plans and as soon as the water district is formulated, sales will commence and building start. No others of the original 10 are in this new group.

Phelps told the Sun that if there is any surplus water after meeting requirements of the subdivision, it will be made available to downtown Alpine, but no promises are being made. He did say that if a workable plan is formulated, the district being started could be the nucleus of an ultimate Alpine water district to bring in and distribute Colorado or Feather River water.

LETTERS TO THE EDITOR

To members of Alpine area Civil Defense:

Wednesday night, July 11, a civil defense meeting was held in Alpine. Five people, with Chief Bill Suter, met at the Y.C. to discuss organization.

It seems to me that human survival should be more important than other activities. Wednesday night Mr. Suter said he had to find a night when no other organization had a meeting. Should he have to do this? really, don't you civil defense members think enough of lives, even your own, to cancel other events to attend?

-Miriam Wilson Bates

Life is a grindstone, and whether it grinds a man down or polishes him up depends upon the stuff he's made of.

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CASH, CHECK, COIN, OR STAMPS O.K.

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FACTORY REBUILT JET. 1/2 W.P. SHASTA. WILL WORK DOWN TO 80'. COST \$145. SELL FOR \$120. LIBERATOR 200 MIHOGRAPH SPEEDOPRINT. NEARLY NEW. AUTOMATIC FEED, ETC. COST \$198. SELL \$120. CINDERELLA WASHER. PORTABLE. FINE FOR SMALL APT. OR TRAILER. COST \$52.50. SELL FOR \$25. NEVER USED. HI5-2394 OR 4215.

PLAYGROUND EQUIPMENT. DEALER. TOT YACHT. UP TO 6 YEARS. ONLY SOLD HERE. DIST FOR U.S.A. 4 MILES W. HY. 80. PH. HI9-2186.

MASTER CHEV. SPORT COUPE. FINE COND. WONDERFUL MOTOR. GOOD TIRES. MAKE OFFER. HI5-2120.

ROLL-AWAY BED. FUEL OIL DRUM LUMBER 2 x 12. A.L. HILL. WILLOWS THERMADOR ELEC. WATER HEATER. 30 GAL. NEVER USED. A REAL BUY AT \$87.50. HI5-2394 OR HI5-2415.

BOSTON STAPLER. FLOOR MODEL. FOOTPOWER. WORKS FINE. WE BOUGHT LARGER ONE. \$45. SUN HI5-2415.

SCRATCH PADS. ALL SIZES & COLORS. GOOD PAPER. 35¢ LB. SUN. HI5-2415

COLLIE. MALE. 11 MOS. OLD \$15. CUSHMAN SCOOTER. 2 SP. TRANS. \$145. HI5-2231.

WORK WANTED

IRONING OR WASHING. MY HOME. WILL PICK UP & DELIVER. HI5-2711.

TYPING.. YOUR OFFICE OR MY HOME. WAITRESS.. NO EXPERIENCE EXCEPT HOME. SALESGIRL. NO EXPERIENCE WILLING TO LEARN. YOU NAME IT. I'LL TRY. MARION KEITH. HI5-2798 (TF)

DONALD FORDNEY. RT. 1. BOX 594. ALPINE. IS LOOKING FOR A JOB. OUTDOOR WORK. 50¢ AN HOUR. (TF)

FOR RENT

2 BR. COMP. FURN HOUSE. 3095 HIWAY 80. HI5-3087. ALPINE

SPECIAL NOTICES

EXPERIENCED NURSE WANTS TO RENT ROOM WITH COOKING PRIVILEGES IN ALPINE. TEL. AT4-3039 BR WRITE NURSE. 3094 44TH ST. SAN DIEGO 5.

PRACTICAL NURSES FOR VICTORIA LODGE NURSING HOME. LOCAL HELP PREFERRED. HI5-2309.

PATRICK KEY SHOP. AUTO LOCKS. KEYS MADE, ETC. SMARPERINO SERVICE. 758 E. MAIN. HI4-1787. EL CAJON. MAIL ORDERS TO PO BOX 51. EL CAJON. (6-3)

WANTED TRANSPORTATION FROM ALPINE THRU HARBISON CANYON TO EL CAJON ONE DAY EACH WEEK FOR ONE OR MORE PASSENGERS. HI5-2120.

ALPINE NEEDS A TAXI SERVICE.

SPECIAL NOTICES

MONEY TO LOAN

EL CAJON FINANCE CO.
133 NO. ORANGE. EL CAJON. HI4-4103.

MOTELS & COTTAGES

THE WILLOWS MOTEL & COTTAGES. DAILY WEEKLY. MONTHLY RATES. HI5-2216

PERSONALS

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

TRAILER PARKS

THE OWNER OF THE ALPINE TRAILER PARK. MRS. HAMILTON. IS REOPENING. WALTER JOHNSON IS THE NEW MANAGER. CAN ACCOMMODATE LARGE TRAILERS. REASONABLE COR. ARNOLD WAY & TAVERN ROAD.

Eloquence—saying the proper thing . . . and stopping.

ELSIE & RALPH'S HOBBY SHOP

FURNITURE MANUFACTURING. UPHOLSTERING FREE ESTIMATES CHILDREN'S FURNITURE A SPECIALTY FREE PICKUP & DELIVERY

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PRESCRIPTION PHARMACY
113 W. MAIN EL CAJON TELEPHONE HI4-3135
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Complete Automotive Repairs
Arc & Gas Welding

76 GAS OIL LUBRICATION
HI5-2317 2038 Hiway 80

THE ALPINE SUN

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FORTNIGHTLY ON FRIDAY

ALPINE, SAN DIEGO COUNTY CALIFORNIA
CLARKE IRVINE, EDITOR-PUBLISHER
ALICE IRVINE, NEWS & COMPOSITION
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AT SUNNYSLOPE RANCH, WHERE WE DO
A HEAP O' LIVING EVERY DAY!

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FORTNIGHT TO JULY 18
AVE. HIGH 91, LOW 51
EXT. HIGH 98, LOW 42
RAINFALL, SEASON 11.18

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