

America's Tiniest Newspaper



Alpine Sun



Merry Christmas



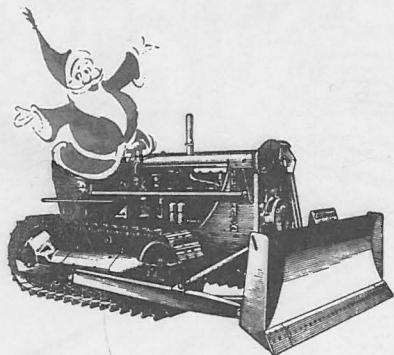
1967

BEST wishes
Clarke & Alice Irvine

Christmas Greetings



To Our Many Friends and Customers



Fred D. Rushing

Grading
and
Equipment Rentals

445-2214

Alpine

America's Finest Newspaper



ALPINE SUN



Best Climate, in US by Government Report

Vol. 16 No. 51 Alpine, Calif. 92001 Friday, Dec. 22, 1967 10¢

REYNOLDS UNDERGOES SURGERY

Out of Paradise Valley Hospital and staying with a cousin in National City, is John R. Reynolds, who had surgery last week, as was reported at Monday's meeting of Alpine Lively Oaks. Reynolds was former school trustee here.

PLAN ALPINE HOMEMAKER'S CLUB

Mothers of pre-school children are invited to meet for a first planning session Thursday, Jan. 11, at 10 a. m. in Fuller Hall, says Mrs. Charlotte Mills program director, YWCA East, of S.D.

Pre-school preparation will be offered to children of mothers meeting once a week. The YWCA is sponsoring a



BLOCK TAX OFFICE IS OPENED

Mrs. Pat Naud who runs the H & R Block Income Tax branch office, 2140 Hwy 80 in the Lacko Bldg., is once more open and getting started on data for this years returns.

The office will be open every day except Sunday from 8:30 to 5:30 until April 15th.

She is shown with two of her pretty little daughters, at left is Jeanine, 4, and Lorri, 6. Pat lives with her husband, Floyd Naud, on Arnold Way. He runs a "bottom dump" trucking business and she keeps books for their firm and a few other truckers, too.

playroom for tots who will be 4 or older by April, 1968.

Mrs. Sherry Kluczewich, Alpine, will supervise the playroom with helpers. They have many creative crafts: music, and games planned in the YC, Thursdays; 10: to 12:

Meanwhile, mothers are freed to grow together in arts, homemaking Sciences, civic studies. They will plan and develop their own program according to their interests and the resources of Mrs. Mills.

A limited number of mothers, not caring to participate in "Y" member-

More on page 52

Tune Clarke Irvine on Physical Fitness, Radio 860 XEMO, Sunday. 5:15 & 11 PM

"Glory to God in the highest, and on earth peace, good will toward men."

—LUKE 2:14

EL CAJON THEATRE

444-3272

NOW THRU TUESDAY
Paul Newman "Cool Hand Luke"
Jim Hutton - Dorothy Provine
""Who's Minding the Mint"

AERO DRIVE-IN

444-8800

Glen Ford "Last Challenge"
Lee Marvin "Point Blank"
Swapmeet 9 to 5 Sat. & Sun.
25¢ to Walk in
\$2. to drive in & sell per car

Wish You All A

Merry Christmas

and a Joyous New Year



BYRON CRAWFORD
Propane Gas Service
445-2087

A Merry Christmas

Happy New Year

FROM GENE & ANNE SAUTER

Alpine Hardware & Dept. Store



When one loves his work, labor is light, is an old saying and Mrs. Rash seems to have found that true in her interesting work at the shop, shown here cutting some fine material for a couch cover.

CEASAR COCA STAR TOGETHER

Circle Arts Theatre presents their final and most exciting production of the 1967 season with a holiday gift for SD. Opening Dec. 26th thru the 31st, H.F. Green presents "The Sid Caesar Imogene Coca Show". This will be the first time that two of the most talented entertainers have appeared together on the stage.

For ticket reservations call Circle Arts Theatre Box Office from 9 am to 9 pm, 279-2121.

Tell our advertisers your saw their ad.

If you or your clients are self employed, you should find out about the new FLEXIBLE RETIREMENT PLAN with tax advantages.

Under the revised Keogh Act, IDS has developed a "build it yourself" flexible retirement plan.

This plan allows those who work for themselves to build towards their specific retirement goals with whole life insurance, retirement annuities or with the four mutual funds exclusively distributed by IDS. Or use a combination of these investments.

Find out how you can make this flexible retirement plan work for you or your clients. For full information and mutual fund prospectus-booklets ...

call your IDS man.

DUNCAN B. MCCALED

2300 U. S. National Bank Bldg.
San Diego, Calif. 92101
442-5962 - 239-1211



Investors Diversified Services
Founded 1894

EDITORIAL

Rising costs may be handwriting on wall.

The property taxpayer is getting tired of playing Santa Claus to state and county for huge welfare presents to the needy, and not so needy!

When we have to pay 47.9% of the tax dollar for public assistance, which means \$68,683,922, for welfare, hospital, court wards and state institutional care, it is time to do some thinking. That is the 1967-68 fiscal year tax bite, as shown on county leaflets.

With prices on every level rising-- postage, wages, land costs, food, and

ALPINE SUN

America's Tiniest Newspaper
445-2415 or 445-2394
2255 Tavern Road, Rt. 1, Box 189
Alpine, SD Co., Ca. 92001
Published weekly on Friday
10¢ per copy, by mail \$3. yearly
Clarke Irvine, Editor & Publ.
AOPA 194347

Alice Irvine, Art & Composition
Printed & Produced on the Ranch
2nd Class postage paid at Alpine.
Est. Jan. 1952, Adjudged for legal
ads on 11-12-59 in superior court,
No. 238120.

Income Tax SERVICE MARIE GAVIN

For Appointment Call
445-4268

HAPPY HOLIDAYS

Your authorized Chevrolet Dealer



850 El Cajon Blvd.

El Cajon Valley



what have you--some thinkers think this nation is heading for another 1929 depression. Only it could be worse.

Our realtor friend N.M. Grieco sent us some figures that reflect these conditions today. It is from the FHA office. This graphically shows how expenses are going up:

Year	Land cost	Hourly Wages
1950	\$1035.	\$1.86
1955	1626.	2.45
1960	2470.	3.08
1965	3427.	3.70
1966	3589.	3.88
1967	3725.	4.17

(3rd qtr)

One reason Geo. Wallace has clicked up considerable support here is his record of developing a surplus in Alabama's treasury, his fight for personal and property rights, against excessive taxation, and the takeover of personal rights by the Great Society.

Assemblyman John Stull of this district is strong for property tax reform, has been studying possible relief alternatives to be considered as a major issue in 1968.

We know people who have sold their homes and gone to other states to avoid the excessive taxation here which has slowed down spending across the board--home improvements, clothes, cars, entertainment, new goods and so on.

We know a man who abandoned this area, went to Nevada to live, said "I'm going back to the United States!"

This condition is something to think seriously about. -CI.



Here is 4 year old Alicia, daughter of Mr. and Mrs. M. P. Pelt of La Mesa, who drove up to Alpine last week with her mother and friend Nellie Keller, former Alpiner, and member of the Alpine Woman's Club. They all attended the annual Club party and after the festivities came over to say hello to the Sun staff. Little Alicia had her picture snapped with Toby, favorite toy she received from Irvines in previous visit.

"I'm getting a new television for my wife."

"Lucky guy" Where can I get a trade like that?"

GREETINGS of the SEASON

Meachum's

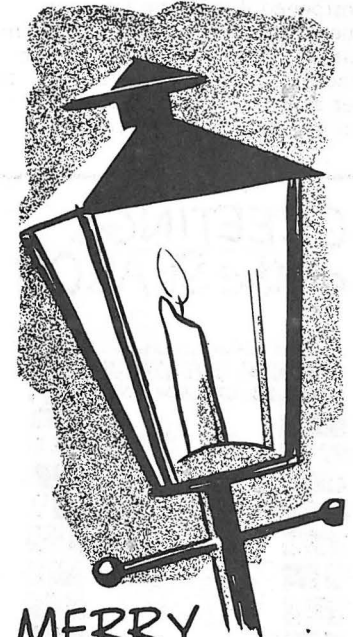
Window Coverings And
Floor Coverings

SALES AND INSTALLATION

444-4398

260 W. Douglas

El Cajon



MERRY CHRISTMAS

To all our valued
friends we extend
Yule greetings and
our best wishes.



SECURITY FIRST NATIONAL BANK

ALPINE BRANCH

6
 KIWANIS INSTALLING NEXT WEEK
 Postponed due to the weather, Alpine Kiwanians will have their installation Friday, Dec. 22, at the Charcoal House, in PV, with get-together at 6:30, dinner at 7:30, followed by officers' being chaired..

GREETINGS of the SEASON

TO OUR
 FRIENDS



Glenview Feed Co.

443-1310

13283 Hwy 80 at Los Cochos



Doris Scully, secretary of Alpine Riding Club and Prexy E.B. Reed pose for Sun lensman at their December potluck when members honored Mrs. Scully with gift of candy for her untiring efforts in putting on 3 gymkhana shows for younger members.

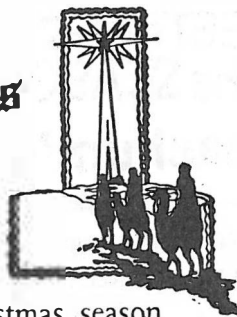
HITTLES ARE WELL ANCHORED HERE
 "Because we have been on some big jobs out of this area", declares Kenneth Hittle, owner of Butler Drilling Co., "some folks have thought that we are not serving Alpine and the back country. We are definitely not moving out, and this is our permanent home and business headquarters".

To wish you
 a Merry Christmas

May the Peace and Blessings
 of the Infant Jesus

Be with you during this Christmas season

Bob and Iris Wilson



Shopping's
 more
 fun
 at
 Mission Valley
 Center



Enjoy the shopping pleasure and convenience of California's largest, most beautiful shopping center. Seventy-two fashionable department, specialty, and gift shops to satisfy every inclination and budget. Popular patio dining and semi-outdoor ice skating provide pleasure and fun for the entire family. You'll find more selection, more variety, more satisfaction, and acres of close-in parking at Fashionable Mission Valley Center!



Highway 80, East of 395 • Open Every Night



Here's one good reason why local people should "Try Alpine First, for the town now has several neat shopping places, pioneer being the Alpine Hardware & Dept. Store, where gifts are beautifully wrapped for patrons. In the store front is Anne Sauter, who with her husband Gene, owns and operates this popular place, shown with some of the dazzling gift glassware on display.

"Hey, Mose. whatcha got in that sack?"

"Rocks."

"Rocks? Dey bulge mo' like chickens."

"Sho, day's Plymouth Rocks."

Natural gas, as it comes out of the ground, is a mixture of several gases. The heaviest of the mixture are propane and butane. The lighter ones are ethane and methane. The latter is the pipeline gas used to serve homes and businesses.

No wonder the Chinese food at Kip's Cafe in EC is always so good! It is prepared by Mr. Hom Kip himself who is always smiling, and he puts his tender care into each tasty dish. The Chinese know how to "cook" foods, as nothing is really "hard-cooked", mostly just seared, saving most of the enzymes, minerals and vitamins.



TO ASK FOR TEACHER FUNDS

Alpine school trustees at their last session voted to request state funds under the Miller-Unruh Act, to pay salary of an additional remedial reading teacher this spring.

Wife: Wasn't it disgusting the way those men stared at that girl getting on the train?

Husband: What train?



Wishing you
a
bright and merry
Christmas

ALPINE,
ROCKET SERVICE
2042 Hwy 80 445-9577



ALPINE,
LAUNDERETTE
2038 Hwy 80 445-9577



GREETINGS

May your New Year be bright
with all the things that mean so
much.

VALLEY HEALTH FOOD STORE

W. L. HOUGHTON, Owner

133 Prescott

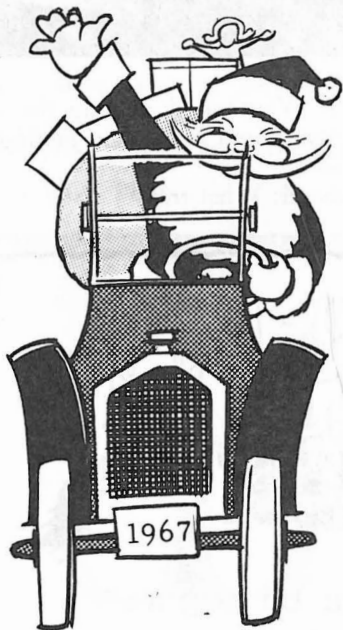
El Cajon

444-8447

Season's Greetings

RASH
CUSTOM DRAPERY
445-4010

Merry Christmas



Tom Judd

445-2810

Rt. 1, Box 97 Alpine



SHE'S REAL LEATHER HOBBYIST

Alpine has many interesting folks who love it here, have many and varied hobbies. This is Mrs. Geo. Carrell of the feed store, 2424 Hwy 80, which she and her hubby run, serving Alpine and nearby back country areas. Her main hobby--profitable too--is leather work which she does in most of her leisure. So if you need something for your horses, or even yourself, drop in and see her.

NEW RESIDENTS ARE SHOWING UP

Stanley Chambers, owner of Chateau Mini Mart up on Willows Rd., says since reopening he has met a lot of new people who have come to live in that area, dropping in to his nice, new little market.

Wife, reading husband's fortune from a penny scale, "You are a leader of men, have a magnetic personality, and are of strong character. You are intelligent, witty and attractive to the opposite sex." . . . It has your weight wrong, too."

DR. FRANK J. BORNOWSKI D.C.

General Practice

'Sundays & Holidays By Appointment

Closed Wednesday y

1981 Arnold Way

445-2169

HERE IT IS... PARDN'R

Harrison & Riedy Grain Company

ANNOUNCES THE OPENING

Sandy's

EL CAJON
FEED STORE

FRIDAY
DEC. 1

907 E. WASHINGTON



Under their ownership and managed by "SANDY" who has served at this address for many years

Pick Up or Delivery Service

A COMPLETE LINE OF LIVESTOCK FOOD - HAY - GRAIN - PET SUPPLIES

SANDY'S EL CAJON FEED STORE

447-4424

907 E. WASHINGTON

EL CAJON



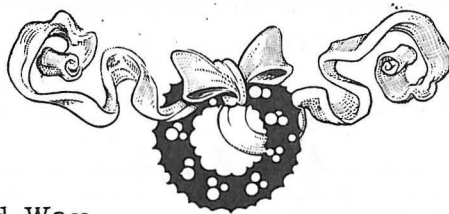
The Hwy 80 Interstate 8 Chamber of Commerce held their Christmas Party Tuesday in the Log Cabin with Russ Crain, of SD C of C giving an interesting talk.

Mrs. Rash takes time out for picture in her busy shop on upper Willows Rd., Here she is working at high-powered upholstering machine that takes care of most of her sewing needs.

Seasons Greetings

ALPINE REALTY COMPANY

ANNA JERNEY - NEDA HILL



2175 Arnold Way

445-3310

HOW A HOBBY BEGETS A BUSINESS

By Clarke Irvine

The story of how a small industry was started is often flecked with fun, romance and unusual incidents.

Alpine has one such lively little business, Rash Draperies up at 5429 Willows Rd. There Mrs. Betty Rash, whose husband is a radar technician with the FAA at Mt. Laguna station of the USAF, has built a splendid business from a mere hobby.

Her concept of strictly custom made draperies had its start in 1952 when she made curtains for her own Chula Vista Home. From this small hobby came requests to make draperies for her neighbors. Word of mouth promotion soon brought requests from strangers.

In time that led to commercial accounts at various times with Yardage City, Drapery Corner, J. C. Penny, and yardage stores in other cities and states. Her longest activity was 3½ years in Memphis.

Photo shows her at her faithful Singer, busy on making something with that custom look and from quality goods. Her shop is in their nice home above the Willows, which has a large workroom built by Richard Merrill and used for a few years as a printery.

The Rash family, with Karen 20, who is in the Social Security office at EC; Dorothy, 18; Danny, 13, and Maryanne, 10, all in school, came here in 1963, mainly to be nearer Rash's work up the mountain. She is a native of Flint, Mich., he of Garysburg, N. C. Both have the hobby of horses and she counts sewing as a hobby--she loves her work!

"Yes, business is pretty good" she

Ed and Caroline

At The

A P FRUIT STAND

Wish You A

MERRY CHRISTMAS

And A

HAPPY NEW YEAR

told the Sun when these photos were made, "in fact I have just about all I can manage right now".

If you have some vision, some pep, and a bit of ingenuity, maybe you, too, could come up with a hobby or an idea that would pay off. Activity is the best thing that ever happened to anyone.

McGUFFIE'S SUNDRIES

Medical Preparations - Vitamins

Fountain Lunch

Greeting Cards - Cosmetics

PAY LIGHT & PHONE BILLS HERE

Current Magazines

2363 Hwy 80

445-2121

GREETINGS

AN OLD
FASHIONED

MERRY
CHRISTMAS

TO YOU!

R. E. ANDERSON, INC.

443-3835

A LICENSED INSURED

DRILLING CONTRACTOR SINCE 1946

TO WISH YOU A

Merry
Christmas



Peace on Earth



BROWN REALTY CO.

Bill and Charlene Brown

445-2631

2237 Hwy 80

Alpine

MRS. ARNST RECOVERING

On Nov. 28 Mrs. David Arnst, who with her husband runs the Alpine Trailer Camperancho above the Willows, was stricken and has been in bed till Monday when she was able to get up and is making nice recovery, her daughter reports.

LOG CABIN CLOSED CHRISTMAS

The cafe with the tree growing up through it will be closed on Christmas, Monday, but the cocktail lounge will be open, reports Barney Ratliff, owner.

On New Year's Eve he plans a party with dancing starting at 11 in the cafe for which they secured a portable dance floor to go over the carpet. Music will be by hi-fi. A lot of fun will greet 1968.

A nice gift to an out-of-town friend is a year's subscription to the Sun, only \$3. It will save you writing news of Alpine.



*Merry Christmas
And a
Happy New Year*

**W.L. WEEKS
Construction Co.**

General Contractor

COMMERCIAL RESIDENTIAL
New & Remodeling
ALPINE HI5-2226



TO OUR FRIENDS IN ALPINE
AND THE MT. EMPIRE

From the Folks At

SELLMAN BUICK

BUICKS - OPELS
GMC Trucks

442-6671

300 El Cajon Blvd.

El Cajon



One attraction at McCall's Ranch School is their "summer house" where art classes are held all year long with a view unsurpassed anywhere in Alpine. Here Blanche McCall and 3 students, Scott Brown, Debbie Moore and Leslie Hunt are relaxing during a break in the school's busy schedule

A greeting from Mr. and Mrs. Bill King, formerly operators of Alpine Nursing Home, says they love Carlisle, Ark. also "just had the thrill of our first

calf being born. Now have six that we are raising on bottles. Who ever thought we would end up on a farm? Think of you often. Sincere Greetings, -Joyce and Bill King.

Season's



AERO DRIVE-IN THEATRE

1470 E. Broadway, El Cajon

444-8800

McCALL'S ROUND OUT 25 YEARS

Three little boys changed the lives and fate of the McCall family, for they moved to Alpine from La Jolla in June of 1941 to improve the health of their three youngsters who could not stand the damp beach air. In Alpine they thrived in the warm climate. Blanche and Carl bought the 90-year old olive ranch and 25 acres to begin with, that is still their home and since have added more, taking in the corner on Tavern and South Grade, making a total of 42 acres.

In the summer of 1944 they started "Boot Hill" a year-around private Boy's Ranch until 1954 when the first girl was enrolled to give daughter Betsy a companion. To meet the changing times, academics were also offered in the summer on a voluntary basis, and this, surprisingly, proved more popular than expected.

In 1956 McCall's Ranch School was opened. "The growth of the summer camp and school" Blanche says, "were natural developments through the years to meet the needs and demands for this type of education. Today the school has 29 students, a teaching staff of 5, 3 counsellors, 4 household helpers and one riding instructor.

Their camp is the oldest private one in the county and they are a member of the American Camping Association and the California Association of Private Camps.

Their program includes arts and

crafts, archery, swimming, horseback riding, side trips to points of interest plus a varied academic program. The colorful specially made tepees at the ranch were among the first in the nation to be used in camping and have proved popular with the youngsters.

The school and camp has attracted children from all over the US, Canada and Europe and many of the benefits of the school is that they offer a year-around salubrious climate that has helped many children with mild health problems. In fact, many families have returned to Alpine to live after their children had attended McCall's camp or school and had improved because of the fine climate.

CHRISTMAS
GREETINGS

and

A HAPPY NEW YEAR

CHATEAU MINI MART

Formerly Alpine Outpost

GROCERIES - SUNDRIES

Beer, Wine & Beverages

4008 Willows Rd.

445-3139

(Frontage Road)

Joyous  Greetings

To All Our Good Friends in Alpine & the Mt. Empire

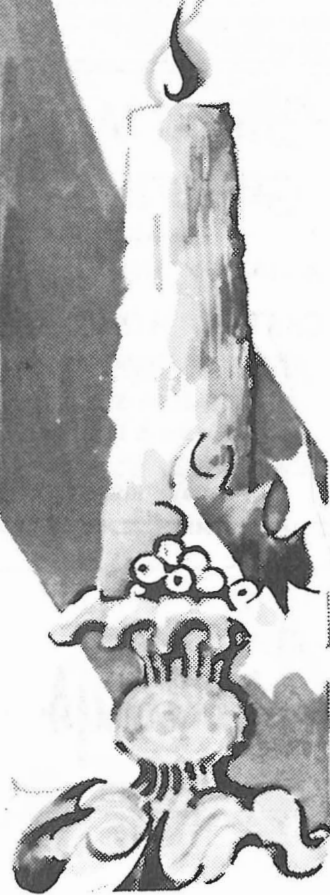
Harold, Kelly and Mickey



Hwy 80 at Tavern Road

445-2967

Greetings
To all
our many
friends
everywhere.



Kip's Cafe
FINE CHINESE FOOD

1058 E. Main El Cajon 442-1211



Former Navyman Larson, manager of Gorden Real Estate, 2140 Hwy 80 in the Lacko Bldg., has been in this business for some time around SD county, believes Alpine has promising future. Firm is owned by Gorden Pfau, who lives near Poway.

A FACTORY worker became caught on a wheel and was spun about many times. When at last he fell to the floor, another worker ran up to him and said, "Joe, speak to me!"

"Why should I? I just passed you a thousand times and you didn't speak to me."

Season's Greetings



The CARRIAGE HOUSE

Beer & Entertainment

445-4703

15505 Old Hwy 80

*Best wishes
for a Happy*



Old Fashioned

CHRISTMAS

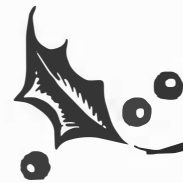
and

A Happy New Year

AL SMITH

REALTY

Alpine



2249 Hwy 80

445-2670

Christmas Greetings



As another Yule dawns we extend to friends everywhere best wishes for a joyous Holiday.

Alpine CONVALESCENT Center

445-2644 or 445-2645

2120 Hwy 80 445-2771

CARE OF THE BODY

By Frances McTaggart


GRAPE IS MAGIC HEALER

Thousands all over this country have been learning of the ancient health values of the grape by following the "Grape Cure" as outlined in a book of that title by Johanna Brandt who cured herself of cancer. The idea has been known in Europe for hundreds of years and there are many institutions (several now in America), specializing on this natural grape cure.

Science tells us that our muscles, blood, bones, and finger nails are made of minerals. In the process of living these minerals are continually being used; hence they have to be replaced. Our modern foods are so devitalized they are unable to supply the body with the proper nourishment. This weakens the body to such an extent it becomes clogged with poisons and sickness develops.

The grape is the most effective eliminator, the most powerful natural solvent of chemical deposits and the best supplier of powerful proteids that we know of. It is rich in vitamins B and C. It normalizes the urine, increases the excretion of uric acid and cleans the system of poisonous acids. In addition, the grape assists to better assimilate food. This helps the undernourished to gain much-needed weight.

Grape cures are recommended for the relief of hyper-acidity, mucous catarrh, jaundice, rheumatism, arthritis, inflammation of the kidneys and bladder, pimples, high blood pressure and obesity.



*Season's
Greetings*

ALPINE
Hobby & Rock
SHOP
1321 W. Victoria Drive
Alpine 445-4603



Eva McGuffie always has smile for friends and customers at her Alpine Beauty Salon, 2142 Hwy 80 in Lacko Bldg. Here she is busy fixing a wig. With her husband she bought Paul and Norean's place this year, has been making it popular.

Piano Organ Voice

LENORE OAKLEIGH LUSK

P. O. Box 281

445-2927

Alpine

MERRY CHRISTMAS

Closed Xmas Till
New Years

Mary Carter Paints

"Buy Two and Save"

With the Good Housekeeping Seal

Hours 9 to 6, Friday 9 to 9

UNFURNISHED FURNITURE
And Finishing Materials

240 W. Main St., EC 444-2316

Merry
Christmas

TO WISH YOU A

It is pleasant indeed
at this time of the year to
gratefully acknowledge
the favors we have received
and extend to you our
compliments of the Season.

ALPINE MOTEL

Bob & Ann MacKay, Owners (714) 445-2954

P. O. Box 408 - 2335 Hwy 80 Alpine, Calif. 92001

FIRST HUNTER: "Hey, Bill."
 Second Hunter: "Yeah."
 First Hunter: "Are you all right?"
 Second Hunter: "Yeah."
 First Hunter: "Then I've shot a bear."

George Lengbridge
FOR TV SERVICE
Black & White or Color
445-3885

LISTINGS WANTED

We Have Out-of-State Buyers
 Frank & Rachel Zirwes
 Branch Managers

STROUT REALTY

ESTABLISHED 1900
 LARGEST REAL ESTATE FIRM IN WORLD

442-6679

1439 E. Main

El Cajon



Jean, wife of Geo. Grube, owner of Alpine Home Bakery, is shown decorating tree in their shop.

Be a Sun Subscriber, learn all the news.

Merry Christmas

To Our Many New Friends

And

To All Our Old Friends



Carl's Boot & Leather Shop

Financing On Approved Credit Bank of Americard & Master Charge

1275 N. Second, El Cajon

442-3027

This Month's Program:

From
 Our
 Kitchen
 To
 Yours



Come. Enjoy this homemaking show.

Catch up on the newest homemaking methods. Our auditorium contains the very latest home appliances including an electronic oven and electric barbecue . . . you will see them in operation. You will see programs on laundry, freezing and dishwashing as well as new recipes, menu planning and cooking hints. Call for information . . . or just drop by.

Use our other homemaking services, too:

Special programs for clubs/Home consultation on the use of appliances/Kitchen planning/Telephone information for homemaking problems/Youth programs.

Second and Fourth Tuesdays Every Month – 10:00 a.m.

104 North Johnson Ave., El Cajon, Phone 444-2161



SAN DIEGO GAS & ELECTRIC COMPANY

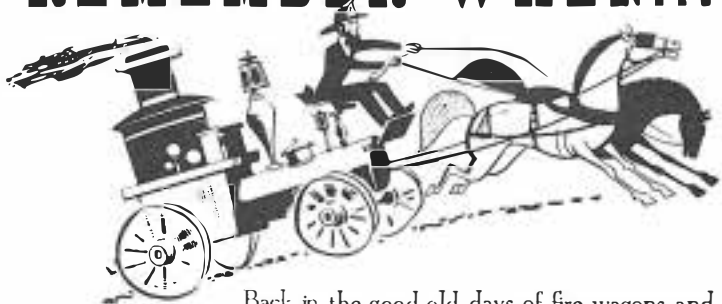
NEW MOTEL OWNERS LIKE IT HERE

Last month when Bob & Ann MacKay bought Tappy's Alpine Motel, then renamed it Alpine Motel, at 2337 Hwy 80, they were sure of this place for its fine climate. When this photo was made last week they reiterated their feeling that the community has a fine future and they love it here. The MacKays came from LA, but had been in Idyllwild for some time where he built and ran a motel, then sold. He was formerly in Yuma.



Sign on a country road filling station: We sell no gas on Sunday (and very little the rest of the week.)

REMEMBER WHEN...



Back in the good old days of fire wagons and sideburns it was the custom to wish everyone you met a "Merry Christmas." Thank goodness this old custom hasn't changed, so we're happy once more to say

Merry Christmas Rosko Refrigeration

9926 Hawley Road 445-3836 El Cajon, Calif.

McCall's Ranch School has had many interesting teachers during their years of business in Alpine and their present high school teacher, Kenneth Martin is no exception. He is a retired USMC Captain, still in the reserves and spent a year in Viet Nam while in the service. Here he is seen with a group of his students.



Mr. and Mrs. Paul Parsons entertained his sister Mrs. Lloyd Mahaffey and 3 children and Mr. Parson's cousin Mrs. Maxey Richards and 2 children from Newport Beach over the holidays.

The man whose great-grandfather built a railroad through the wilderness with nobody's "Okay" now has to get a permit to remodel his front porch.

ALPINE

WESTERN WEAR

Full Line of Boots, Clothing, Saddles,
Tack & Accessories

Featuring Such Brand Names as Textan- Custom Made
Wrangler - Acme - Nacoma - Panhandle Slim

LAY-AWAY NOW FOR CHRISTMAS

Billy and Nancy Mitchell

Cordially Invite You to Come in and
SEE OUR COMPLETE SELECTIONS!

2111 HWY 80

Alpine Rexall Bldg

445-2739

Plenty of Parking



BOOK REVIEWS

MIKE & OLGA'S FAVORITE RECIPES: FRESH IDEAS IN HEALTHFOODFLAVOR; 150 pp. \$3.95. Illustrated. Foreword by Erle Stanley Gardner. Published by the Naylor Co., San Antonio, Tex, 78206.

Knowing your editor is on XEMO Radio with Physical Fitness and that he is a food faddist (old laughter-atters long since dead), Mrs. Joe Naylor sent a review copy for the Sun. We greedily perused it and say it's a fine tome for anyone--regardless of health attitudes.

The authors, a husband and wife team, Mike & Olga Tiechner, who run a nutritional cafe in the Desert House of Health, Palm Springs, have given the public a guide to fixing vegetarian dishes the right way. Every homemaker should get and follow this volume, throw out some of the old traditional diseaseful cooking, and adhere to this live food system--which I have done for these many years--with marvelous results, for now, at 75, I'm in fine fettle, work and play hard, fly an airplane and look up steadily to the Great Architect of the Universe for guidance in all matters of daily life--and with



success!

There is no mystery about Author Gardner's foreword, for he tells how "Thirty-five years ago Mike was a healthy, robust meatcutter. Then suddenly arthritis struck and Mike found himself face to face with a life of crippled inactivity".

He tells how Mike found out about foods and how certain ones helped his condition; how he regained health, went back to work; became a healthier; with Olga worked out recipes to improve the flavor of the more or less flat vegetarian dishes. Finally came the restaurant and a burgeoning business of healthers and those who just tried it.

As Gardner says "I was surprised to find how very delicious the luncheon dishes were. I began coming back simply because it tasted so good. I found the food was agreeing with me, I still eat meat, but I eat less meat and more of Mike's dishes".

In the two books of this volume you'll find everything from soup to nuts and a lot of extras in between: No. 1 is Magic Without Meat, No. 2, Savor

More on page 52

*Merry Christmas
and
A Happy New Year*



Alpine Beauty Salon

2142 Hwy 80

Alpine

445-4031

*Seasons
Greetings*

PARIS MORTUARY

ELMER VIERKANT - AUSTIN PERRY

442-4411

347 N. Magnolia

El Cajon

Barney & Agnes Ratliff, owners of the Log Cabin Cafe, have been entertaining Renie Brahim from LA. She was cook at the Cabin for 15 years, has many friends here.

But godliness with contentment is great gain. -1 Timothy 6:6.

Season's Greetings



Here's a holiday tradition we really cherish . . . time out to tell you how much we appreciate your friendship and patronage.

TED WEEKS
Construction Co.

443-1898

11437 Roco so Rd. Lakeside



HORSE TALK

By Cynthia Irvine McTaggart

Time again to wish everyone a wonderful and Merry Christmas and the best New Year ever. This past one has been exciting and quite eventful for me and I know the one coming up will be too.

Anyone looking for a nice kid's horse for a Christmas present? Betty Rash has her buckskin mare still for sale. She says she has lots of spirit but is very gentle and has good training. Call 445-4010 if you want more particulars.

Alpine's riding club voted to keep the officers in for another year because of the lack of new candidates. If the club grows later on, then they can hold an election but the ones in office have done a good job so will carry on.

The runners up in the three gymkhana shows were Julie Adams, Eileen Dun, Marsha Wooldridge, Pam Weisbach and Jackie Reed. The 3 high point winners, Linda Rushing, Mike Scully and Tommy Judd were on the cover of last week's issue and were thrilled with the trophies they won.

Betty Rash is still looking for 2 people interested in having their colt trained. Sherman Sykes, trainer at Miramir Ranch, will do the job for \$100. and guarantees the animal ready to ride. He comes 3 times a week for 8 weeks and is one of the best in the business. Call 445-4010 if you want more information.

Mrs. Cecil Smyth hasn't sold her mare and colt as yet and here is another good buy if you are looking for a horse. The mare is only 3½ years old and the colt is 8 months. Both are bays and they are anxious to sell them, so give her a ring and go take a look.

Season's Greetings

HOMELAND FLORIST

Bob & Bettie Nelson

8325 La Mesa Boulevard, La Mesa 466-3261

Mrs. Frances Bauch, Victoria Drive, is home and feeling better. She had surgery in October but had to spend several weeks in a rest home before she was able to return to her own home and care for herself.

Buy in Alpine and save.

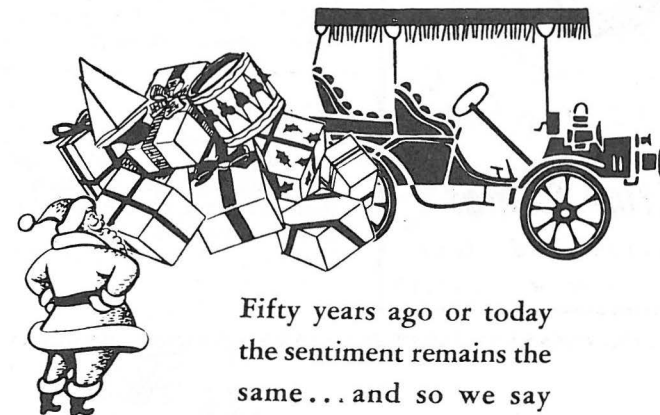
NOTE OF THANKS

Pat and Woodie Mitchell, owners of Alpine Convalescent Center wish to publicly thank the Acacia Club and Mrs. Manila Colby for the individual little gift packages and Christmas cards sent to each patient in the home. The thoughtfulness was appreciated by the Mitchells and the guests will be thrilled.

Season's Greetings

Mary's Apparel Shop

Mary Lacko



Fifty years ago or today
the sentiment remains the
same . . . and so we say

GREETINGS

of the season

Log Cabin Cafe

DAILY 9 A.M. TILL 11 P.M.

2205 Hwy 80

445-2243

N.W. Wasson
EXCAVATING

445-3637

All Types of Dirt Moving

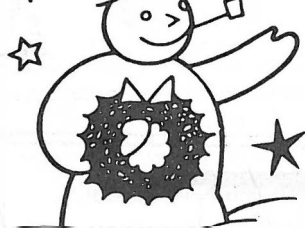
Land Listings
N.M. GRIECO,
Realtor

465-9900

7299 University Ave.

La Mesa

MERRY



CHRISTMAS

Nutrition Center

Your Health Food Store

162 E. Main El Cajon 442-7212



Reed Jagers, pioneer of this area, former owner of service station in EC and operator of Circle Trailer Park, now engaged in serving motorists and garages with Alpine Auto Supply, 2530 Hwy 80, is friendly chap. He is also popular with youngsters who ride with him on the school bus.

CUNNINGHAM ANNIVERSARY

The children of Ed. & Leona Cunningham are putting on a reception in celebration of the 50th anniversary of their marriage on Sunday, Dec. 24, at the home of Mr. & Mrs. Robert W. Earnhart, 290 Cunningham Lane in EC. It will be from 1 to 5.

The best of good wishes for a
Merry Christmas and Happy New Year

BIG OAK RANCH

Frontiertown

1723 Harbison Canyon Road

445-3047

HERE'S CIVIC MINDED PERSON

Dear Mr. Irvine: I have read your editorial in the Sun concerning the circulation of the Sun to branches of the County Library in this area. This is a worthwhile project and I enclose check for \$3 to help defray this expense. With best wishes, --A friend.

Note-Thanks, so much, the library has been given a complimentary subscription. Who wishes to follow suit? Send your check \$3. to the Sun and a paper will be sent for a year to some county branch library.

When you finally get your place in the sun, you'll also find you will be blistered occasionally.

IN ALPINE

Dr. Edgar M. Poe

Optometrist

445-2345

Season's Greetings

To All Our Old Friends And To Our Many New Friends

CLIFF'S AUTOMOTIVE

1148 W. Main

El Cajon

444-4435

Season's Greetings



The year just past was a good one for us and we are taking this means of extending our thanks to our many friends for making it so. Happy Holiday!

EL CAJON THEATRE

Tom Gapen, Mgr.

330 W. Main St.

444-3272

El Cajon, Calif.



This shows close-up of a bus with bright yellow sign on side which people all along route saw, with note that "There's a warm welcome waiting 78 degrees today". See next page. It is hoped some will follow the Sun to Alpine "Where the Sunshine spends the year".

Sailor: "Waiter, bring me a glass of tomato juice for a pickup."

Waiter: "Yes, sir! And what will you have for yourself?"

If you would help the Sun, kindly mention that you saw the ad in this paper when you patronize advertisers. If they do not run one, tell them to. Thanks.

SEASON'S GREETING

---From---

Betty Shorter

ALPINE TRADING POST

And

Chas. D. Shorter

Electrician

We would like to take this opportunity to thank our customers for their continued patronage-



NEW SD BUS CARAVAN STOPS HERE

The 15 new air-conditioned buses for SD Transit Lines, gave early shoppers in Alpine a bit of a start for they were lined up 3 abreast in front of Alpine Hardware, while drivers visited the Log Cabin Cafe opposite.

They were finishing their 2607-mile

trip from Pontiac, Mich. factory. They left Dec. 7, stopped off nightly in motels, had a nice trip, drivers said. In EC & LM they picked up town officials who were present at a downtown ceremony in SD to welcome the consignment of new vehicles.

Merry Christmas and A Happy New Year

McCALL'S
RANCH SCHOOL
AND SUMMER CAMP

Blanche and Carl McCall
And Staff

Day School Also Offered

445-2676



GRANNY'S KITCHEN

Featuring Complete

ROAST BEEF & CORNED BEEF
DINNERS, SOUP TO DESSERT

\$1.49

Mon. thru Fri. 11 am to 8 pm
442-2001176 Rea Street El Cajon, Next to
Municipal Parking Lot on Cypress

Phone 445-4287

Try Alpine First!

"Best Climate in U.S. by Govt. Report"

STALLION OAKS FINDS LOST BOY

Surviving a low 25 degrees Sunday night, a 15-year old Tijuana boy who became lost from a hiking group at Green Valley Falls, turned up during the night at Stallion Oaks Guest Ranch, in Descanso, reports Ed Torgersen, owner.

Rodolfo Lira was the boy. He had slept in the barn after being lost 16 hours with sheriffs and reserves searching. They took him to Descanso after Torgersen fed the kid a huge breakfast. His brothers from Tijuana took him back. He was one of 40 youngsters on a snow hike.

"We had some excitement here for awhile" said Torgersen.

A reception and party was held for Rev. Albert DeGroat and his bride last week when they were married. He has been pastor of the Harbison Canyon Community Church but is leaving with his wife to live in Arizona, where Mrs. DeGroat has a home. A reception was held at the Church for their many friends.

A stranger sauntered up the sidewalk before a modest, new ranch house in a small midwestern city. "Nice house you got here," he observed to the owner. "Worth about \$20,000, I imagine."

"Nope," retorted the owner, "it's worth every cent of \$33,000. Are you looking for a place to buy?"

"Nope," replied the stranger, jotting something in a notebook, "I'm the tax assessor."



Mrs. Anna Jerney, manager of Alpine Realty, 2175 Arnold Way at Hwy 80, has dynamic right hand salesman in Neda Hill who has been making many sales lately. She is wife of Tom Hill, mother of 3 sons. They recently built fine new home on White Oak Road, at Tavern.

CALL 445-4179

For Reservations

BIG New Year's

Eve Party -

Dance At

STALLION

OAKS RANCH



HELP!

WE NEED LISTINGS

Have buyers for homes
on 1 to 2 1/2 acre parcels.GORDEN
REAL ESTATE

445-2218

2140 Hwy 80

Alpine

Season's Greetings

FROM

KUHLS WOODCRAFT

Phil & Ivy Kuhl

We are sorry we had to disappoint some of our friends by moving up the cut-off date for Christmas orders to October 15th. Please come earlier next year. We want to serve you.

925 Hwy 80

Alpine

445-3700

Season's Greetings

We wish you, your family and our many friends everywhere the joys of an old-fashioned, merry Christmas and holiday season.

STOCKTON PUMP & MACHINE CO.

311 N. Second El Cajon

444-2672

DOUBLE TALK

By Cecile and Celeste Irvine

We wish all our readers a happy Christmas and nice New Year. It has been quite exciting for us and we are sorry to see it come to a close but if 1968 is as full as this past year, we won't be sorry.

Celeste and I went to Eileen Dun's

Merry Christmas

THANKS A MILLION
To All Our Friends &
Customers



NIKKI'S

Baby Cradle

445-3137

2549 Hwy 80 Alpine

Farmers Insurance Group

149 N. Magnolia, El Cajon

ARLIE D. NUNLEY

442-9484

Christmas party Saturday night and had a wonderful time. June, Eileen, John Spurlock and Craig Fowler Tommy's friend from Korea, spent last Saturday in Mt. Laguna having a ball in the snow. Wish we could have gone but were not home.

Don't forget there is a rabies clinic in Alpine, January 10th, 7 to 9 pm at the Alpine school. Be sure to have your dog vaccinated and you can also get your license at the same time, so mark the date on your calendar and don't forget.

Mrs. Smyth and her 4 children drove up to Oregon City, Oregon for the Christmas holiday. They are spending a few days with Ralph and Wanda Frey and their 2 children and will return before school starts.

Calvin Jerney had another spill on his motor bike but came out without too much damage to himself or the scooter. He did hurt his shoulder but not very bad.

Timmy Webb sold 3 of his guinea pigs and has another one promised so isn't doing too badly. He is trying to raise the money himself to buy a lamb for his 4H project. He did have a bit of hard luck though. His male guinea pig died so has to buy another one.

Anyone looking for a nice 8-months old female Britton spaniel? One came to Mrs. Rose Kaufold's home in Lakeside and she would like to find a good home for her. Call 443-3205 if you are interested.

Linda Tyler and her mother moved into San Diego to be near State College. They came back to Alpine a few months ago but when her dad died they moved back to town. Her brother is staying at the ranch.

Mark and his little sister Paula Parsons has been sick with the flu and bad cough. Their mother hopes they get better before next week-end.

A pair of reading glasses were found on Tavern Road, with plastic frames. Call 445-2226 if they are yours.

A man advertised for a wife and got 200 replies--most of which said "You can have mine."

RECORD RAIN TUESDAY

Robt. Fey, weatherman, says Tuesday's storm dripped 2.05 inches, made the gage tube overflow. "In 9 years that's only the third time I've seen this happen", he says.

"I know I'm not really much to look at," admitted the fiancee.

"Oh, well", his bride-to-be said, "you'll be at the office most of the time anyway."

Season's Greetings

TO OUR MANY FRIENDS IN THE MT EMPIRE

YOUR COMPLETE FASHION SPECIALTY SHOPS

* Famous
Brands

* Extended
Credit

Evelyn
WIGTON'S
smart apparel

EL CAJON-LEMON GROVE-NATIONAL CITY-PACIFIC BEACH-COLLEGE GROVE CENTER

HAPPY HOLIDAYS

NEW YEAR'S 'EVE

PARTY



Come To

PETRUCELLI'S



FOOD, DRINKS, FUN AND PRIZES

442-1152

156 E. Main

El Cajon



Alpine Trading Post is interesting place to browse if you are an antique bottle collector. Betty and Charles Shorter, owners, also have guns and other miscellaneous items for sale in their unique little shop located on 2812 Hwy 80.

ONE LARGE manufacturing concern asked purchasers to fill out a card saying what dominant thing made them buy the product.

One man answered: "My wife."

Mrs. C. D. Parsons, mother of Paul Parsons, South Grade Road, plans on returning to her home in Crane, Mo. after the holidays. She came out for Thanksgiving, has had the flu but otherwise enjoyed her stay with them.

Merry Christmas



and



A Happy New Year

FROM

JIM & MILDRED RORIE

The Fiberglass Menagerie Company

2435 Hwy 80

Alpine, California, 92001

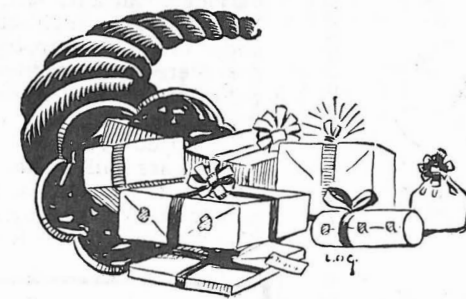
DOLL HOUSE DRAWS FRIENDS

Those two ladies who started the cute little Doll House antique store, beauty shoppe and more recently an outlet for famous Wisteria Candies, have found that Alpine and hundreds of motorists have sweet teeth. They report business as increasing all the time. Shown here is Mrs. Kay Dohse, in the colorful Christmas candy section where they have all kinds of hard candies, canes, and so on. Her partner, Mrs. June Link, manages the busy beauty shop, and together they are building a nice business at 1911 Hwy 80.



One man said he was overworked. He and his wife kept trying to keep up with the Jones'. Every time they catch up the Jones' re-finance.

Christmas Greetings



CARRELL'S
Hay, Grain & Supplies

2424 Hwy 80

445-4436

Alpine



When you have spent your last day on earth, the history of what you have given and taken is the answer to the question, "Why was I born?"

MERRY
CHRISTMAS
AND



HAPPY NEW YEAR
TO OUR FRIENDS

MARK KEETER

8941 El Dorado Pkway
El Cajon, 443-3448

RORIES SHOW CHRISTMAS FLOAT

This colorful setting with a stagelike front on Hwy 80 by their Fiberglass Menagerie, is attracting much attention, chiefly at night when it is lighted, say Jim and Mildred Rorie, owners of Alpine's nationally known unique industry.

Staff Artist Richard Zuelke designed it with old Santa snoozing, his boots thrown aside and the calendar showing Dec. 25, half pulled off.

Latest product of the menageris is a bulldog about 2 ft. tall, built for a McAllen, Tex. high school mascot. A photo would have appeared here, but they were so rushed to get this first one out on time that they did not even let the paint dry before it was in the case and shipped out.

"We are building another" says Jim, "and will let you know when it is painted and ready to photograph". Zuelke also created this specimen.

**Beeson's Disposal
Service**

Trash & Garbage Mixed

TWICE WEEKLY PICKUP
Serving Harbison Canyon To
Mt. Laguna

Call 445-3029 After 4:30 PM

THANKS FOLKS,

Dear Mr. Irvine: Just a few lines to say hello and wish you all a very Merry Christmas and happiest of New Years, also to thank you for your kindness when my uncle, Grier Anderson passed away.

Best wishes to the Sun and note many interesting things transpiring there as well as news of dear friends.

Hope to see you next year and one of these days come to live there, part time at least. Sincerely, -Jaunita Foster.

Her uncle, Grier Anderson was a pioneer here, ran the Chevron station. She is a subscriber living in Denver.

SANTA GETS IN SHOW BUSINESS

Tomorrow Santa Claus will be in El Cajon Theatre, from 2:30 to 3:30 with a bagful of goodies for the kiddies, says Mgr. Tom Gapen. There will be drawings, prizes and games for those coming to the show.

When you get to the end of your rope--Tie a knot and hang on.

McKie Realty

P.O. Box 398, Alpine

2355 Hwy 80

445-2217

LISTINGS WANTED

"Before You Sell or Buy See McKie"

Merry Christmas

And

Good Health

To All From

**ALPINE
REXALL PHARMACY**

445-2488

2109 Hwy 80

Alpine



Christmas
Greetings



And

Happy New Year

FLORENCE'S MARKET

2262 Hwy 80

Alpine

445-2436

Ed Wagner
Independent Distributor
CARNATION
DAIRY PRODUCTS
234-2281

**Alpine
Trailer CampeRancho Resort**

All year resort facilities for trailer, camper, tent, picnics; day, week or month.

Pool, patio, bar, music, and games. Dancing, hiking, cycle and horse trails.

CLUB, CO. AND PRIVATE PICNICS
445-3162 463-2028

DEFINITION OF HOME

by MADAME SCHUMANN-HEINK

"What is a home? A roof to keep out the rain? Four walls to keep out the wind? Floors to keep out the cold? Yes... But home is more more than that."

"Home is the laugh of a baby, the song of a mother, the strength of a father, warmth of loving hearts and happy eyes--kindness, loyalty, comradeship. Home is the first school and the first church for the young. Here they learn what is right, what is good and what is kind. Home is where they go for comfort when they are sick; where joy is shared and sorrow eased; where father and mother are respected and loved, and where children are wanted. Where money is not as important as loving kindness, where even the teakettle sings from happiness. This is home. God Bless it!"

Ads sell everything in the Alpine Sun

Constant Alpine boosters are Bill & Charlene Brown of realty firm of that name, 2237 Hwy 80, who own that corner of Marshall Rd., and other choice properties. Bill has been here for many years, is another enthused handiman, some time ago remodeled nice office in pioneer building they own.



GRUBE IS ARDENT BOOSTER

The other day Geo. Grube, owner of Alpine Home Bakery on Hwy 80 above town, rushed over to the Sun office to get some maps as his supply was exhausted.

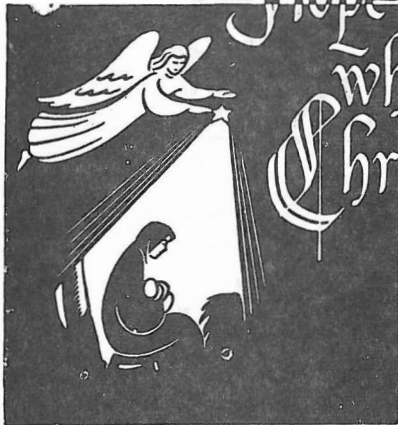
"I hate to let anyone go without a map when they are interested in our town" he said. He is having the Sun print 2000 maps with drawings of the bakery on the other side, plus the new Yellow Pages that the Sun publishes.

Merry Christmas

Alpine Cottage Beauty Shop

Alpine, California, 92001
Phone 445-2192

May You
Possess that Peace
Hope and Love
which is
Christmas



Jack and Carmen Hoistad
ALPINE,



**A real
old-fashioned greeting**

CASINO INN

Red and Ether

Alpine.



Carmen Hoistad always goes for the most beautiful holiday decorations in her Bailey's Cafe, shown here at right decorating tree, assisted by Kitty Richardson, one of her able assistants in the popular eating place. In her home, Carmen and Jack also go all out in lovely decorations and expressions of the festive spirit of Christmas.

The Edison Electric Institute predicts that by the year 2000 most travel within city limits will be in small electric cars, and that in the downtown area, shoppers and office workers will ride on walkways.

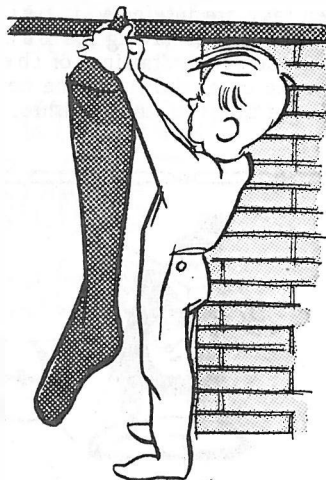
PFC Ed Fordyce, USA, son of Doug Fordyce, is home for the holidays from Ft. Ord, arriving Saturday for 15 days.

Classified adds only 30¢ per line.

CHRISTMAS Cheer



We hope your Christmas stocking will be filled with all the great joys of the season. Also, we take this means of thanking you for your support.



FRANCES McTAGGART
SCIENTIFIC SWEDISH MASSAGE

1906 Tavern Road

445-2433

RETIREMENT IS JOKE TO MACK

It was 16 years ago that Oscar B. Mack and wife, Nettie, owners of Melody Lane Motel, 2617 Hwy 80, came here from Chicago. They first went to Florida, then to LA but in passing through Alpine, liked what they saw.

He purchased the present property, started building with little help from anyone. There are now seven units, three with kitchens and four for overnight guests in addition to his own house with knotty pine walls and a fireplace.

Mack, who had been building superintendent for Western Electric in Chicago for 20 years "retired" in 1950. He says: "I suffered with bronchitis which has now disappeared. When I first purchased the property (on which there were no buildings) I did not realize how much work was involved in operating a motel. I was 79 on Oct. 11." He appears to thrive on activity.

The Macks have been married 25 years. Regarding hobbies, he says:

"Playing the organ" which occupies a prominent place in their spacious living room. Her hobbies are bridge and needlework.

Mack, when questioned regarding dull and busy seasons, said:

"There is usually a slack period after school closes and a pickup in October with up to 85 percent occupancy thereafter. Which is apparently good medicine for a "retired" man and wife in keeping them young in spirit."

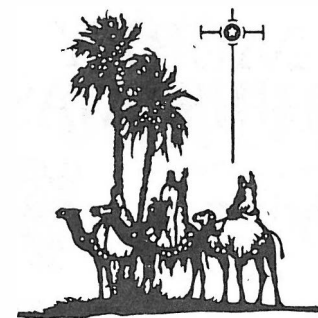
They have a son, Norman, who is well known in the printing industry, being with the Van Son Holland Ink Co., in NY. He is also an inventor of a stocking-like sleeve known as a "Dis-

cover", which saves fabric rollers on offset presses. (The Sun has used these for many years.)

Elderly relative—Remember, my boy, wealth does not bring happiness.

Young Relative—Yes, but it does help a fellow to choose the kind of misery that is most agreeable to him.

GREETINGS of the SEASON



Evelyn's BEAUTY SHOP

Permanents from \$6.50

Closed Tuesday 444-4294

2030 Crest Dr.

Suncrest

Holiday Greetings

ALPINE

NURSING HOME

873 Arnold Way, Alpine

445-3125

REMODEL AT STALLION OAKS

Ed Torgersen, owner of the increasingly popular Stallion Oaks Guest Ranch, Descanso, is remodeling the bar preparatory to equipping it for cocktails and other beverages, as they are expecting the new license to arrive any day.

"We plan on a grand opening" Ed says, "and it may be for New Year's Eve, next Sunday, if all goes well. Anyhow we will have the usual gala time, but reservations should be made early as we look for a record breaking crowd". Details from 445-4179.

Advertise in the Sun, it pays.

MERRY CHRISTMAS

Wood Novelties for

Christmas

GIFTS

Custom Made

Coffee Tables - Lamps - Bookends
Clocks - Knick-nacks

Anything Made To Order

SMILEY'S HOBBY SHOP

3905 Hwy 80, Alpine 445-2770



a JOYOUS CHRISTMAS

May the miracle of that
first Christmas
fill your home with happiness

Al and Alice, Carin, Al, Jr.
Mrs. J. Hinkle and Staff.

AL HINKLE LUMBER

CAROLS ON XEMO SUNDAY

The Irvine twins, Cecile & Celeste, half of the Cousins Four that sings in country clubs and other places, being home from San Jacinto College for the holidays, will be heard on Editor Irvine's Physical Fitness program Christmas Eve over Radio 860, XEMO, at 5:15 & 11 p.m., with a medley of Christmas Carols.

The station recently put in new equipment at its transmitter in Ti Juana, and the signal is going out farther, chiefly outside of the Southland on the 11 p.m. program, as Irvine's mail is indicating.

The twins and some other Alpine young people plan to sing carols around Alpine on Christmas Eve, as they have done for quite a few years.

WIND MISTREATS CHRISTMAS TREE

Alpine Optimist Club was too optimistic about their community Christmas tree standing on Hwy 80, for the wind blew it over, trimmings and all, as it had no guy wires. Nobody expected such a wind to sweep down along Viejas Mountain, so they had a task to reset it, but it makes a colorful display in downtown Alpine. It was decorated by the C of C Beautification Committee.

Happiness is having a scratch for every itch.
—OGDEN NASH.

LETTERS TO EDITOR

Dear Editor:

Would it be possible to obtain a copy of the Raggedy Ann story from your Alpine Sun, Friday, April 7, 1967? I read the copy today in the wonderful scrapbook that Mrs. West is keeping in your Alpine library, and found it most interesting.

My mother is now 94 and in the past two years, she has made over 30 Raggedy Ann and Andy doll, in three sizes. We are in the process of buying a copy of the original story, intend to loan dolls and books to the public schools here in National City.

My brother, Richard Lewis, and his wife are the managers of Alpine Apartments and my mother and I visited them today. Although I have lived in National City since 1927, I am amazed at the wonderful growth of Alpine.

Mrs. West is certainly doing a wonderful job, it is easily seen that she is very proud of Alpine, and it's growth. The library is outstanding for a small town, and I was most impressed with it, and to find that your city has so many fine artists was also surprising.

Yours truly, H.W. Arnold, National City.

GALA DANCE AT WAGON WHEEL

Manager Graf of the famous old Wagon Wheel in Santee invites merry-makers to again be with them at the jolly New Year's Eve (Sunday, Dec. 31) party.

"But reservations should be made right now" he invites, "by calling 448-8550".

"I SIMPLY can't stand my husband's nasty disposition," wept the young bride. "Why, he's made me so jittery that I'm losing weight."

"Then why don't you leave him?" asked her aunt.

"Oh, I'm going to," the bride smiled through her tears. "I'm just waiting until I get down to 120 pounds."

GALA

New Year's Eve DANCE!



At The



WAGON WHEEL

SUN. DEC. 31, 1967

Santee, Calif.

MAKE RESERVATIONS NOW

CALL 448-8550

Don Roccoforte

Closing Mondays

Starting Dec. 25

DON'S BARBER SHOP

Season's Greetings

2253 Hwy 80

445-4103

Alpine, Calif.

TAXPAYERS WANT THEM LOWERED!

The legislature will be urged by resolutions to make local property tax relief its first order of business when it convenes in January. Such were adopted by school boards of Alpine and Jamul-Las Flores. Early relief would greatly aid the boards in fixing 1968 budgets, the resolution declares.

Life is just one fool thing after another - Love is two fool things after each other.

Florist	9934 Maine
"Flowers	LAKESIDE
<i>By</i>	443-1066/1067
Lakeside"	Evenings 222-1892
Weddings Our Specialty	

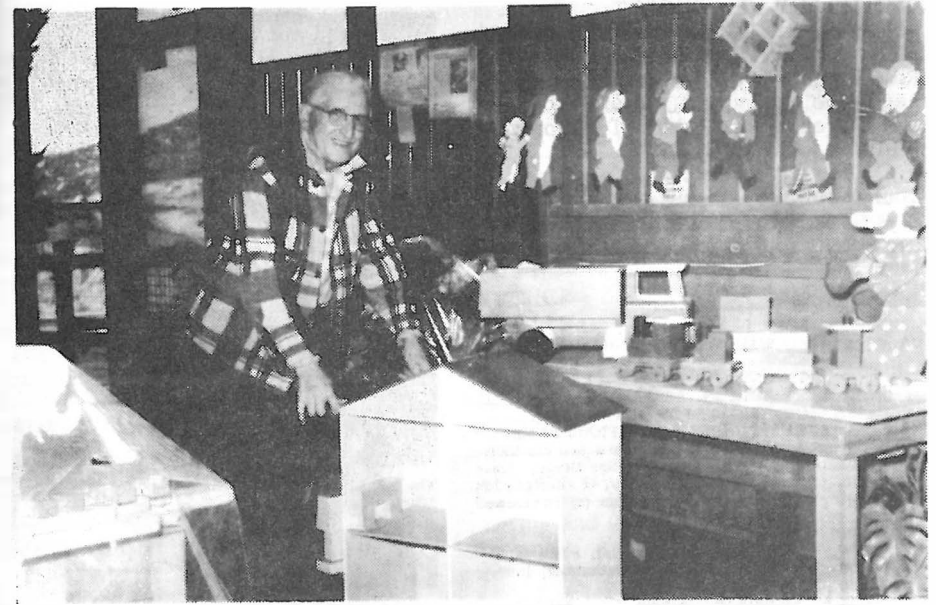
BRUCE HILL HOME FOR CHRISTMAS

Mr. & Mrs. Tom Hill were awakened at 3 a. m. one morning last week by a loud knock on the front door. Neda got up to go to the door when Tom said "better ask who's there at this hour". When she put the question, the prompt and loud answer opened the door a la Sesame.

"Hi, Mom, here I am", and it was her big son Bruce, on leave from basic training at Ft. Ord. He will be here till after Christmas when he returns to duty as squad leader of 40 men. He had been gone only 3 weeks, but the Army takes good care of its men, allowing some 60,000 off for the holidays, Bruce said.

While he is here he is helping Earl Hill at his old job in Earl's Mobil Station, and greeting a lot of his friends.

Bruce came by bus and when dropped in Alpine, some kind person drove him to their tavern Road home.



Philip Kuhl who owns and operates Kuhl's Woodcraft, 925 Hwy 80, is busy completing his Christmas orders. Here he pauses his work on doll house while Celeste Irvine snaps his picture.

Dignified businessman: "My name is Ware."

Sweet young thing: "Oh, Mr. Ware, I have some furniture stored in one of your houses."

May every Christmas blessing

Bring happiness your way

As church bells ring



And choirs sing

That Christ is born today.

EMPIRE MARKET

Bob, Elna, Martha, Hank, Val,
Ron, Siemon, Jim and Tim.



El Serape

Delicious Mexican Food Delightfully
Served in Pleasant Surroundings

Your Host
Chic Griego

Wishes You A Very

MERRY CHRISTMAS

1398 E. Main

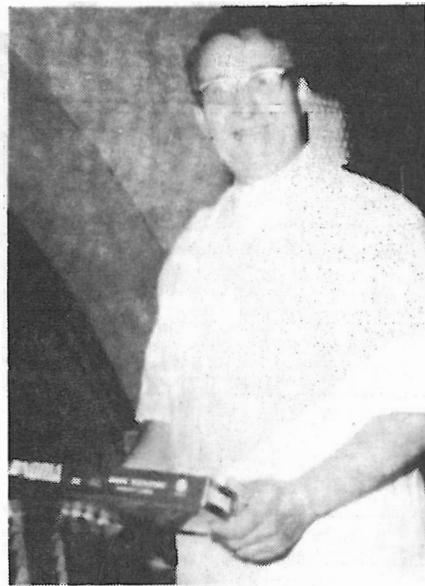
El Cajon

442-7991

SMITHS BUY NEW PUGEO

Gene Adams, that jolly Alpiner who worked up to star salesman with John A. Rose Imports in SD, reports sale of a handsome new pugeot custom-roof station wagon to Mr. & Mrs. T. Aubrey Smith.

"They got it so Norma Katherine could haul her painting gear around", says Gene. Mrs. Smith has been making noted progress in her painting of late.



A classified will sell unwanted items.

LEGAL NOTICE

No. 43821 CERTIFICATE FOR TRANSACTING BUSINESS UNDER A FICTITIOUS NAME

It is hereby certified that the undersigned are transacting business in Alpine, County of San Diego, State of California, under a fictitious name, or a designation not showing the name (s) of the person (s) interested therein, to wit:

ALPINE HOBBY & ROCK SHOP
1821 W. Victoria Drive, Alpine, Cal. 92001
WITNESS our hands this 10th day of December, 1967.

1. Reed C. Durham, Sr.
1321 W. Victoria Dr., Alpine, Cal. 92001
2. Violet E. Durham, 1321 W. Victoria Dr.
Alpine, Calif. 92001

STATE OF CALIFORNIA
COUNTY OF SAN DIEGO ss

On this 10th day of December, 1967, before me Wm. G. Brown a Notary Public for said County and State, duly commissioned and sworn, personally appeared Reed C. Durham, Sr. and Violet E. Durham known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

Wm. G. Brown
Notary Public in and for said County and State
My Commission Expires April 10, 1969.
Alpine Sun Dec. 15-22-29, 67 & Jan. 5, 68. 238120

FUNK SAYS BUSINESS IS UP

Alpine Rexall Pharmacy, owned by Mr. and Mrs. Jerry Funk, in his fine new building, 2109 Hwy 80, today is packed with all kinds of gifts plus the pharmacy which is busy all the time.

"We are happy over the ever increasing volume of business from Alpine and the back country" he says, "so we wish all a right and merry Christmas and good health for the new year".

Be a Subscriber to the Alpine Sun,
Only \$3. for 52 issues.

Classified

30¢ PER LINE PER TIME. CASH ONLY.
COUNT SIX WORDS TO EACH LINE. MAIL
TO THE SUN, RT. 1, BOX 189, ALPINE.

FOR SALE, MISCELLANEOUS

520 acres @ \$550 per acre. Write Mrs. Broni, Wixom, Mch. (Once Month)

OIL HEATER, 74, 701 BTu, 3 months, Cost \$109. Sell \$55. Avenue Furniture, 1701 Garnet, 274-7671.

Collie-Shepherd pups. All males. Reasonable. 445-3637.

FOR SALE. AUTOS

1958 Impala Sport coupe. Clean as a dollar; good as gold. See at 3905 Hwy 80, Alpine.

German Shepherd pups, 445-4701.

SPECIAL-- Portable sewing machines from \$19.95 and up. Cabinet model sewing machine \$25.50 and up. Call El Cajon Sewing Center, 334 N. Magnolia, EC, Cal. 447-1020. (1-5)

SPECIAL- In your home, Sewing Machine tune-up, \$3.49. Call EC Sewing Center, 334 N. Magnolia, El Cajon, 447-1020. Safest Service. (1/5)

REAL ESTATE FOR SALE

2 BR, Nice home, 1 acre, \$17,900.
20 Acres, Dehesa, \$1,600 per acre.
2 Bedroom, \$13,500.

AL SMITH REALTY

445-2670 460-0897

WE NEED LISTINGS- Homes or vacant land. Kellogg Realty. 465-1582. (tf)

FOR SALE OR TRADE

Commercial acre and 1/2 R-2 lot plus 28 foot easement in Spring Valley. Trade for Alpine property. 445-2797.

3 lots on Eltinge and or Marshall Road, 10,000 sq. ft. area. Water and sewer available. \$3500 to \$5500. Call 276-5857.

WANTED TO BUY

Small acreage. Alpine, Reasonable. 295-2641.

FOR RENT OR LEASE, Light Housekeeping unit. \$70 month. Utilities paid. Alpine Motel, 445-2954.

SPECIAL NOTICES

Ted Weeks Jr. Construction Co. Gen. contractor, commercial, residential, remodeling, 11437 Rocosco Rd., Lakeside 443-1898.

INTERIOR - Exterior - Painting. Reasonable. Fast. 22 years. exp. Neat, Clean. PO Box 242, Alpine. 445-2797.

LICENSED INSURED Electrician. Chas. Shorter, 2812 Hwy 80. 445-3763.

Ruth Burdett, piano lessons, 445-2877.

Roofing and Repair. Reasonable. No job too small. 442-7064. (10/29)

PROPANE GAS SERVICE, all types of appliances. Free estimates. Byron Crawford. 445-2087.

PINE ACRES TREE NURSERY

Sold out all Christmas Trees. Our citrus trees arriving Jan. 4. Merry Christmas, Happy New Year. 445-3037.

Now honoring Master Charge and BankAmericard. Nikki's Baby Cradle.

La Mesa Gold Seal Cleaners & Laundry. Free pickup & Delivery. 466-5957.

CARL'S READY MIX. Concrete. 445-2780.

SEPTIC TANKS CLEANED
Modern Septic Tank Service
444-6197

BUSINESS CARDS, \$5.75 per M. Blue or black, postpaid anywhere in US. Add 4% sales Tax. 445-2415. Alpine Sun.

EARL'S

MOBIL STATION

Complete Lube Service, Dorman Recaps, Truck Tire Service: Any Place, Any Time. Batteries and Accessories. White Gas and Block Ice.

We Give S&H Green Stamps

2151 Hwy 80, Alpine 445-4188

NOW is the Time to Extend

Christmas Greetings

And Also to Remind You That

GENE ADAMS Of Alpine

IS SELLING THE TOYOTA, PUGEO & RENAULT

With

JOHN A. ROSE IMPORTS

283-5877 or 445-3731

5921 Fairmount Ave

San Diego, 92120

Alpine Lively Oaks were sad to learn of the death of Miss Anna Roddy of Alpine Apts., who recently came from N. Y. She had roomed with her friend Miss Marie LeBrecht, for 40 years. Miss LeBrecht flew to the funeral

FIRST BAPTIST CHURCH

OF ALPINE

Arnold Way At Tavern Road

Sunday School 9:45 - 10:50
Morning Worship 11:00 - 12:00
Prayer Meeting 7:30 Wed.

The Rev. French P. Blevins, Pastor
Church Phone 445 2338
Pastor 423-2806

HAPPY
NEW
YEAR



PERCY H. GOODWIN
COMPANY

NO MEETING OF SENIOR CITIZENS

Monday being Christmas, Alpine Lively Oaks Club will have no meeting, but will have a lively one on New Year's Day, the following Monday, reports Eve Coppock, publicist.

This week the rain stopped many, so only 26 showed up at the YC but they had a fine time. Greetings were read from former members Janet Leimgruber and Thelma Anthony.

BOOK REVIEW from 26

Without Salt. This idea came from the widow of Harpo Marx who had been on a salt-free diet due to a heart condition. So the poisonous salt is substituted in some fine recipes in this section.

I'm planning to fly over to the desert and visit Mike & Olga and taste some of their flavorsome dishes. -CI

Note- This review is being broadcast over Radio 860, XEMO, on Irvine's program, Sundays at 5:15 & 11 p. m. Tell your friends to listen for Physical Fitness.

PLAN HOMEMAKERS from page 1 ship can also take advantage of the playroom for \$1. each Thursday. Membership for a year is \$3. 50. Donations of good play equipment or a rug would be appreciated. Details from Mrs. Kluczewich, 445-4114 or Charlotte Mills 583-3821.

Try Alpine first, its your town.

El Cajon Awning & Mfg. Co.

Alpine Representative
Lee Widmer, 445-4171

AWNINGS - CABANAS - SCREENED
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For
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COME IN AND SEE OUR SHOW
ROOM DISPLAY

845 El Cajon Blvd., El Cajon
442-3301

Best wishes
for a Happy

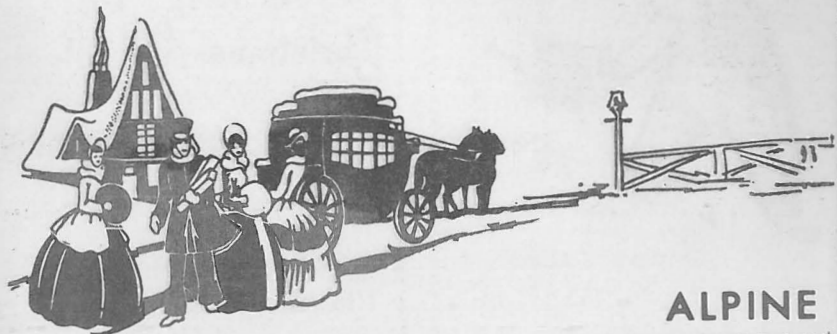


Old Fashioned
CHRISTMAS
and many of 'em!

*

BUTLER DRILLING COMPANY

Kenneth Hittle



ALPINE

Ent. as 2nd Class, Alpine, Ca. 92001

Return Postage Guaranteed

Alpine's Fine Weather

High 54, Ave. High 49
Low 31, Ave. Low 36
Rain 2.94, Sea. 7.10

Elev. 2000 Ft. Population 3733
Where the Sunshine Spends the Year

ALPINE COTTAGE BEAUTY
RT 1 BX 78 C SHOP
ALPINE CA 92001

GREETINGS



and



Best Wishes

From The

DOLL HOUSE



May this be a
real Old-fashioned
Christmas full of
genuine old-fashioned Happiness

Many Thanks for Your Patronage and
Good Luck for the New Year

1911 Hwy 80

Alpine

445-4289