

Our 13th Year



# ALPINE SUN



Best Climate in US by Govt. Report.

VOL. 13, No. 1, (307) ALPINE, CALIF. FRIDAY, JAN. 10, 1964 10¢

## New Building Rises

Everything is progressing in erection of the new Bob Wilson Texaco Station, 2232 Hwy 80, with two huge pillars of steel rising to support a Texaco sign 55 feet above the road.

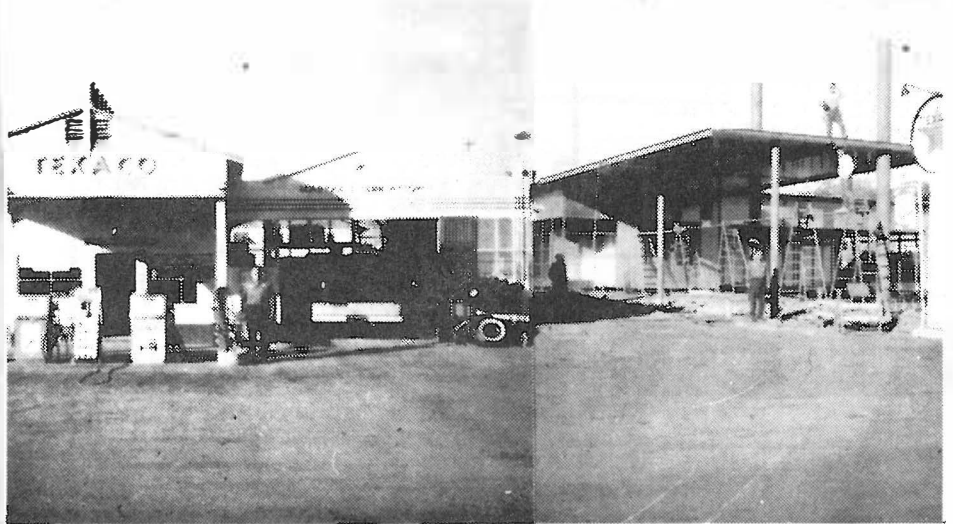
The new super station will have three bays and four twin pumps, with com-

MORE ON 24

## Chamber Feast

Everything is shaping up well for the annual meeting and dinner of Alpine Chamber of Commerce in the school auditorium at 6:30 on Saturday, Jan. 18, says president E. Ross Mallette, who with other officers and directors are to be installed.

Wednesday night the board



## FREELAND RESIGNS

The board of directors of Alpine Chamber of Commerce has named Orville E. Palmer secretary to succeed E.L. Freeland, resigned, as both director and secretary, although he had not yet been installed. Palmer will be put in at the annual meeting on January 18.

met to conclude all plans, says O.E. Palmer, co-chairman with Corky Jones. Committees busy on preparations, with chairmen: Program, Richard Harris; Tickets, Jerry Funk; Decorations, Mrs. Norman Foster; Dinner, Corky Jones, (to be catered by an outside firm); hostesses and entertainment, Mrs. Katherine Blaci.

Mallette says there will be a \$50. bond door prize

MORE ON 24

HEAR EDITOR IRVINE, XEMO 860, SAT. 5:30 & SUN. 11:30 PM

If all cars in the United States were placed end to end, some fool would pull out and try to pass them.

**EL CAJON THEATRE**

444-3272

NOW THRU TUESDAY  
 JACK LEMMON  
 SHIRLEY MACLAINE  
 IRMA LA DOUCE  
 SUZANNE PLESCHETTE  
 TY HARDIN  
 DOROTHY PROVINE  
 'WALL OF NOISE'



MISS MARGARET SMITH, RECENT ARRIVAL NOW LIVING AT 2251 TAVERN ROAD, ENTERTAINED OLD FRIENDS FROM TUCSON THIS WEEK, MR. & MRS. GLENN MCCRACKEN. HE IS A RETIRED MUSIC TEACHER AND HIS WIFE IS ALSO RETIRED FROM TEACHING. WEDNESDAY THEY ENJOYED LUNCH AT THE HOTEL DEL CORONADO. THEY DRIVE ON TO LAGUNA BEFORE RETURNING TO ARIZONA.

**AERO DRIVE-IN**

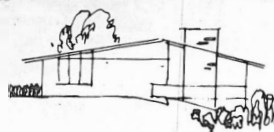
BOSTONIA 444-8800

NOW THRU TUESDAY  
 SIDNEY POITIER  
 'LILLIES OF FIELD'  
 SUSAN HAYWARD  
 'STOLEN HOURS'  
 'FOOTBALL HIGH-  
 LIGHTS OF 63.'

swapmeet weekly, 9 to 5  
 Sat. 35 & 50¢ per car  
 Sun. 50¢ & \$1 per car

**JANUARY**

**SALE**



Pre-finished Mahogany Panels, 4x8 \$3.75  
 White Vinyl Paint, Int. or Ext. gal. 2.98  
 Roll Roofing, 90 Pound 4.00  
 234 Pound Thick Butt Shingles per sq. 9.95

For Pipes, Fittings, Plumbing Supplies and Information Call

**AL HINKLE LUMBER**

2101 Hwy 80

Alpine

445-2184

**FLORENCE'S MARKET**

**FOOD SPECIALS FRIDAY THRU WEDNESDAY**

FRESH, LEAN & MEATY

**SPARE RIBS** SMALL SIZE **39¢** Lb

DELHAVEN

**SAUERKRAUT** #2½ CAN **19¢**

VAN CAMP'S

**PORK & BEANS** #2½ CAN **2/39¢**

BITS O' SEA

GRATED

**TUNA** 5 CANS FOR **99¢**

CARNATION **MILK** TALL CAN **7/99¢**

SIMPLE SIMON 8-Inch **APPLE PIES** Frozen **29¢**

**BANANAS** 2-Lbs **25¢**



**COLD BEVERAGES**

**BEER, WINE, LIQUOR**

ED ROWAN, Manager

2262 Hwy 80

Alpine

445-2436

# EDITORIAL

## Is Foreign Aid Making American Poverty?

If you read President Johnson's State of the Union message to a joint session of Congress Wednesday, you no doubt noticed he plans to wage an 'unconditional war on poverty in America'.

So where is the great prosperous America? We have been let to think for decades that we have the best life on earth, but now we are on an all-out war on poverty!

Why are we all not spending more money on luxuries and things that the whole nation needs, as roads, water, sewers, schools, and free higher education?

For the reason that our

economy has been wrung so dry by foreign aid and high government spending that we face a disastrous financial debacle.

The poor little working man of the US is supporting foreign princes, and maybe some from here, with millions in this foreign aid which is plucked off his paycheck every week by a process of law, which nobody voted for!

This has weakened our economy, for what a man hath not, he cannot spend, and buying at home keeps up domestic prosperity. If we are living in luxury, it is luxury at a price, and a payment of interest, on loans, purchases and so on.

How long will we force our young men into military service to go abroad and be murdered? How much longer will we cough up money to support a lot of foreign spending that will never come home? We have written before on the constitutionality of taking money from taxpayers to give away without their balloting on it. At home we must vote bonds for schools, roads, water, but for giveaway, we are jailed if we don't. How come? -CI

### ALPINE SUN

America's Tiniest Newspaper

445-2415 OR 445-2394

2255 Tavern Rd. Mail Rt. 1, Box 189

ALPINE, SAN DIEGO COUNTY, CALIFORNIA

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10¢ PER COPY. BY MAIL. \$2. YEARLY

CLARKE IRVINE, EDITOR & PUBLISHER  
AOPA 196347

ALICE IRVINE, ART & COMPOSITION  
OWNED BY HEALTH DEFENSE LEAGUE INC.

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All paid. Second class mail privileges authorized at Alpine, California.

EST. JAN 1952. ADJUDGED FOR LEGAL ADS ON 11-12-59. IN SUPERIOR COURT, NO. 238120.



HUGE STUMP GOES TO DUMP FROM BEN CERVENY'S FRONT YARD ON HWY 80. FRITZ ARNDT AND BOB MITCHELL, OWNER OF RIG, WITH LEO GREEN, HOIST MONSTER STUMP TO TRAILER. MITCHELL ESTIMATES IT WEIGHED OVER 5 TONS.



Jan Yohe, a jolly checker at Florence's Market, is back after an operation on her throat, but has had to whisper a lot. She had the surgery early in December, was unable to speak for seven days.

HAIG C. MERIGAN, D.D.S.

**DENTIST**

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Off. 444-2139

Res. 444-7619

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## CORD SETS REPLACED

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### WHY TAKE CHANCES?

We can make a quick safe replacement while you wait. Bring your Appliance in TODAY!

AGHAM'S

Appliance & Refrigeration Service

24 HOUR EMERGENCY SERVICE

2353 Hwy 80 445-4161

## HOMESICK?



Cheer up! For an amount you'll hardly miss, you can place a Long Distance call to those you do miss. And to them, nothing says you like your voice.



**Pacific Telephone**

PART OF THE NATION-WIDE BELL SYSTEM

## Gamble is Elected

Veterans of WW1, held its election Monday, named W. W. Gamble, Sr. Vice-Cdr, who was in charge during the absence of John R. Reynolds, head of the barracks.

The Auxiliary conducted by Mrs. Goldie Vancil, president, named Mrs. Esther Francisco as president. All officers will be installed at the February meeting.

### CAKES & PASTRIES

For Weddings, Birthdays  
and Special Occasions

### TASTY BAKE SHOP

144 E. MAIN 444-3686

### FOR RENT

Alpine

2 BEDROOM HOUSE

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Spare you of every detail

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Observe every wish

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Operated  
Funeral Home

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EL CAJON

## COOKING CLASSES START

Two free cooking classes featuring Mexican dishes will be part of the new year program in 'Gracious Living with Modern Appliances', offered free by the SD Gas & Electric Co., in its spacious auditorium, 104 N. Johnson in EC. Dates are this Tuesday from 12:30 to 2, and again Tuesday, Jan. 28, from 10 to 12:30.

As usual Thelma Walters, home economist with the firm, will be in charge to explain about making the many tasty Mexican dishes which most folks hereabouts are so fond of. Admission is free and there will be many door prizes she says.

## MRS. STEINBACH

Services were at 4 pm Wednesday in Lakeside Funeral Chapel for Mrs. Fritz Steinbach, 60, of 2887 South Grade Road, who died Monday in an El Cajon hospital. Cremation followed. She was a native of Germany, had lived here with her husband for over a year. She is survived by her husband.

# 4.85%

CURRENT RATE PER ANNUM EFFECTIVE JANUARY 1, 1964  
PAID OR COMPOUNDED QUARTERLY ON INSURED SAVINGS

## SOMETHING MORE TO COUNT ON



Always... consistently high earnings backed by the sound financial structure of the three Southland Savings and Loan Associations plus protection to \$10,000.00 on your savings at each Association by the Federal Savings and Loan Insurance Corporation. This means with an account at each Southland Association, you individually can have savings insured to a total of \$30,000.00. When you save by mail—Southland pays all postage.

FUNDS PLACED OR POSTMARKED BY THE 10TH  
OF ANY MONTH EARN INTEREST FROM THE 1ST.



THREE INSURED ASSOCIATIONS WITH SEVEN LOCATIONS

# TOP TALK

By Cynthia Irvine

Well, I had to start the new year out with the flu and a sprained ankle and I didn't like either one. I had made so many plans for the two weeks vacation that I could hardly wait and then this had to happen. Too bad but that is life I suppose.

We rode over to visit Anna Reinhold and she gave us some news. Betsy McCall left to spend the rest of the school year in Spain with her Aunt Rhoda who has lived in Europe for the past several years with Betsy's two cousins Cessy and Laurie. They love it and when Blanche goes over in the summer Betsy will return with her. She is lucky to be able to go. She sold her two horses but still has the colt to train this summer when she returns.

Only 12 Pequeno Riders could go to Sandy and Susie Elliot's fun show down at Dr. Immenschuh's Ranch Dec. 21st but we all had the best time. We took food and stayed overnight and Mrs. Immenschuh fixed up the stalls with fresh hay and we put our sleeping bags down and had a good time. The show was well attended and every one of the prizes were won by our club. JoAnn Villa's mother and dad brought her

over and then invited us all to fix our dinner at their house as we didn't have too many facilities at the ranch and we really were happy to do that. We appreciated it too.

Maxine Kinikin is coming along with her broken arm and hopes to have the pin removed Monday. She will know then how much longer she has to stay off of her horse Molly and also when she can get the cast off. It happened Dec. 1st so she is getting a little weary of carrying around all that plaster. Her little chihuahua Yoyo had to spend a week in the hospital as he had a virus or something. But Maxine says it was worth it as he has been eating real well and not so finiky as he used to be.

I am taking my horse Smokey down to the Frontier Riders' open horse show Sunday and so is JoAnn Villa. Her dad is coming to pick up Smokey for me so I can go. The last time we went Mama and I rode our horses to Lakeside but it was too long and tires out the horses too much. I think Cathy Casey is going but haven't talked to her to be sure.

Our Pequeno Riding Club is just waiting to hear from the Horseman's Association before we start the year's activities. We are all anxious to have a horse show.

A WELL-EARNED REST DOWN ON THE DESERT IN THE SUN AT YUMA WAS ENJOYED LAST WEEK-END BY MR. & MRS. JERRY HARMER, OPERATORS OF FLORENCE'S MARKET. SHE IS THE DAUGHTER OF THE LATE FLORENCE CLARKE.



Mr. and Mrs. Tom Hughes, he's in the air force at Mt. Laguna, have taken one of the places at Pine Log Court, owned by Mrs. Billie Garrison.

"Good morning, ma'am. I'm from the gas company. I understand there's something in the house that won't work."

"Yes. He's upstairs."

## THELMA WALTERS



HOME ECONOMIST  
Eastern District

**SAN DIEGO  
GAS & ELECTRIC CO.**

suggests

"Gracious Living With Modern Appliances" will be the theme for our twice-a-month cooking schools this year and we hope you will plan on joining us as often as possible.

To begin the year we will help you with your Mexican Food by covering the fundamentals of Mexican cooking and show you how to prepare special dishes.

"La Cocina Mexicans" will be the theme of our January programs. You are invited to join us Tuesday, Jan. 14,

from 12:30 to 2 p.m. in the comfortable auditorium of San Diego Gas & Electric Company's Eastern District Office at 104 North Johnson Street in El Cajon. The program will be repeated Tuesday, Jan. 28, from 10 a.m. to 12:30 p.m.

We will explain how to prepare basic Mexican foods including Tortillas, Tacos and the staple Mexican soup-- Menudo. We think you will especially enjoy preparing special Taco dinners like Tacos de Crema (tacos with sour cream).

Also, we will prepare the favorite steak dish-- Carne Asada. We'll teach you how to cook Frijoles and to make Colache (the vegetable dish of squash, corn, tomatoes and onion). And, of course, we will prepare Guacamole salad and Chile Rellenos. For dessert, we will try Empanadas-- the light pastry shell filled with whatever you prefer; we'll use a custard. We will also do other chicken and beef main dishes.

Join us won't you. Admission is free and there will be free door prizes.



# Sandy's Feed Store



Albers & Universal Feed

Hay - Feed - Seeds - Chick & Pet Supplies

**FREE DELIVERY**

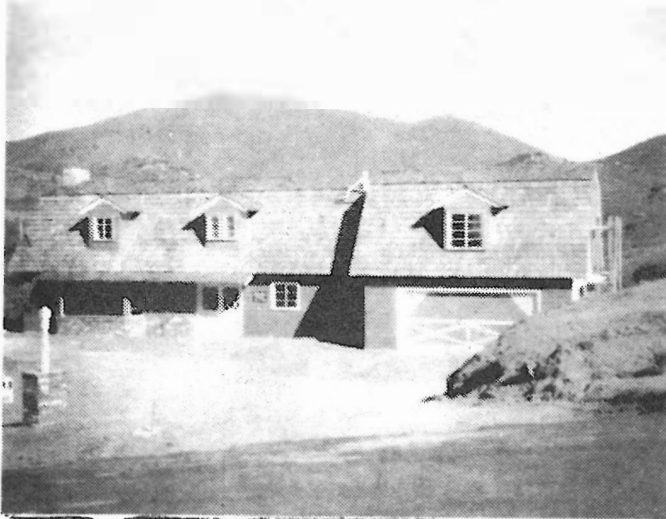
Hours 8 a.m. to 6 p.m.

Ellen & Warren Sandy

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El Cajon

907 E. Washington



ANOTHER BEAUTIFUL NEW HOME COMPLETED BY MELVIN MATZENER. AT 3010 VENADITO IN PALO VERDE RANCH FOR AUREN PIERCE. IT HAS 4 BEDROOMS, 3 CAR GARAGE AND IS TAGGED AT \$58,500. JUST ONE MORE NICE ADDITION TO GROWING ALPINE

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El Cajon



## Travel Bureau

GREYHOUND BUS AGENCY

Scheduled Airline Tickets

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EL CAJON

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For Your Health Foods, Vitamins And Special Diets  
Purchase With Safety And Confidence At The

## VALLEY HEALTH FOOD STORE

IN BUSINESS SINCE 1950

W.L. HOUGHTON, OWNER

The address is still 133 Prescott, El Cajon, HI4-8447

## KEDDIE ON NEW KFMB HOUR

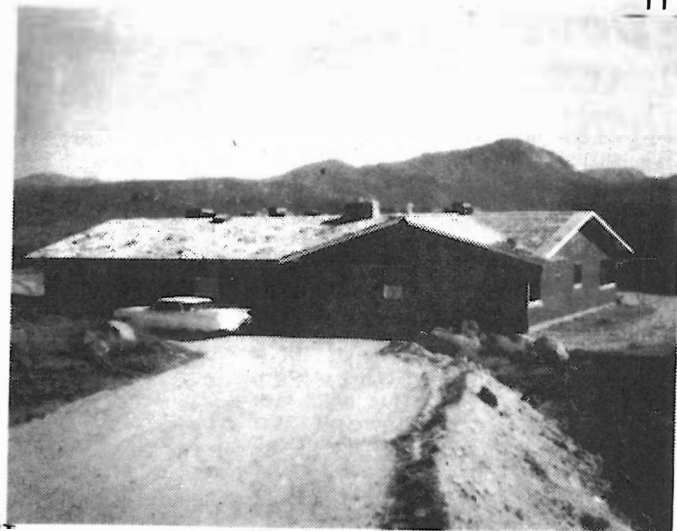
On Jan. 1 that popular 'Come on the Ranch' hour with Howard Keddie, veteran radioist, moved from 5:30 am to 6:10. This interesting program is sponsored by the SD Gas & Electric Co., over Radio KFMB, 540 on the dial.

Writing the Sun, Keddie says 'Thanks for your Christmas Sun, it turned out real good. Congratulations.' (Thanks, Howard.)

A TOMCAT and a tabby were doing some passionate courting on a back fence at the witching hour of midnight. The tom leaned over and screamed with all the pent-up passion buried within him, "I'd die for you!"

The tabby gazed at him through lowered eyelids and purred her reply, "How many times?"

HORNUNG BUILDERS OF EC ARE PUTTING UP THIS FINE NEW 4-BEDROOM HOME ON CALLE DE COMPADRES, OVERLOOKING LAKE IN PALO VERDE RANCH. PRICE TAG IS \$49,500. INCLUDES 2 CAR GARAGE, 2 1/2 BATHS. HORNUNG PLANS ANOTHER NEARBY SOON.



Mr. and Mrs. Sam Randazzo held a family reunion during the Christmas season when their children brought their families and they enjoyed seeing their six granddaughters all together

FATHER—So you want to become my son-in-law, do you?

SUITOR—No, sir, I really don't. But I want to marry your daughter and I don't see how I can avoid becoming your son-in-law.



# NEW GMC

## Pickups \$1988

AT

## BALLANTYNE BUICK

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Over 40 Years of Quality Service

300 El Cajon Blvd.

El Cajon

## DOUBLE TALK

By Cecile & Celeste Irvine

I have some sad news to tell for my sister Cecile. She just couldn't write about it and I don't blame her. Last Thursday she rode her horse Meo up to spend the night with Pam Weisbach and somehow Meo cut his foot. Pam's dad didn't think she should bring him home so they put him in the stall and the next day his foot was better so they put him in the pasture and went to El Cajon. When they got home around 4 they noticed Meo couldn't walk. They called Mama and she went up with Cynthia to see him. Somehow he had broken his coronary bone and split the pastern part way up. Mr. Mac came up and looked at him and Dr. Immenschuh said it was too badly broken to put a cast on. If we had he would not have been able to walk on it properly so we had him put to sleep. Mama said it was the hardest decision she ever had to make but was just one of those unfortunate things that can happen. Cecile was sad about it as she really loved him.

Laurie McGrath has some good news and some not so good. She had to spend Christmas Day in the hospital as she had to have

her appendix taken out. We came back from the fun show at Dr. Immenschuh's Ranch and she was feeling sick then. When she got home her mother took her to the doctor and then to the hospital. She is ok now but it wasn't too much fun spending the whole day in bed. Her dad made up for it though and bought a nice 2 horse trailer for her so she can come up to our shows real easy now.

Cathy Bittner has her nice palomino up for sale. He kicked her in the head so her mother thought it was a good idea to sell him and wait till she was a little older before they got another horse. He is a nice, gentle one so call them if you are interested.

Linda Nichols little sisters were really thrilled Christmas when they both got a shetland pony. They weren't expecting them either.

We have a new girl, June Brown from Jamule in our class. She has 3 sisters and 1 brother and lives in Japatul Valley.

Our whole 8th grade is planning a graduation trip to Disneyland but we have to raise some of the money so Sunday we are starting off with a car wash at George's Flying A Station at 9 and lasting till 4:30. Get your car washed and help us out at the same time. Later on we plan other money making things.

Jack—"Dad, what are ancestors?"  
Dad—"Well, my boy, I'm one of your ancestors. Your grandfather is another."  
Jack—"Then why do people brag about them?"

## Mckie Realty

2355 Hwy 80 445-2217  
P.O. Box 398 Alpine  
Elsie Hoffman, Associate  
'Before You Sell or Buy See Mckie'

## 5 Billion Eggs Sold!

Ed Zimmer and his wife Scotty have just come up with some rather surprising figures.



In the 17 years of producing and selling fresh eggs at their famous Adobe hacienda, on Hwy 80 three minutes above town, they have handled over 5 billion eggs! And they are keeping right on with the finest breed of hens, without drugs and vaccination.

'Over that period we've worked mighty hard but we've learned a lot' says Zimmer, recently back from Naval Hospital and a major operation, but recovered and on the job a full day every day.

There have been many changes in marketing and selling, he avers. Formerly

stores used eggs as a leader, selling at or below cost. But today they have reversed it and added 15 to 25 per cent profit.

So Ed and Scotty changed to a policy of selling at wholesale direct to the public with only 25% profit on their cost of production.

'We quit wholesale to stores' Zimmer declares 'so we don't have all our eggs in one basket, as it were'. He has just installed a colorful windmill which attracts much attention and out of towners drop in to get fresh eggs from their drive-in, open daily from 9 to 7.

'Lots of folks do not realize that eggs are a No. 1 high protein' declares the veteran poultryman, 'and doctors recommend them as a wholesome, natural food, so at our new low prices as of Jan. 10, there's no family that can't afford good, fresh eggs'.

## TV Service

BLACK & WHITE & COLOR  
40 YEARS IN ELECTRONICS

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Honest Prices  
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FRONT END ALIGNMENT

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SERVING ALPINE & MT. EMPIRE

Complete Motor Service

24-HOUR TOWING

Wheel Balancing  
Automatic Transmission

HAROLD, GEORGE & LARRY  
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Hwy 80 at Tavern Rd., Alpine

IF YOU FORGET TO FILL  
YOUR CAR IN ALPINE  
Stop At

Ken Johnson's Texaco  
Johnstown

13797 Hwy 80 443-9515

## CERVENY FAMILY REUNION

Christmas Day a family gathering of 16 enjoyed dinner at the home of Mr. and Mrs. Ben Cervený, 2455 Hwy 80. It was also a sort of celebration of birthdays for their granddaughter Lisa Kay, who was five on Dec. 28, and her mother Loretta Arndt, the Cervený's daughter, whose birthday came on Jan. 4. Loren Robertson, Mrs. Cervený's father, is here for the winter from Memphis, Texas.

A TOURIST stopped to talk with a backwoods farmer. "I see you raise hogs almost exclusively around here," he said. "Do they pay better than corn and potatoes?"

"Well, no," drawled the farmer, "but hogs don't need no hoein'."

PEACEFUL IS THIS PASTORAL SCENE LOOKING SOUTH TO LYON'S PEAK ALONG SOUTH GRADE RD. FROM ELTINGE DR. HERE HORSES GRAZE AND TRANQUILLITY PERVADES COUNTRY-SIDE WHICH BEKONS CITY DWELLERS WHO WISH TO GET AWAY FROM IT ALL. IN FEW YEARS THIS WILL BE BUILT UP WITH NICE HOMES ON ACRE OR LARGER SITES. THIS IS ALPINE! IRVINE PHOTO.



## Kip's Cafe

### FINE CHINESE FOOD

Delicious, Oriental, Exotic  
ORDERS TO GO. ALSO HOME DELIVERY  
Closed Monday - Free Parking  
1058 E Main, El Cajon, 442-1211

## Road Oiling

### Fred D. RUSHING

GRADING & EQUIPMENT RENTAL  
Backhoe work  
Building Sites, Roads  
Driveways, Trenching  
445-2214 Alpine, Cal.

## BACK WITH MANY TREES

Mr. and Mrs. Carl Rose returned from a tree buying trip to the LA basin where they bought a lot of young stock for their Pine Acres Nursery, 1267 Arnold Way. They stopped in Culver City to visit her sister. Most of the items are fruit and shade stock for early planting.

Mr. and Mrs. Fred Grosclaude from EC have rented the cottage on Wheeler St. owned by Mrs. Billie Garrison. He is retired, plans carrying on a locksmith business here.

## 34 NOW AT CENTER

Mrs. Patricia Mitchell, who with her husband runs Alpine Convalescent Center, reports they now have 34 folks living in this fine new establishment. They have 13 on the staff.

They are completing an enclosed patio for those who can get around outside on these warm winter days

WANT TO SELL IT?  
TRY A SUN CLASSIFIED.

## Alpine CONVALESCENT Center

STATE LICENSED

Conscientious Service  
Balanced Meals  
Congenial Atmosphere

24-HOUR NURSING SERVICE  
REASONABLE RATES  
DEPENDING ON CARE REQUIRED

P.O. Box 397

2120 Hwy 80

445-2771

THE THEATER usher was astonished to see a kangaroo sitting in the front row munching a bag of peanuts.

He whispered, "Where'd you get the peanuts? I thought the machine was broken."



## Don's AUTO SERVICE

WE GIVE S & H GREEN STAMPS

2139 Highway 80

445-2132

## COMPLETE FENCING

CHAIN LINK - REDWOOD - BLOCK WALLS

American Fence Co. 327 Cypress Lane, El Cajon, 442-3396



"I'M ALL OUT of sorts," a man commented to a friend. "The doctor said the only way to cure my rheumatism is to stay away from dampness."

"What's so tough about that?" asked the friend.

"You've no idea," explained the first man, "how silly I feel sitting in an empty bathtub going over myself with a vacuum cleaner."

**JEANETTE C. HINKLE**  
Real Estate & Insurance

445-2502

2105 HWY 80 ALPINE



JEWELER - WATCHMAKER  
EXPERT WATCH REPAIRS  
445-2717

*Watch Sick? See Pick!*

**LOUIS PICK**

PHONED WITH CINDY'S ACTIVE SPORTSWEAR  
2502 Hwy 80, Alpine (Just East of Dinosaur Park)

**Cindy's**

Active Sportswear

for *Milady*

*Exclusive -- but not Expensive*

OPEN 10 TO 6, FRI TILL 9,  
CLOSED MON

2502 Hwy 80 445-2717



IN MANY SMALL BUSINESSES TODAY, THERE IS USUALLY A WOMAN IN IT WITH HER HUSBY. HERE IS MRS. ANN MERRILL, WIFE OF RICHARD MERRILL, 5429 WILLOWS ROAD. THEY RUN THE BIGGEST GROCERY CIRCULAR PRINTERY SOUTH OF L.A. SALE PRICES COME IN ON THEIR TWO PRIVATE PHONES WHICH TRIGGER A FAST OPERATION OF PRINTING AND MAILING. MERRILL'S POSTAGE BILL IS OVER \$1,500 WEEKLY!

HER FATHER asked his prospective son-in-law if he could support a family, and we have to admire the young man's answer—"No, sir, I was only planning to support your daughter. The rest of you will have to take care of yourselves."

**ALPINE NURSING HOME**

24-Hour Service

Est. 1956

**IN QUIET, PEACEFUL SURROUNDINGS**

Gives Homelike, Personal Care to Confused,  
Forgetful or Senile Ladies

873 Arnold Way

445-3125

Alpine

**23 WERE NOT LONELY**

Bert Fuller, service officer of the VFW, which cooperated with the FRA in putting on a Christmas dinner for the lonely older folk here reports that 23 partook of the nice meal. Fuller arranged volunteer transportation for all unable to get there. Aiding in serving were the Jim Radfords and the Sam Randazzos.



AN ARTIST WITH HOT FLAME IS DON STOVER WHO RUNS DON'S WELDING AND SWAP SHOP, 2538 HWY 80. IN REAR OF FORMER GREEN'S FEEDS. DON CAN MAKE OR REPAIR JUST ABOUT ANYTHING OF METAL, INCLUDING SILVER AND GOLD, BUT MOST IS STEEL. HE WORKS WITH GAS OR ELECTRICITY. HAS A PORTABLE OUTFIT.

Success is not so much a matter of talent as of concentration and perseverance.

**SHELL STATION**

Complete Service

Tires & Accessories

*Ralph & Lavon Becker*

We Give S & H Green Stamps

4007 Hwy 80

445-9561

**20,000 EGGS DAILY NOW**

Col. John Hood of Deer Hollow Egg Ranch reports that they are getting in 10,000 more layers on Tuesday which puts them at the halfway mark in installation of laying sheds on the big ranch, Japatul Valley. Daily production is now 20,000 eggs, he adds.

They just finished a new deep well at 150 feet which is producing 60 gpm, a delightful bit of news!

Stop At

**DON DIEGO'S**

Mexican & American Food

**443-2814**

Orders to take out

HOSTS - PAULINE AND DEWEY

KEG & BOTTLE BEER - WINES

OPEN DAILY TO 9 PM

FRIDAY & SAT TO 3 AM

**13675 Hwy 80 Johnstown**

*"That's  
My  
Bank!"*

**First  
National  
Bank**

OF SAN DIEGO

Member Federal Deposit Insurance Corporation

1402 EAST MAIN ST., EL CAJON  
W. LEROY BOOTH, MANAGER



HERE IS MRS. JOHN GAULT, TAVERN ROAD, WHOSE HUSBAND IS ALPINE SALES REPRESENTATIVE FOR CARL BURGER DODGE IN LM, WITH NEW TRUCK JUST BOUGHT FOR THEIR RANCH. IT HAS CAB LIKE SEDAN, A STURDY VEHICLE. GAULT IS RETIRED NAVAL COMMANDER, AND A PILOT.

A STRANGER in town stopped to look over a campus. Meeting a student, he asked, "What's the name of this school?"

"Sorry, sir," said the boy politely. "I'm just a football player here."

*Be Lovely*  
**PERMANENTS**  
**\$6.95**  
 7 Operators To Serve You **6** And Up



**Shampoo & Set \$2.00** And Up

**Sarah's Cuyamaca Beauty Salon**  
 113½ W. Main St. 442-9601  
 El Cajon  
 Phone for App't Now  
 Open Mon. & Fri. Evenings

### CofC Lowers Dues

At the last session of directors of Alpine Chamber of Commerce a new set of bylaws was adopted. Main change was reduction of dues for active members from \$35. to \$20 a year. Instead of using the calendar year, it will assess on a fiscal year basis, from Oct. 1. Dues now due will cost \$15, for the nine-month period from Jan. 1. The only other class will be honorary membership.

You remain young as long as you can learn, as you can contract new habits, and stand contradiction.

**GAS**

For Trailer or Home  
**Prompt, Courteous Service**  
**Alpine Butane Co.**  
**444-3173**



BEAUTIFUL IS REFLECTING SURFACE OF PLACID LAKE IN PALO VERDE RANCH THE EXCLUSIVE PIERCE SUBDIVISION. BEAUTIFUL HOME OF THE AUREN PIERCE'S IS AT FAR SIDE.

### REYNOLDS TO REST HOME

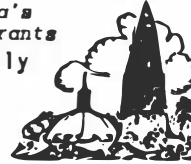
Bert Fuller, service officer of the VFW reports he has made arrangements for John R. Reynolds, commander, Veterans of WW, now in Naval Hospital recovering from a heart attack, to come to Sunny View Lodge, 9680 Viewside Lane, near Fairview, probably next week. He will require quite some time for complete recovery, so his many Alpine friends may know where to contact him.

A LADY was very much pleased because her husband had called her an angel. Unaccustomed to compliments from him, she asked why he had called her that. "Because," he replied, "you're always up in the air, you're continually harping on something, and you never have a thing to wear."

**Glenview Feed Co.**  
 HAY - FEED - VACCINES - ETC.  
 Poultry Equipment  
 DELIVERY IN ALPINE THURSDAYS  
**443-1310**  
 13283 Hwy 80 at Los Cocheros

**INCOME TAX SERVICE**  
**Marie Gavin**  
 For Appointment Call  
**HI 5-2812**

**Cafe del Rey Morro**  
*One of America's Better Restaurants*  
 12-8 pm Daily  
 Your Host  
 Jerry Dicus  
 234-2161  
 Balboa Park,  
 House of Hospitality, San Diego



ACCOMMODATIONS FOR LADIES AND SMALL PARTIES AND BANQUETS

**Pierce Realty Co**  
**BILL BROWN, Mgr.**  
 Ranches, Homes,  
 Acreage, Income  
**445-2631 Eves. 445-3035**

## SENIOR CITIZENS MEET

If you are interested in organizing a senior citizens Club be at the Youth Center Jan. 13 at 1 pm reports Myrtle Hoffelder, in charge. For further information call Erna Earl, 445-3808.

John Bilsky's daughter Barbara Manscom is the proud owner of a three year old thoroughbred named Guyya out of Corporal Second and Reading Time. Barbara purchased the horse last week from Rancho Santa Fe fall sales. She is going to train him for a jumper.

### McGUFFIE'S SUNDRIES

MEDICAL PREPARATIONS - VITAMINS

### FOUNTAIN LUNCH

PAY LIGHT & PHONE BILLS HERE  
2363 Hwy 80 445-2121

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Homes - Ranches - Land  
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### The Californian

AWNINGS • CABANAS • SCREENED ENCLOSURES

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Mobile Homes • Patios • Residences  
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COME IN AND SEE OUR  
SHOW ROOM DISPLAY

## Woman's Club Busy

President, Mrs. H.W. Johnson will preside at the regular business meeting of the Woman's Club at 2 pm on Tuesday, Jan. 14. The afternoon's entertainment, under direction of Mrs. Orville Lusk will open with the assembly singing the club song My Alpine which was written many years ago by a member, Mrs. Lucille De Mott, and is printed for the first time as a part of the Club's year book. Mrs. Lusk will be at the piano.

The highlight of the afternoon will follow when members and guests will hear an outstanding speaker Mrs. A.F. Benton of Merced, a former state president, Calif. Federation of Women's Clubs, and now state chairman of "Status of Women". She will give a talk on this subject. While here, she will be entertained by Mrs. Harry Colby, president of the So. District Federation.

Publicity chairman, Mrs. Pete Vanvil asks that members come and bring guests to give this important personality a good welcome, and says this will be the last state speaker to visit the club this year. Hostesses for the tea hour are Mes. Kenevan; butcher; cerveny and vitalich.

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# SPECIAL

MANES ROACHED

75¢

One Month Only

Call Cynthia Irvine

445-2394

BURTON ICKES  
BESIDE ONE  
OF HIS BOATS  
ON LOT WHERE  
HE RECENTLY  
BOUGHT HOME  
AND SHOP,  
2723 HWY 80.  
FOR BOAT  
ASSEMBLING  
BUSINESS.  
WITH HIS  
WIFE HE JUST  
MOVED HERE  
FROM PASADENA.  
SALE WAS BY  
LILLIAN BARRETT  
OF SMITH REALTY



## WHEAT GRASS SEED READY

Doug Walker, old time rancher above the Willows bridge off Hwy 80, whose parents founded the famous resort, and where he was born, now has his new topaz pubescent wheat grass ready for sale. This is a new project for the county, and his seed has just been certified. He has experimented with it for several years and four acres have yielded 4000 pounds to the acre.

It grows on both dry and irrigated land anywhere between 2500' and 4500' elevation, is good for permanent pasture, also for reseeding burned areas, reseeding itself, perpetuates for years, makes fine pasturage for stock.

ADVERTISING PAYS IN THE SUN

# Milk

## GOLDEN ARROW DAIRY

"...ask your neighbor!"


For Home Delivery call

home office 296-6205

WINNER OF 8 GOLD MEDALS AT THE STATE FAIR

An old fashioned kerosine lamp and a young man are considerably alike. Neither is especially bright, they both get turned down frequently, both smoke too much, and both go out at night.

## HORSE SHOEING

\$8.00 

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OR SEND CARD TO:

2007 "L" St. National City



## Alpine Pharmacy

**Rexall**

A Complete Family Drugstore

WE GIVE S & H GREEN STAMPS

2223 Hwy 80

445-2488



'HAM' HAMILTON, OWNER OF AGHAM'S APPLIANCE & REFRIGERATION SERVICE, BUSY TESTING THERMOSTAT ON ELECTRIC IRON IN HIS SHOP, 2353 HWY 80. HE IS RETIRED NAVYMAN, LIVES HERE WITH HIS WIFE AGNES. REPORTS BUSINESS AS GROWING NICELY.

**THANKS, FOLKS!**

Dear Mr. Irvine: Thank you very much for the marked copy of the Alpine Sun for Friday, Dec. 6. We especially appreciate your item which reminded folks that Tuesday, Dec. 10, was the last day to pay first installment real estate taxes without penalty. The reminders in the press, on the radio and television were probably more complete and effective this year than ever before. This is noticeable as very few came to say they forgot. We have had numerous folks call on the phone and express their appreciation for the broadcasting and printing of these reminders and we know that it has saved a lot of them the need to pay unnecessary penalties.

Sincerely,  
James P. Rasmussen  
County Tax Collector

**Dr. Frank J. Bornowski, D.C.**

Better Health Thru Chiropractic

445-2169 1981 Arnold way  
Closed Wed. Alpine, Calif.

SUNDAYS & HOLIDAYS BY APPT.

Some minds are like concrete: all mixed and permanently set.

The Valley's Finest Facilities and Service...  
Within the means of all...

El Cajon  
Mortuary

624 El Cajon Blvd.  
George Roach, President

442-6677

El Cajon

**DICK ROBINSON**

Services were held Wednesday at 2 pm at Johnson-Saum-Knoble Mortuary in SD for Dick Aldis Robinson, 45, who died Sunday at his



home, 2630 W. Victoria Dr. Dr. Roger Larson officiated he succumbed to a heart-attack from which he had suffered for several years. He would have been 46 yesterday. He was a member of the fire commission here and had done much work for the town. He was born in Seattle, Wash., had served in the navy as chief IMC, and after retirement here had done watchmaking and

instrument work. He was a member of Al Bahr Shrine in SD, and the Scottish Rite in Honolulu, and Clifton Lodge, Cleveland, O. He was a trustee of Community Church here.

Surviving besides his widow, Gertrude F., are his mother, Mrs. Hulda R., and a sister, Mrs. Neva Brooks, the two flying here Monday from Seattle. Mrs. Robinson is secretary of Alpine Chamber of Commerce.

Military Burial was in Ft. Rosecrans National Cemetery at 11 this morning following cremation.

Many here felt the heavy double sonic boom that hit the SD area Tuesday at 5 pm. It shook buildings around Alpine. Many thought it a temblor.

"WHAT MODEL car does your boy friend have?"

"It's no model, it's a horrible example."

**Evolyn's BEAUTY SHOP**

PERMANENTS FROM \$5.50 UP

Closed Tues 444-4294  
2030 Crest Dr., Suncrest

**NOW!**

YOU CAN GET YOUR CAR WAXED

WHEN IT'S WASHED

MAIN STREET

**CAR WASH**

OPEN DAILY 8:30 TO 5 PM  
111 S. FIRST AT MAIN

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All Kinds of Watches & Clocks  
Expertly Repaired

Complicated Timepieces  
Including Electric Watches

DIAMOND SETTING & ENGRAVING

All Work Guaranteed

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116 Prescott El Cajon

TEXACO STATION Story from 1 plete service areas for his growing business. The old Bennett Cottages were razed to make way for this improvement. As soon as the building is completed, about Mar. 1, the old station will be removed to make way for parking, entrances and so on. (See Sun of 12-6-63).

The Pete Vancils were house guests of Mr. & Mrs. H.B. Pope in LA, the past few days. A New Years' eve party was given in their honor by Mrs. Ruth Neville, and they attended the Rose Bowl football game along with Mr. and Mrs. Pope, returning home Friday.

### M.H. Bredesen, D.C

GENERAL PRACTICE

Body Alignment

Colonics

SUNNY KNOLLS RANCH

HI5-2321

### Rite Way Window Cleaners

445-2338

Store, Janitor Service

Residence, New Construction

Free Estimates

H. W. & DOROTHY SMALL

Rt. 1, Box 25K Alpine

### Nutrition Center

Your Health Food Store

162 E. Main El Cajon 442-7212

Mr. & Mrs. H.A. Gillies

Complete Line of Health Foods,

Special Diet Foods — Vitamins,

Minerals and Supplements

Open Daily Except Sunday

9:30 to 6:00, Friday to 8:00

WE GIVE GREEN STAMPS

### CHAMBER DINNER Story from 1

and that Bill Martin, president of the chamber in EC will install and be



M. ROSS MALLETTE, MANAGER ALPINE SECURITY BANK, TO BE INSTALLED AS PRESIDENT OF CHAMBER JAN. 18TH IN SCHOOL AUDITORIUM.

main speaker. These directors will be installed: Mallette, president; Jerry Funk, vice-president; O. E. Palmer, secretary; Katherine Black, treasurer; Tom Casey, Paul Clay, Richard Harris, Harold Lutz and Auren Pierce. Rennie Mallett will be emcee and invocation by Dr. Roger Larson, with a flag salute by Richard Harris. Music and a skit by local talent will fill out the bill.

### The BONANZA WESTERN SHOP



HICKORY 4-0550

WESTERN WEAR

GUNS - LOADING - AMMO - TACK

LYLE & PAT WOLTERS

120 S. MAGNOLIA AVE. EL CAJON

### PHONE CALL FROM LISBON

Mr. and Mrs. Richard Lane Marshall Road, he's the builder, were thrilled by a long distance talk with their son Joe Deakins, in Portugal, en route around Europe. He owns steel plants. Was honored by receiving a plaque and button from United Airlines upon completing 100,000 miles flying on that line. Incidentally he is a pilot, uses Cessnas in his business, is expected to visit here this spring.

### BEN CERVENY BREAKS LEG

Stepping out of his pickup and onto a stone, Ben Cervený, builder, of 2455 Hwy 80, is laid up with a cast on his broken leg, which has two fractures. A ruptured blood vessel delayed recovery.

Keeping husbands in hot water won't make them tender.

### Dr. Gertrude T. Ryder OPTOMETRIST

175 N. MAGNOLIA  
El Cajon, California  
444-9012

### LISTINGS WANTED SMITH REALTY

Lillian Barrett, Sales Mgr.  
2251½ Alpine  
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NOW OFFERS TO THE MOUNTAIN EMPIRE AREA THROUGH ITS EL CAJON OFFICE COMPLETE REAL ESTATE AND INSURANCE SERVICE. LISTINGS PROMPTLY CHECKED.

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IN EL CAJON

### SOME OF THE FINEST IN HARDWARE

COMPLETE LINE OF GARDEN EQUIP.  
COMPLETE LINE OF PAINTS  
ALL HOUSEHOLD HARDWARE  
COMPLETE LINE OF GIFTWARE



POWER  
TOOLS



BUILDERS'  
HARDWARE



FIREPLACE  
EQUIPMENT



HARDWARE  
GIFTWARES



SHOPSMITH



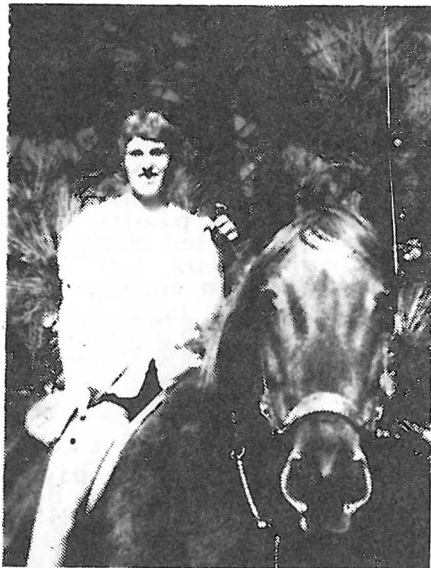
HOUSEWARES  
APPLIANCES

444-3129

HOURS MON.-FRI. 8 A.M.-9 P.M.  
SAT. 8 A.M.-6 P.M. SUN. 9 A.M.-5 P.M.

TURN OFF FREEWAY ON MAGNOLIA - 456 N.

Mrs. Coral Hargens Member, who spent the holidays with her parents the Jack Hargenses, 1593 South Grade Road, left Monday by plane for San Miguel, Mex., to join her husband. She attends art school there.



VISITORS LOVE ALPINE, AND FOR RIDING IT'S TOPS. HERE IS KAREN KILPATRICK OF SAN DIEGO GRAND-DAUGHTER OF THE H.A. COLBYS. SHE VISITS THEM FREQUENTLY. COMES TO RIDE WITH IRVINE GIRLS. HERE SHE IS ABOARD CHACHO, MEXICAN BORN HORSE, RECENTLY SOLD TO JOY MILLER OF JOHNSTOWN.

#### SETSER FROM HOSPITAL

Although he suffers some discomfort, Roy Setser, Alpine Terrace, out Monday from the hospital, is making steady improvement. He had to be helped with the fire department's resuscitator last week, spent several days in the hospital.

## John Gault

ALPINE SALES REPRESENTATIVE

Dodge Darts & Trucks

NEW & USED

WITH CARL BURGER DODGE

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Want nice 2 or 3  
Bedroom Home

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Plus Corral For Horses  
Have Anxious Client

**N.M. GRIECO, Realtor**

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**WIGTON'S**  
*smart apparel*

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50¢ PER LINE PER TIME. CASH ONLY.  
COUNT SIX WORDS TO EACH LINE. MAIL  
TO THE SUN, ALPINE, CALIF. CASH.

### FOR SALE, CARS & TRAILERS

'48 HUDSON 4-DOOR SEDAN EXCEL.  
COND. 445-3653.

TRAILER CHASSIS, 16', STEEL, 2-  
WHEELS INC. TIRES. \$125. FINE  
FOR FLATBED, PIPE HAULING OR  
NEW TRAILER BODY. 445-2394.

### FOR SALE, MISCELLANEOUS

PINE ACRES TREE NURSERY  
SELECT BARE ROOT FRUIT & SHADE  
TREES, 1267 ARNOLD WAY, 445-3037.

BUSINESS CARDS, ONLY \$5.00 PER  
1000. DE LUXE RAISED LETTERS  
EMBOSSED, POSTPAID ANYWHERE.  
PLEASE ADD 22¢ TAX. THE SUN  
ALPINE, CALIF.

### FOR RENT, HOUSES

ALPINE CLEANERS & LAUNDRY  
2251 HWY 80, OPP. FLORENCE'S  
MARKET. 445-4083. IN ADDITION  
TO REGULAR DRY CLEANING &  
PRESSING, WE GIVE YOU COIN OP  
TYPE CLEANING, WITH SPOTTING,  
NO EXTRA CHARGE, 8 LBS. \$2.  
FLUFF DRY LAUNDRY, 12¢ PER  
LB. WE FURNISH SOAP & BLEACH.  
WET WASH LAUNDRY AT 6¢ PER  
LB. ALSO SHAG RUGS & DRAPES.

### LOST & FOUND

TAME PEACOCK LOST DEC. 29  
ON TAVERN ROAD. CALL ALAN  
MAYO, 445-3152.

Chester Broni, of Detroit,  
has returned to spend the  
winter here while his wife  
remains in Michigan

Mr. and Mrs. Homer Spear  
entertained their daughter  
Marjorie Quisenberry and  
her family over the past  
holidays and enjoyed their  
visit so much. Daughter,  
Dorothy Reynolds and family  
also visited while their  
son Homer came down before  
Christmas for a nice visit

### SPECIAL NOTICES

RUTH BURDETT, PIANO LESSONS  
H15-2877

EXPERT CARPENTER, HOME BLDR.  
CABINET MAKER, ALTERATIONS.  
ADDITIONS. 30 YRS EXP. REAS.  
RATES. RICHARD C. LANE, 445-3740

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'SNIT70J 03N '9NIE0HS3S80H

MASON'S SAW & LAWMOWER SERVICE,  
ALSO SCISSORS, KNIVES, KEYS.  
1299 BDWAY, EC. 442-9161 (TF)

ALPINE APPLIANCE SALES & SERVICE  
ALL HOUSEHOLD & COMMERCIAL AP-  
PLIANCES & REFRIGERATION.  
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MODERN SERVICE, 444-6197.

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DEED. CALL DON BATES, 445-2537.

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OVER 16,000 HARMONY HOMES IN  
SO. CALIF. APPROVED BY OVER 70  
LENDING INSTITUTIONS. LET US  
SHOW YOU WHY. H09-9187 OR  
ZENITH 7-0166. (TF)  
LEVELON BUILDERS, INC.

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CALL US FOR FREE APPRAISAL.  
SERVING SD COUNTY SINCE 1938.  
H.L. McCoy Co., Realtors  
15949 Hwy 80, El Cajon  
445-2655 anytime

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SOUTHLAND FINANCE COMPANY  
411 BDWAY, SD. 234-3461.

SPECIAL CIRCULAR SAW BLADES  
DAYTON FINEST STEEL, RIP, 5',  
FOR 1/2 OR 5/8 ARBOR, REG. \$2.  
ONLY \$1. POST & TAX PAID.  
BOX 10, THE SUN, ALPINE, CALIF.

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HIGH 82. AVE HIGH 70  
LOW 37. AVE LOW 45  
NO RAIN. SEA. 5.93

ELEV. 2000 FT. POPULATION 3258  
WHERE THE SUNSHINE SPENDS THE YEAR

3 Min. E. of Alpine  
On Hwy 80

Ed & Scotty Zimmer  
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SHOP AT THE WINDMILL DRIVE-IN

EXTRA LARGE 49¢ 1-DOZ. CARTON

EXTRA LARGE 3-DOZ. CARTON \$1.41 = 47¢ DOZ.

EXTRA LARGE 2½ DOZ. FLAT \$1.13 = 45¢ DOZ.

EXTRA LARGE 5-DOZ. FLAT \$2.21 = 44¢ DOZ.

CASH AND CHECKS WHEN AVAILABLE  
OPEN 9 AM TO 7 PM "366" DAYS THIS YEAR!