

Our 12th Anniversary

10¢



Alpine Sun



America's Tiniest Newspaper

Merry Christmas



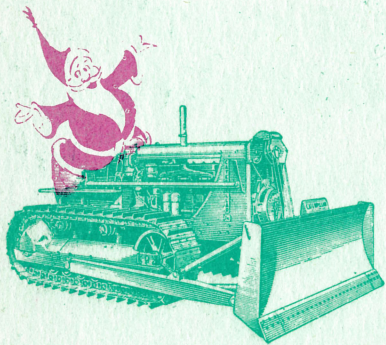
1963



BEST wishes
Clarke and Alice Irvine

Christmas Greetings

To Our Many Friends and Customers



Fred D. Rushing

**Alpine Grading
and
Equipment Rentals**

445-2214

Alpine



ALPINE SUN



Best Climate in US by Govt. Report.

VOL. 12, No. 28. (306) ALPINE, CALIF. FRIDAY, DEC. 20, 1963 10¢

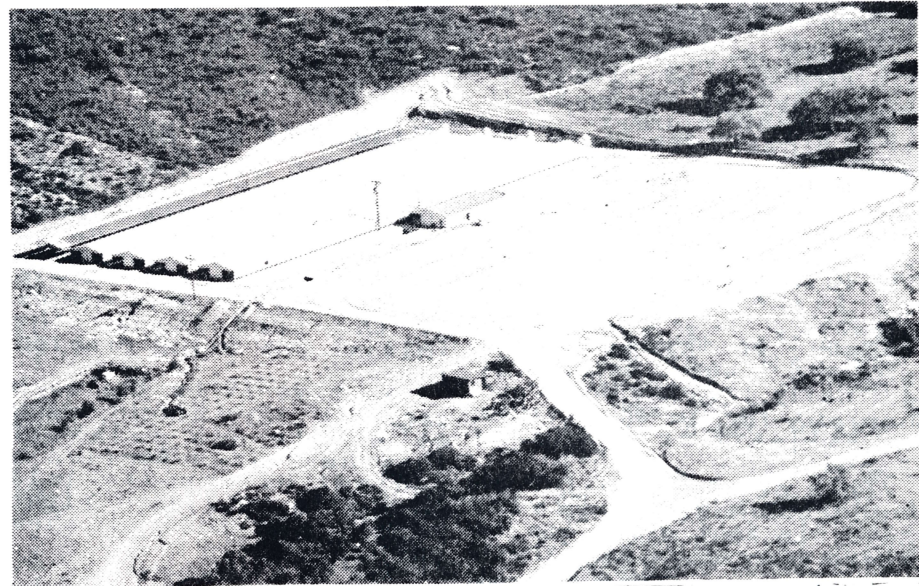
ESTABLISH FIRST DUDE RANCH IN COUNTY

VIEJASITES WIN

Viejas Mountain, that August peak that commands a marvelous view of the south county, towering 2442 feet above the picturesque Alpine terrain, will keep its name.

Last issue the Sun ran a story on how a few, in-

After a 3-year search throughout southern California for the ideal spot on which to establish a dude ranch, a beautiful 160-acre valley near Descanso was chosen. Ed Torgersen of Los Angeles was doing the searching. An Alpine sign; 'best climate in US by government report'



ONE OF LARGEST EGG OPERATIONS IN SOUTHLAND IS NEARING THE HALFWAY MARK AT DEER HOLLOW RANCH, WHERE COL. JOHN HOOD SAYS THEY WILL HAVE THE 5TH SHED DONE SHORTLY AND FILLED WITH 10,000 LAYERS FOR TOTAL OF 50,000. PHOTO WAS MADE SUNDAY BY EDITOR IRVINE WHEN HE WAS FLYING AROUND THIS AREA.

went a long way toward influencing his decision to locate in this area.

N.M. Grieco, realtor of LM, located the property, known as Green Gates Ranch on Boulder Creek Road, owned by Mr. and Mrs. J. Ablett. She is the school nurse at Alpine.

Work on the first phase-- expanded riding stables-- begins early in January.

MORE ON PAGE 47

MORE ON PAGE 58

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

EDITORIAL



Christmas in Alpine's Wonderful Sunshine

Perhaps Christmas in Alpine should really be Thanksgiving, for we who live in the mountains enjoying the salubrious climate here at 2000 feet above the sea, have much to be thankful for.

The Sun's motto 'When the weather is bad here it is worse everywhere else', really holds good all year. Many have come here from Smog Angeles, or cold eastern cities, found a climatic utopia, and have remained to live out their days.

So all of this fine little community of 3200 plus, and growing, too, should really be doubly happy this Christmas over the wonderful weather we enjoy.

Every morning our little family looks out towards El Cajon Mountain to the northwest, with its solid granite cliffs and as the golden light of the sun touches its uppermost slopes, we thrill to the profound beauty. We call it our daily trip to the Grand Canyon, for it then truly resembles that inspiring beauty spot.

This place has a lot of wonderful folks living here, in fact all of us in these busy days are short

of time which we might well spend in visiting one another.

Christmas is such a joyous season that it behooves all of us to reflect in our daily lives the sunshine of Alpine in greeting and talking to our many fine neighbors; and of course, reflect the Christian attitude to all.

What we are trying to say is the Sun family on its twelfth anniversary, wishes all a bright and cheery Christmas, and a joyous and prosperous New Year.

May life mean more in sixty-four! - CI

SELLING THE SUN NOW

Another downtown spot, one frequented by many tourists, the Big Dipper Coffee Shop is now handling the Sun. Harold and Billie Garrison, owners, had to send for more copies of the last issue, the initial one being offered there.

'We have it by the cash register', says Harold, 'and we merely ask folks if they have seen America's tiniest newspaper, tell them it's published right here', and most of them buy'.

INTEREST UP TO 4.85%

Harry H. Holthusen, president, Southland Savings and Loan Association, advises that their firm is raising interest on savings from 4.5% to 4.85% on Jan. 1. As usual, deposits on or before Jan. 10, draw interest from the first.

Oswald called a hammer a hammer until he hit his finger with it.

I Saw Some of the Real Old West Die With the Passing of William S. Hart

BY CLARKE IRVINE

From his forthcoming book 'Early Days in Hollywood' the intimate story of a newsman around the studios from 1913 to 1931. (Copyright 1963)

When my dear old friend William S. Hart died, I believe a part of the real old west died with him, for he was not only one of the finest western actors, but a real trouper, a gentleman, a scholar and though tough, a soft-hearted man.

Today his old silent films show what I mean, for they were typical, not romantic and full of stage acting. Not that Hart could not act, make love and all that, for he was really romantic, in fact he married a young actress, Winifred Westover. I believe he left one son. My wife and I visited him at his Newhall ranch The Horseshoe, which he told me he was leaving to LA county for a western museum. I hope to see it again someday.

We visited him only a few months before he died, June 23, 1946. He had welcomed us in his usual cordial manner, with his three huge dogs, Bill always loved animals, and I have a treasured picture of him signed 'To Clarke Irvine from Bill Hart and Fritz', and his favorite pinto was nuzzling his hands.

On the other side of the photo Bill wrote 'Dear old Fritz took the long trail Feb. 6, 1938, age 31, about two weeks after this was taken. Man of War was the great horse of the day-- but Fritz was always the public's favorite in voting contests'.

In my library I have several of Hart's interesting books of the west autographed, which I treasure greatly. In later years we did not see so much of each other, but kept up a cordial correspondence.

Bill Hart's last screen appearance was in 1939 merely doing a prologue to a reissue of one of his great pictures, 'Tumbleweeds', which he had made in his own studio in 1926 as a silent feature, which I think was one of his last, after which he retired to his ranch.

Too bad he was not a bit younger, for with his long experience on the stage in Shakespeare and dramatic stock, his fine, deep voice with its range and emotion, really thrilled as he told of those early days in the west where he had grown up.

All oldtimers remember the galloping Broncho Billy Anderson, who I think is still around somewhere near Hollywood, the real first western star, and of course the swashbuckling Tom Mix, another good friend of mine, who was killed in a car crash some years ago while coming back from the east.

I'll always remember the first time I met Bill Hart in 1914 out at Inceville, above Santa Monica, where he came to work for Tom Ince's New York Motion Picture Company, making Broncho, Bison Kay-Bee and other popular brands. He really built up the famous role of a good bad man.

I watched him do his first scene in the movies, and he did it well, and I wrote in the Moving Picture World. He told me he had spent his summers at Manhattan Beach, Calif. in his early stage days, acting as lifeguard, when laid off in New York City. He was born in Newburgh, N.Y., on Dec. 6, 1862, so he was 43 when he started in the flickers.

Of all the stars I knew, I guess Bill Hart was the most fascinating to watch for he was so real, so genuine in his parts of the good bad man. And he was so honest and friendly he typified the real old west-- with cordial greeting, quiet talk, politeness and his ever present concern for the ladies, for whom he was always the he-man fighting in his popular pictures.

Without doubt William S. Hart-- Big Bill-- was the greatest of all western stars, and he was the most authentic I know, for time and again I have watched him at work out at Inceville, or in Culver City or later at his own studio in Hollywood, take pains to point out to his players and cameraman, the true and proper way something should be done, as it was in the west that he knew and lived as a youth.

He told me he had traveled all over the west with his father who was a wandering miller and he had grown up with Indians and trail herders and as a lad he spoke Sioux.

Although he was a New Yorker, Hart had spent his childhood with his father in the then west-- Wisconsin and Minnesota-- when those great areas were still peopled by the Blackfeet and the Sioux who had fought Custer in the history making Indian wars.

Bill used to sit on the studio set with me visiting and he'd reminisce of those colorful days when he worked as a plowboy, and ranch hand, learning to protect himself against the dangers of life in those stirring times. He always felt that the outdoor life was the only life to live, and that is why he bought his famous Horseshoe Ranch. He said they had always figured the frontier code as a law of iron, and men observed it, no matter what the results.

Like most westerners, Hart was touched with a

profound love of the west and its great, colorful, open spaces, which remained with him and was reflected in his home, its decor and its peaceful atmosphere.

In the American History of the stage, the name of William S. Hart is there to stay as one of our great actors, for he played not only Shakespeare, but great roles as Messala in Ben Hur, also in the Virginian, the Squaw Man, and others.

Hart was a tall, rugged chap, and I don't think he ever had a double, for in a letter some months before he died he wrote 'the hustling days that you and I knew so well, the doing of my own stunts in pictures which left me with four major injuries that, I am afraid, will cut a few years off my allocated span of life, make it necessary for me to get from under all matters requiring much attention at this time'.

After I left pictures in 1923 and traveled in the South Seas, I spent 16 years, 1933 to 1949, editing and publishing Let's Live Magazine in Hollywood, and always kept in contact with Hart who got quite interested in the modern health movement, even subscribing to my magazine. I have a penned note from him of Feb. 19, 1946-- he passed on in June after we had visited him, and I had asked for a photo with his beloved dogs, he wrote me: 'Dear Clarke: Please find enclosed check for \$10'. Please send Let's Live to the names enclosed, for one year, and we'll hope that it does them a lot of good. The enclosed photos are the best I can find. My friends grab every new one they see. It was good to see you and talk over the old days by the sea. Always sincerely yours, William S. Hart'.

Hart was one of the kindest men I've ever known. He loved animals, chiefly

MORE ON PAGE 4B

ALPINE SUN

America's Tiniest Newspaper

445-2415 OR 445-2394

2255 Tavern Rd. Mail Rt. 1, Box 189

ALPINE, SAN DIEGO COUNTY, CALIFORNIA

PUBLISHED SEMI-MONTHLY ON FRIDAY

10¢ PER COPY. BY MAIL, \$2. YEARLY

CLARKE IRVINE, EDITOR & PUBLISHER

AOPA 194347

ALICE IRVINE, ART & COMPOSITION

OWNED BY HEALTH DEFENSE LEAGUE INC.

PRINTED AND PRODUCED ENTIRELY ON THE RANCH

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.

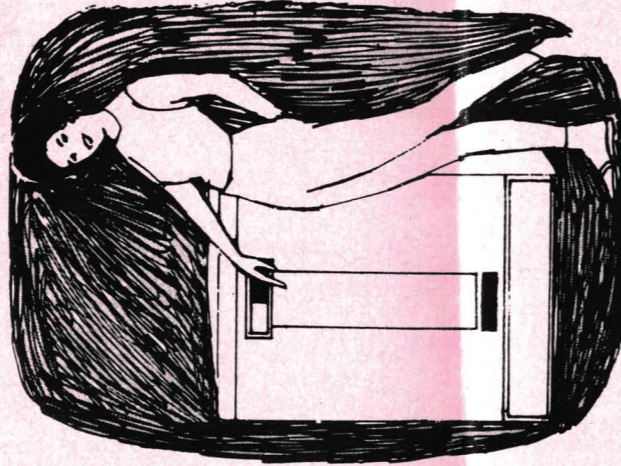
3 ways to modernize your home...*electrically*



1.

a sparkling new
electric range

will bring new beauty to your kitchen, new pleasure to cooking. You can choose from four distinct styles: built-in, eye-level oven, free standing or drop-in. Each offers the efficiency, economy and automatic control features that make electric cooking the homemaker's favorite. See a dealer soon and bring your kitchen up to date with a modern electric range.



2.

a dependable
electric water heater

assures that a modern home has an abundant supply of hot water for daily family needs. So bring your home's hot water system up to date with an efficient electric water heater. Remember, too, when you buy, to get one large enough, and your home will be assured of having an ample supply of hot water for years to come.



3.

a marvelous
electric heat pump

will control your indoor climate all year long. It heats your home in the winter and cools it in the summer. And it controls the humidity and keeps dust and pollen out. Its efficiency and small size make it the ideal heating and cooling system for year 'round climate control. Talk to an air conditioning contractor real soon about installing an electric heat pump in your home.



SAN DIEGO GAS & ELECTRIC COMPANY

Pierce Does Much for Alpine Future

By Clarke Irvine

Ever since the village of Viejas became Alpine way back in the 80's, it has



built, and folks moved here from all parts having heard of the fine climate.

Then on Dec. 30, 1958-- five short years ago-- an aggressive young man, born in SD on Nov. 25, 1923, who had made a success in real estate in that city, LM and EC, became interested, buying 640 of 1400 acres from Jos. La Shelle.

In August, 1960, with his charming wife Jean, a native of W. Lewton, Mass. and their four youngsters, bought the Statler place, formerly the De Mott Ranch, moved here, and became a part of the community. Children are Gary, 16; Brian, 13; Dennis, 11, and Lisa, 9.

Pierce is a Grossmont High graduate, went to SD State, later to the Harvard Supply School, winning his
enjoyed only sporadic growth and little development. A few nice homes were

MORE ON PAGE 50



MERRY CHRISTMAS

A FRIENDLY GREETING
A WISH SINCERE

'Tis the season to wish you all well and to say thank you for your fine patronage this past year.

CUYAMACA
Beauty Salon

442-9601

113½ W. Main, El Cajon



LLOYD HOLDS RARE RORNED HELMET SHELL WORTH \$10. ROOM IS LINED WITH SHELVES OF HUNDREDS OF COLORFUL SHELLS. THIS IS FINE HOBBY FOR YOUNG PEOPLE. SAYS GONZALEZ WHO IS ENTHUSED OVER IT AS ANY KID.

HELP YOUR POSTMEN

This may be a timeworn statement, but here is the week for all to do little things to aid postoffices all over the nation in handling the huge volume of mail; address all pieces legibly, or type; tie out

all for out of town, and local (postoffice supplies labels); mail early and see that your name and number are on route boxes. Tie all bundles extra securely. 'Thanks and Merry Christmas', say the mail workers!

SHELL HOBBY BECOMES SMALL INDUSTRY

If Alpine keeps adding small, clean, artistic industries, soon it will be the mecca for such nice operations. Latest is Lloyd's Seashells, operated by Lloyd Gonzalez, 2864 E. Victoria Dr. With his wife in their Dodge camper, and a 19-ft Larson open boat, with skindiving gear, he forages along this coast to Mazatlan, Mexico collecting thousands of shellfish including the noted devilfish.

Mrs. Gonzalez operates the Alpine Cottage Beauty Shop at their home, but takes off regularly on the trips. He has transformed a large chicken shed into curing, cleaning and storage quarters. The devilfish he coats with fiberglass.

In one room of the house he has cabinets and boxes

of strange, beautiful and colorful specimens, some having been bought from collectors and others. He now ships all over the nation and abroad, one letter just being received

MORE ON PAGE 46

MERRY CHRISTMAS

From Everyone At

DON DIEGO'S

Stop by during the rush
Finest in Mexican & American
Food. Full course dinners.

OPEN DAILY 11 TO 9
LATER FRIDAY & SATURDAY

ORDERS TO GO

443-2814

13675 Hwy 80 Johnstown



Christmas Greetings

May the light of the Christmas star shine upon your home, bringing to you and yours contentment, peace and the joys of the season.

Valley Trailer Supply

1540 E. Main

El Cajon

442-0971



TO OUR FRIENDS OF THE MOUNTAIN EMPIRE

May the spirit of Him

whose birthday we

celebrate abide in our

hearts as a living expression

of love... adding a deeper

appreciation of those spiritual

values that are true and lasting.

AL AND ALICE
CARIN, AL, Jr.
MRS. J. HINKLE
AND STAFF:
Dan Sparks,
Tom Casey,
Ed Storkman,
Bill Hoffman, Jr.

AL HINKLE Lumber & Ranch Supplies

BAPTISTS HAVE PROGRAM

The Rev. Vaughn Steen of the Baptist congregation says they are holding the annual Christmas party and program in the church at 7:30 Sunday, given by members of the Sunday school. The public is invited.

SCHOOL DAYS ARE SET

At the last board session it was voted to add one day to replace that lost on the memorial day for the slain president. It will be Monday, June 8. Yuletide holiday was set for today through Monday January 6.

A Merry Christmas

and

A Happy New Year

To All Our Friends

Pierce Realty

Bill and Charlene Brown



SEASON'S GREETINGS



With our greeting of the Season goes our sincere wish that we may continue to enjoy the pleasure of your friendship and good will.

Sandy's Feed Store

444-7273

El Cajon

907 E. Washington

Season's Greetings



AGHAM'S

Ham and Agnes

J.H. McKIE, Jr.

and Elsie Hoffman
Real Estate

McGUFFIE'S SUNDRIES

Agnes Jenny
Jeanetta Emma



LOUIS LANDT

And the Gang



ALPINE TV SERVICE

Fred and Ray



Highway 80

Alpine

California



GROUP OF YOUNGSTERS WHO ATTENDED FIRST PEQUENO CHRISTMAS PARTY HELD AT SHADYROCK PINE RANCH.



WANT CHRISTMAS COPY?

Back from a selling tour as far as Louisiana, Oklahoma and Texas, is Jim Rorie, owner, Fiberglass Menagerie Co., here, reports fine business everywhere for their unique display animals.

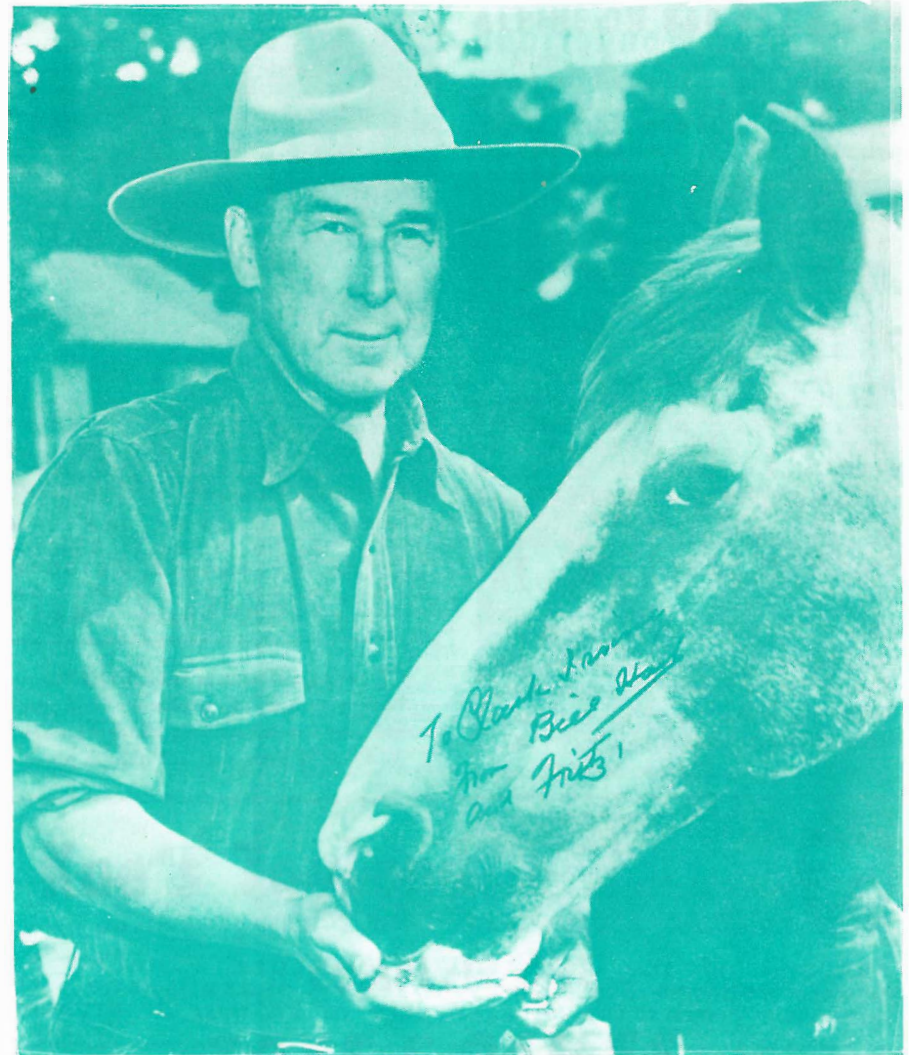
If you would like the Sun to post one or more copies of this big issue to friends or relatives, send the list with 20¢ for each name. (Foreign, 30¢). Send early please.

CHRISTMAS GREETINGS

1963
and
HAPPY
NEW YEAR

WE welcome the Yule season as a time to thank you for your friendship

**Clark Haney's
CHEVRON STATION**



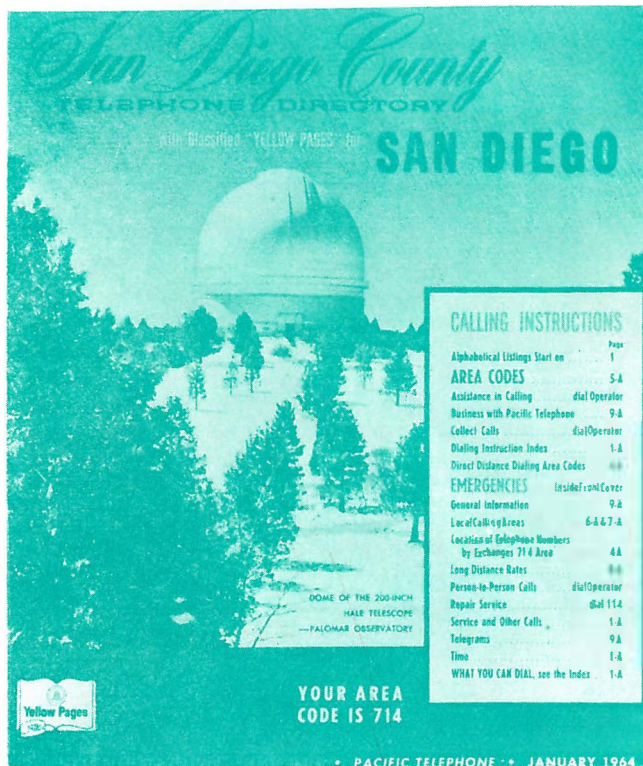
WILLIAM S. HART, THE CINEMA'S BEST LOVED COWBOY WITH FRITZ, HIS FAMOUS STUNT HORSE WHO PASSED AWAY FEW WEEKS AFTER THIS PICTURE WAS TAKEN. The Baptist Church of Alpine will present 'Joy to the World' a play with tableaux Sunday, Dec. 22 at 7 pm. 16 Alpiners will participate in the play

Milk

GOLDEN ARROW DAIRY
"...ask your neighbor!"
For Home Delivery call
home office 296-6205
WINNER OF 8 GOLD MEDALS AT THE STATE FAIR

Winter Wonderland on New Phone Book

San Diego County will get a big new phone directory two days before Christmas as they are distributing The book has 331,000 abc listings, besides 744 yellow pages.



This is an increase of 6178 over last year, he says. The big task requires 500 workers under contract to insure speedy completion. If you do not have your beautiful book by Dec. 23, give the company a ring.

This is the sixth season

448,000 of the colorful to feature a noted San Diego county scene, the dome of Palomar Observatory.

MERRY CHRISTMAS

Mary Carter Paints

Ask About Our New Interior Acrylic Latex

1-Coat No-Drip Paint

Mildred and Charles F. Peck, Owners

240 W. MAIN

PHONE 444-2316

EL CAJON

In Dan Dixon's Furniture Store

ALPINE ON 860 SAT & SUN

Due to program changes, 'Early Days in Hollywood', with Clarke Irvine, on XEMO Radio 860, will not be heard at 7:30 Sunday nights, but will be regularly on Saturday at 5:30 pm, also on Sunday at 11:30 pm. Mail keeps increasing from out of state, says Manager Dick Lewis, who puts on the popular concert in the afternoon on that station.

Even Alpiners tune it, says Irvine, who reports a letter from a local woman: 'Enclosing \$1. for your book on health. I listen to your program on XEMO every week, and I well remember seeing Valentino for the first time in 'Blood and Sand'.



MR. AND MRS. GARY DAVIS AFTER THEIR BEAUTIFUL WEDDING SUNDAY IN BETHEL ASSEMBLY CHURCH. SEE STORY ELSEWHERE.

OVERHEARD at an office party: "Oh, yes. I like working for him very much. He's a perfect gentleman—all you have to do is slap his face once in a while."

OVERHEARD ON A BUS: "I took Bill and his girl friend to dinner the other night. They laughed and laughed when I spoke to the waiter in French—but they didn't know I told him to give Bill the check."

Kae's Toyland

COMPLETE LINE

TOYS & GAMES

WHEEL & SPORTING GOODS

(Next to Robert Hall's)

Bankamericard



Open till 11:00; Open till Midnight Christmas Eve

S & H GREEN STAMPS

1070 E. Main

El Cajon

444-1128

TOP TALK

By Cynthia Irvine

Merry Christmas everybody I hope it is the best one ever.

We were so pleased with the wonderful response our Pequeno Riding Club has received. So many people sent contributions that we have our \$90. and Mama wrote to the Horseman's Association so we can join as soon as the papers come through.

We are sending out Thank You notes to everyone, but it takes time to hand paint the notes, but please be patient and you will

MERRY
CHRISTMAS
AND



HAPPY NEW YEAR
TO OUR FRIENDS

CASINO INN

RED & ETHEL

1155 Hwy 80 445-9581

hear from us. We received lots of encouragement for our club and that made us all feel swell.

I talked to Petsy McCall Saturday and she told me she had sold her jumper but hopes to get another real soon.

Our riding club is meeting at the Woman's Club parking lot Monday, Dec. 23, to go carolling and everyone is invited. A lot of kids can't be out late on their horses.

Carol Bredeesen arrives tomorrow to spend the holidays with her mother Dr. Bredeesen of Sunny-Knolls Ranch. We always have such a good time.

JoAnn Villa got a new horse and she named him Mark because of his brand. She called Monday to tell us she had won 7 ribbons with him. She was thrilled.

Our Christmas party turned out perfect and all but 5 of our 29 members came. Mrs. Villa drove up from EC and Mrs. Weisbach and Mama helped put it on. Mrs. Dun sent 5 gallons of the best punch we have ever tasted and we really thank her.

Winners of the trotting race was Linda Rushing; Laurie McGrath won the stocking hunt and Celeste Irvine won the balloon race. Timmy Rowan would have won but he accidentally popped his own balloon. Everybody came on horseback and we want to thank Connie Collard, owner of Shadyrock for letting us have the party there. Everyone had a grand time and we want to thank all who heaped make it such a success.

HELP FOR GAL'S AIR RACE

In order to raise cash to promote the start of the 1964 Powder Puff Derby from Gillespie Field, the East County C of C is sponsoring a big day of flying for the public at four fields; Gillespie, Ramona, Palomar and Montgomery. Rate will be only 2¢ a pound for a 10-minute flight. Hours are 8 to 5 on Sunday, the 29th, with raincheck date Jan. 5.

All aircraft are 4 or more passenger with commercially rated pilots. Airplane sales people, clubs and private pilots are donating ships for the event, says Chairman Mrs. R.F. Russey, of EC, who is chairman for the 99's also, the organization founded by Amelia Earhart in 1929. Call 444-4883 or 459-3452 for details.

Note - Here's a chance for anyone interested in flying to get a wonderful flight for a few pennies. There will be lots of displays and information.

A father of four has been visiting the psychiatrist daily. "Nothing is bothering me," he explained. "But this is the only place I can lie down without being disturbed."



N.M. GRIECO,

Realtor



Wishes You A

Merry Christmas

And

Happy New Year

Season's Greetings



Log Cabin Cafe

2205 Hwy 80 Alpine
445-2243

Serving

Christmas
DINNER

12 NOON TO 8 pm

PRIME RIB

TURKEY

HAM

SIZZLING STEAKS

AND

BROASTED CHICKEN

RESERVATIONS

Taken Any Time

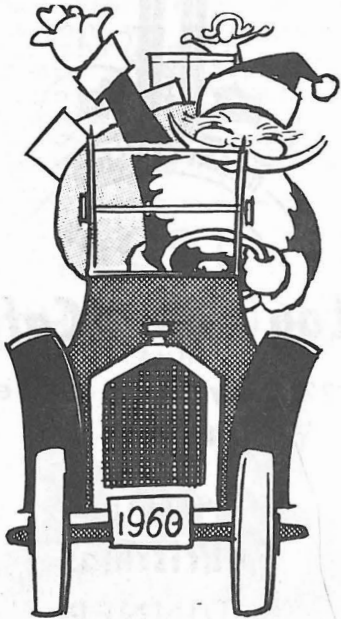
Season's Greetings

RANCHO VIEJAS RESORT

Hwy 80, 5 Miles East of Alpine

445-3867

Merry Christmas



We welcome the festive season as an opportunity to tell you we are proud of your loyalty. Have a very happy Holiday.

Alpine
CHAMBER
of COMMERCE

DOUBLE TALK

By Cecile & Celeste Irvine

We are all talking about our ride Monday night when we go carolling on our horses. A lot of kids are coming and anyone can come.

Here is some sad news. Shirley Kune traded her piano for a horse like she said she wanted to do in our column last week. She was so happy but here is what happened. She got a half quarter and half arab, about 6 years old. Well Shirley was out riding Sunday and didn't cinch up real tight and the saddle slipped throwing her off. Shirley broke her wrist in three places, and her collar bone, and won't be back in school for at least a month. Too bad too and right through the holidays.

Lynn Kinikin got a cute little pup for Christmas but she got it ahead of time. It is black with yellow points and she named her patches.

Laurie McGrath will be happy Tuesday when she gets her cast off. She was lucky that she only broke one bone in her arm.

Linda Rushing got her black horse Tina back from Tommy Judd who has a calf to raise so was too busy to ride.

Raymond Rix has his horse Barney for sale and he only wants \$100. He is a nice Palomino.

Geniva Anderson is going to have a new little sister or brother real soon and this makes 6 kids in their family.

Ruth Fox was playing tetherball and she accidentally kicked her own arm. She cracked the bone in one finger and sprained the rest and it is all wrapped up. What a funny accident.

Here is some news that everyone who rides should try to remember. Several

MORE ON PAGE 45

KEDDIE PROGRAM POPULAR

The 'Come on the Ranch' radio offering from the SD Gas & Electric Co.,



starring Howard Keddie has built quite a large listenership in the last few years. It is heard every morning, Monday through Friday, 5:30 to 6 on KFMB Radio, dialled at 540, one of the most popular SD County stations.

The program has a full half hour of county and national farm news (CBS), weather reports and news headlines. Not long ago Keddie, who is a strong booster for the back country, told of Doug Walker and his wheat grass which he grew for seed on the famous old Walker Ranch at the Willows.

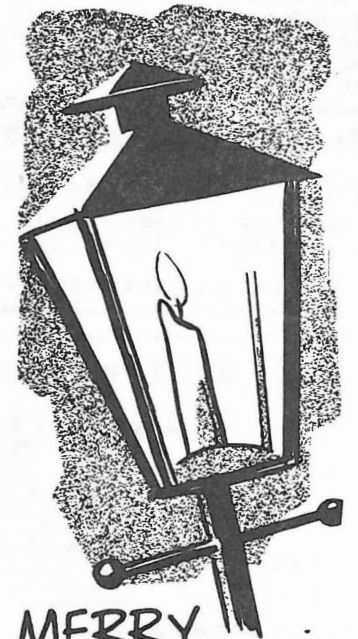
Clifford and Virginia Kinder have purchased and moved into the O.E. Ramsey place on Alpine Heights Rd., reports Don Bates, realtor. The place is on 10 fine acres, and Kathleen Bates made the deal.

CARL McCALL
Realty

LISTINGS WANTED

Homes - Ranches - Land

2175 Arnold Way 445-3310



MERRY
CHRISTMAS

Cindy's

To All Our Friends

May Every Happiness
Be Yours

For

CHRISTMAS DAY

The

SEASON

NEW YEAR

Cindy of Alpine

Louis A. Pick

We know one gal who is very disappointed: "He not only lied to me about the size of his yacht," she told us, "but he made me do all the rowing."

Dr. Frank J. Bornowski, D.C.

Better Health Thru Chiropractic

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

SUNDAYS & HOLIDAYS BY APPT.

Cafe del Rey Morro

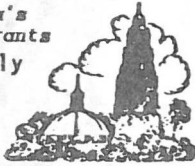
One of America's
Better Restaurants

12-8 pm Daily

Your Host
Jerry Dicus

234-2161

Balboa Park,
House of Hospitality, San Diego



ACCOMMODATIONS FOR
LADIES AND GENTLEMEN
PARTIES AND BANQUETS

"That's
My
Bank!"



Member Federal Deposit Insurance Corporation

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

This Harms Growth

In a letter to the Sun, Forrest Wood, pilot of Alaska Airlines, says 'Here is my check for another year of the Sun... I sold my land adjacent to La Cresta Blvd. Will receive about what I paid for it five years ago. Couldn't afford the taxes, about \$300 a year, and going higher.'

Note- I have flown my friend over his property to see it and I noted that it is hilly rock terrain. He recently sold his land on Hwy 80 near E. Victoria for the same reason, and will not move here. Quite a number of local folks are disturbed by this situation. The press runs editorials on it and people talk about it. What's happening? Nothing. But something is sure to happen one day! -CI

Paul Davis of Imperial Beach, whose wife is assistant pastor of Assembly of God Church here, is out after a double siege of the flu coupled with bronchitis. He is the man who designed and built the addition to this pretty edifice.

Christmas 
Greetings

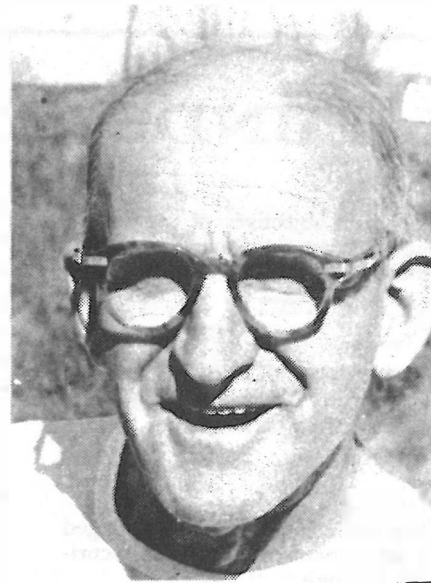
SHELL STATION

Complete Service
Tires & Accessories
Ralph & Lavon Becker

We Give S & H Green Stamps
4007 Hwy 80 445-2168

PHONE FIRM PAYS HUGE TAX

On tax deadline Pacific Telephone sent in its first half of county taxes, over \$3.3 million! It was the largest yet for the firm, reflecting continued growth. A like sum will go to the county on April 10, deadline for final payment, (and that applies to you, too!) Its state tax bite is \$106.4 million, up 6.3% over last year, and 270% above 10 years ago.



NO WONDER GENIAL ROBERT FEY, CUSTODIAN AT THE FIRE STATION IS SMILING. HE RECORDED A NICE RAIN WHICH IS HELPING THINGS TO GROW. WITH HIS WIFE HE HAS BEEN HERE MANY YEARS. LIKES ALPINE FINE

ERECT TALLEST STRUCTURE

When Bob Wilson finishes his big new Texaco service station at Marshall Road and Hwy 80 about March 1, it will have the tallest structure in Alpine, a sign tower with circle-T for Texaco, 55 feet above the highway, visible from the new freeway when it is completed in 1966.

ALPINE CLEANERS AND LAUNDRY

2251 Hwy 80 Alpine

Phone 445-4083

COMPLETE CLEANING DRY & PRESSING SERVICE

Fluff Dry Laundry - 12¢ per lb.
Wet Wash Laundry 6¢ per lb.
Shag Rugs Cleaned, Washed or dyed

We Also Take in Finished Laundry
Coin-op type Cleaning - 8 lbs for \$2. - Spotting, Free

Are you interested in

MUTUAL FUNDS?

A balanced fund, for instance?

Investors Mutual, Inc. is a balanced fund with objectives of reasonable return, preservation of capital and long-term appreciation possibilities through diversified holdings of more than 500 common and preferred stocks and investment quality bonds.

A common stock fund?

Investors Stock Fund, Inc. is an open end mutual fund with professional supervision of diversified securities, emphasizing common stocks. The securities for this fund are chosen with objectives of long-term capital appreciation possibilities and reasonable income.

Canadian investments?

Investors Group Canadian Fund Ltd. is a diversified, continually managed mutual fund organized in Canada with investments in Canadian securities, seeking long-term growth possibilities through

- (1) Investments in companies participating in the development and expansion of Canadian natural resources, industry, and commerce.
- (2) Automatic reinvestment of all dividends and other earnings.
- (3) Special tax considerations.

A bond and preferred stock fund?

Investors Selective Fund, Inc.—the primary objectives of this mutual fund are to provide a reasonably stable quarterly income and to conserve the value of the investment.

A variable payment fund?

Investors Variable Payment Fund, Inc. is a mutual investment fund with professional supervision of diversified securities, primarily common stocks with emphasis on growth possibilities.

A practical approach to life insurance needs?

Your financial plan for your family's needs should include sufficient life insurance. Talk to your "Investors man" about life insurance designed to fit in the family financial program.

For insurance information or fund prospectus-booklet, call:

Duncan B. McCaleb

ZONE MANAGER

1681 Placid Court EL CAJON

CV8-9366

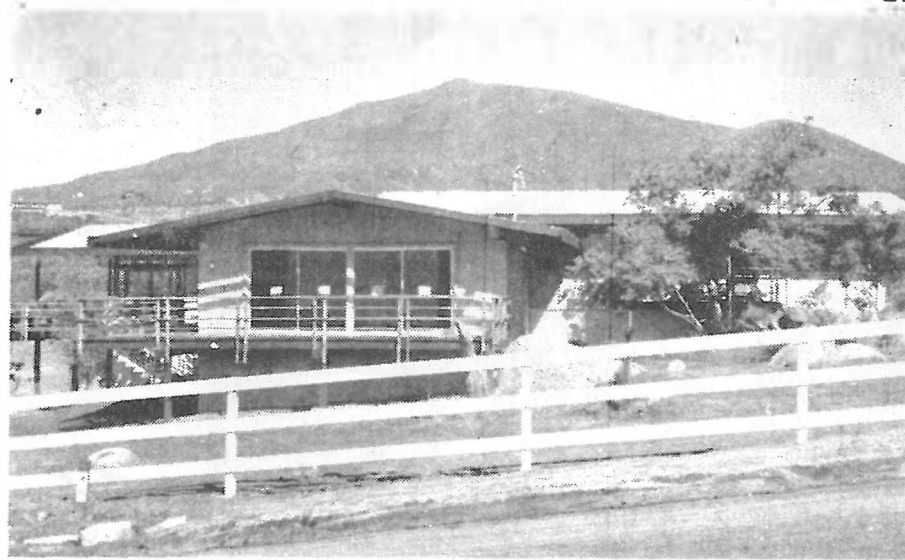
Res. #12-5862

SUITE 2300, US NAT. BANK BLDG. 1010 2ND AVE. SD. 239-1211

Investors **DIVERSIFIED SERVICES, INC.**

FOUNDED 1894

Investors **SYNDICATE LIFE**
INSURANCE AND ANNUITY COMPANY



ONE OF FINEST HOMES IN EAST COUNTY IS THIS MODERN RANCH DWELLING DESCRIBED HEREWITH.

"Well dad, I just looked in to say hello"

"Too late, my son. Your mother looked in to say hello and got all my change."

Finish Luxury Home

Perhaps the most costly luxury home in the community has just been completed in Palo Verde Ranch at the corner of Belota and Via Viejas, overlooking the lake. It is a 2½ story modern ranch type, resembling the chalet, with ample room on the 2½ acre site.

It was built by Howell's Lumber Co., of EC, to sell complete at \$89,500. It is a 12-room structure with 4 bedrooms and den, three baths, family room, dining room and the usual spaces plus a playroom below and a 3-car garage. Sale is being handled by Pierce Realty.

McGUFFIE'S SUNDRIES

MEDICAL PREPARATIONS - VITAMINS

FOUNTAIN LUNCH

Greeting Cards & Gifts

PAY LIGHT & PHONE BILLS HERE

2363 Hwy 80

445-2121

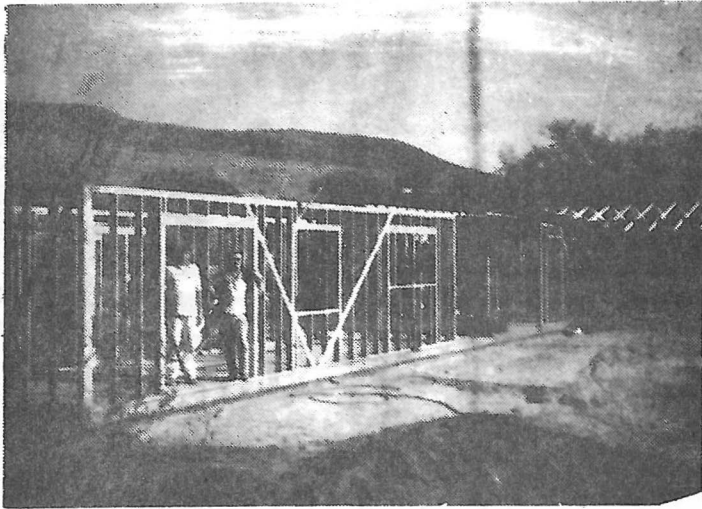
WITH
BEST WISHES
for a
MERRY CHRISTMAS

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

Marthel's

444-8778

101 W. Main El Cajon



NEW ALL
ELECTRIC
HOME OF
BAL
DARNELL
AND WIFE
WILL
OCCUPY
SOON.



Rite Way Window Cleaners

445-2338

Store, Janitor Service

Residence, New Construction

Free Estimates

H. W. & DOROTHY SMALL

Rt. 1, Box 25K Alpine

HAIL ALPINE'S CLIMATE!

Visitors in town this week have expressed admiration for the lovely days here just now-- clear, mildly warm, and full of color and beauty. Have you noted the autumnal tones in many places?

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

No School Unifying

Trustees of Alpine Union School District unanimously adopted a resolution opposing unification of the area with other elementary districts within the Grossmont HS District to form a unified one.

Other nearby rural districts likewise opposed the move, and as yet it is not known what urban districts would do, and more discussion and investigation are required.

FIRST YEAR FOR REXALL

Jerry & Beatrice Funk, owners of Alpine Rexall Pharmacy, 2223 Hwy 80, are doubly joyful at this season for on Dec. 1, they observed the first anniversary of the store. 'We have enjoyed meeting the many nice folks from here and the Mt. Empire' says Funk, 'and the continued business and appearance of new faces proves to us that we were correct in opening here'.



AT 15, SHE'S AN OLD HAND AT HORSES. IS CYNTHIA IRVINE, FOUNDER-PRESIDENT OF PEQUENO RIDERS, WHICH NOW HAS 28 MEMBERS, FOUR OF WHICH ARE FROM EL CAJON.

THIS IS PICTURE OF KIP, - HALF QUARTER HORSE WHICH SHE IS WORKING ON NOW. HER THIRD COLT TO BREAK. KIP WILL BE READY TO RIDE IN THE SUMMER.

Albert: "You think that nephew of yours is not as big a fool as he used to be?"

Filbert: "I know he isn't - he's lost at least thirty pounds."

SUBSCRIBE TO SUN, \$2. A YEAR

Season's
Greetings

SMILEY'S MOTEL & HOBBY SHOP

3905 Hwy 80

445-2770

NICE OLD LADY: "You're pretty dirty aren't you?"

Little Girl: "Yes, and I'm even prettier clean."

CAKES & PASTRIES

For Weddings, Birthdays
and Special Occasions

TASTY BAKE SHOP

144 E. MAIN 444-3686

**MERRY CHRISTMAS
HAPPY NEW YEAR**

DON BATES

HI 5-2537

2445 Highway 80,

Alpine

HOLIDAY HEART

Hearts that are heavy
Somehow are lighter
Days that are dreary
Somehow dawn brighter
If I should tell you
Would you believe it
It's your holiday heart
Reach out and receive it.

It really is there
throughout the year
But somehow at Christmas
It seems so near

Remember, when giving
Of all you impart
The best gift of all is
Your holiday heart.

Marie Kramer

"STOP WAVING your arms and making faces, sir," said the dentist impatiently. "I haven't even touched your tooth."

"But doc," wailed the patient, "you're standing on my corn."—

START NEW INDUSTRY

Jos. Jackson has just sold the residence at 2723 Hwy 80 with an office next door occupied by Al Smith Realty, and moved with his family to EC. Buyer is Burton Ickes with his wife, from Pasadena, who has been looking around here for some time to find the right place for his operation of assembling fiberglass boats which he designs.

The two structures are on business frontage of 125 feet, with depth of 170 feet. There is also a garage. Sale was made by Mrs. Lillian Barrett of the Smith office.

Note- This is the type of industry that Alpine needs and should have to keep up the economy; small, quiet, light operations minus noise and smell. If you have friends around the nation that might be interested, the Chamber of commerce will gladly cooperate in sending weather records, maps, land prices and so on.

When Noah sailed the ocean blue,
He had his troubles same as you;
For days and days he drove the ark
Before he found a place to park.

ADD TO YELLOW PAGES

Do not forget if your phone changes, or you get a new one, or start a business, tell it to the Sun so the news may be run and your correct address and phone be printed in the next edition of the Sun's Yellow Pages. This is published several times a year as a public service.

Phomin's

Income Tax Service

442-4151

237 N. Magnolia, El Cajon

EL CAJON AWNING & MANUFACTURING CO.

845 El Cajon Boulevard, El Cajon, Calif.
Tel. 442-3301

Our Factory To You, State Approved

The Californian

AWNINGS • CABANAS • SCREENED ENCLOSURES

for
Mobile Homes • Patios • Residences
• Commercial

COME IN AND SEE OUR
SHOW ROOM DISPLAY

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
and Machine**

444-2672

311 N. Second El Cajon

SALE OR TRADE

BY OWNER

13 room (Eleven BR) or 3-family home, 19 full acres of marvelous building sites. Fine for poultry, horse, or amusement ranch, home for aged or children.

Will accept Texas or Okla. cheap unimproved land with all mineral rights to \$25,000, or La Mesa or Lemon Grove home to \$25,000. Price reduced to \$100,000. \$15,000 cash necessary.



445-3609

HORSE SHOEING
\$8.00 
 CALL GALE AT 477-2231
 OR SEND CARD TO:
 2007 "L" St. National City

Greetings
of the
Season
GEORGE'S
FLYING A SERVICE
 GEORGE & COLLEEN BRANT
445-2443
 1925 Hwy 80 Alpine

GARY DAVIS TAKES BRIDE
 A pretty wedding in Bethel Assembly Church here united in marriage Gary Ronald Davis, 20, son of Mr. and Mrs. Paul Davis, Imperial Beach and Alpine, and Miss Gloria Meyer, 19, daughter of Mr. and Mrs. Paul Meyer, Imperial Beach. Manuel Buttram, of LA, performed the ceremony, at 3 pm Saturday. Young Davis is a splicer at Rohr Aircraft in CV. They will enjoy a brief honeymoon, then reside in National City, where he will manage apartments for his father.

READYING FOOD BASKETS
 For the fourth season Bert Fuller has been asked by the PTA to distribute its food baskets to the needy of the community, which he will do next week. 'It is a fine gesture and I am glad to do it' says Fuller, retired naval officer, who plays an important role in civic and military affairs here.

Merry Christmas
and
A Happy New Year
Alpine
 **NURSING HOME** 
 30 Miles East of San Diego
 873 Arnold Way, P. O. Box 234 445-3125

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

Father: "Young lady, do you mean to tell me you've been carrying that money around in your stocking?"

Daughter: "Why daddy, you told me to put it where it would draw interest."

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

**CHRISTMAS
GREETINGS**
and
A HAPPY NEW YEAR

Jeanette C. Hinkle
And
Grace A. Casey

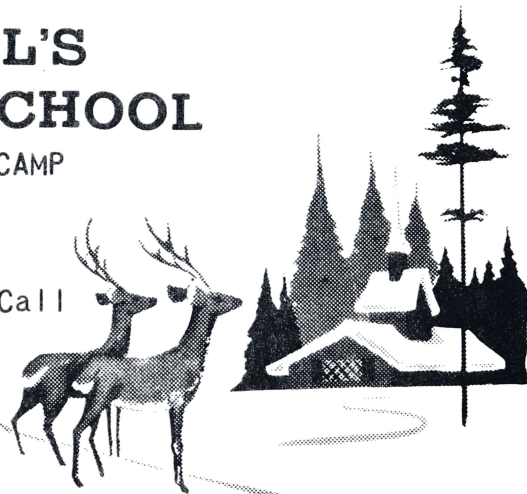
Season's Greetings

**McCALL'S
RANCH SCHOOL**
AND SUMMER CAMP

Alpine

Carl & Blanche McCall
And staff
445-2676

1962



Cleaners Reopens

Carl Schweiss, who has lived here on east Hwy 80 for many years, and prominent in civic affairs, has opened the Alpine Cleaners and Laundry, 2251 Hwy 80, opposite Florence's Market.

Schweiss and his daughter Jo Ellen Svensson, will be in charge of the busy shop to give Alpine and the back country the best quality in dry cleaning and laundry service, he promises.

He was formerly in this business here for a number of years, has had 40 years' experience in this line, so is well qualified to run the business.

He has installed a number of new items, including a coin-operated cleaning machine.

"Well darling, what did you learn on your first day in school?"
"Nothing, I guess, mother; I've got to go back tomorrow."

Mrs. Muriel Bowlus reports two new tenants at her cottages; Laverne Johnson and Mrs. Mary Fletcher.

Mrs. Kate Carlstrom spent last week-end at Desert Hot Springs with her daughter. had a very delightful time.

A pessimist is a person who must appear unhappy in order to be happy.

Isn't it hard to believe that this country was founded partly to avoid taxes?

Seasons Greetings

Harold and Billie

the BIG DIPPER

Alpine



SEASON'S GREETINGS

64 DODGE

DARTS

NEW & USED

TRUCKS

CARL BURGER DODGE

7950 La Mesa Blvd., La Mesa

Ask For

John Gault

Your Alpine Sales Representative

Bus. 463-9321

Res. 445-3653

Our Thanks for Your Friendship and Patronage
Our Best Wishes to You and Your Families

for a
Very Merry Christmas
and a
Happy and Prosperous 1964
From the Staff of



ED ROWAN



HELEN BYERS



MARGARET WHEELER



JANICE YOHE



FLORENCE'S MARKET

2262 Hwy 80

Alpine

445-2436



TOMMY MATHIASON



JERRY



THE HARMERS

TRUDY



SID AUNE

NOTED VISITORS HERE

Mr. and Mrs. Jos La Shelle, owners of Viejas View Ranch, part of which was bought by Auren Pierce and subdivided into Palo Verde Ranch, stopped in SD last week. They came up for breakfast with the Pierces, were on their way to Acapulco aboard his yacht for a vacation from La Shelle's duties as a top cameraman in Hollywood.

A man is known by the company he keeps and avoids.

Fwy 80 Stretch Done

Alpiners driving east will find the new Mountain Springs Grade on Fwy 80, (Interstate 8) near the county line, now open. It is a 10 mile stretch, says Jacob Dekema, assistant state highway engineer in SD, lying in Devil's Canyon, separated from the present road by 1½ miles. Eventually the freeway will have three lanes, more safe, allowing better speed and passing value.

JACK AND LEE'S**Alpine Cafe**

Meals

Short Orders & Sandwiches

A Good Place to Meet Your Neighbors

2225 Hwy 80

Alpine

**GREETINGS
of the SEASON**

With a genuine appreciation of our pleasant associations during the past year, we extend to you our best

wishes for a Merry Christmas and a New Year of Happiness and Prosperity.

2151 Hwy 80 Opp. Postoffice

Alpine

445-2132

**DON'S
AUTO SERVICE**

Don & Mel

CHRISTMAS COOKIES

Cookies come
All shapes and sizes
Some are plain
Some surprises

Some may be
Quite artistic
However done
I'm optimistic

That time of year
's now upon us
Christmas is moving
Right in on us

Better hurry
Light the oven
Give them lots of
Time and lov'en

There's no mystery
There's no doubt
What the fuss
Is all about

Lots of fun
In decorating
Little hands and
Eyes are waiting

Raisins, nuts and
Lots of cherries
My arm aches from
Writing, MERRYS!

My kitchen and I
Are both a sight
But my Christmas cookies
Are sheer delight.

-Marie Kramer



"What makes you say the prisoner was drunk, officer?" asked the judge. "He walked straight into a lamppost, was knocked down, arose and walked right into it again. Backing off, he charged again and again. After four such contacts with the lamppost, he raised his head heavenward and exclaimed, 'Lost, lost, lost, in an impenetrable forest.'"

IF YOU FORGET TO FILL
YOUR CAR IN ALPINE
Stop At
Ken Johnson's Texaco
Johnstown
13797 Hwy 80 443-9515

The BONANZA
**WESTERN
SHOP**
HICKORY 4-0550
WESTERN WEAR
GUNS - LOADING - AMMO - TACK
LYLE & PAT WOLTERS
120 S. MAGNOLIA AVE. EL CAJON

*Merry Christmas
and
A Happy New Year*

PARIS MORTUARY

374 N. MAGNOLIA AVE

444-5195, EL CAJON

When everything else fails, read the instructions.

TV Service

BLACK & WHITE & COLOR
40 YEARS IN ELECTRONICS

Dependable Service
Honest Prices
Quality Parts

445-3885

GEORGE LENGBRIDGE



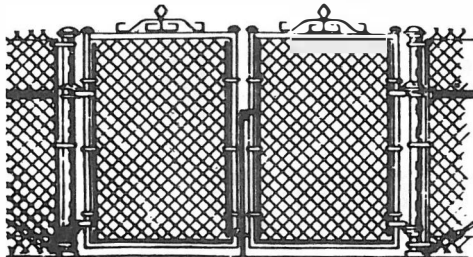
Nutrition Center

Your Health Food Store

162 E. Main El Cajon 442-7212

MERRY CHRISTMAS

COMPLETE FENCING



327 Cypress Lane

442-3396

CHAIN LINK - REDWOOD
BLOCK WALLS

FREE ESTIMATES

American Fence Company

Date Chamber Feast

Saturday night, Jan. 18, has been set for the annual dinner and meeting of the Chamber of Commerce, reports Orville Palmer, co-chairman with Corky Jones. It will be in the school auditorium as last year, catered by a LM firm.

Mrs. Lenore Lusk, dramatic artist, will be program chairman, promises a lot of good entertainment for members and guests. Jerry Funk is ticket chairman, and reservations will soon be taken, he says. Mrs. Katherine Black is chairman of decorations for the event which promises to be a big affair.

MARY HITTLE RETURNS

Mr. and Mrs. Kenneth Hittle, Hwy 80, are happier than ever this Christmas because their daughter Mary with her husband, Frank Clemens, are here from Tucson for the holiday, with their baby daughter Lorraine Gail. Clemens is assistant manager of a Kresge Store in the Arizona city, arrives Christmas eve, the others come on the 18th.

ANOTHER NEW RESIDENT

Miss Margaret Smith, a civil service secretary who recently returned from a 2½ year stint in Japan for the USAF as secretary, has just come from McClellan AFB near Sacramento. She is living in one of Irvine's Cottages, 2251 Tavern Road, where she has become settled and likes the community very much. She has had instruction in flying, hopes to resume lessons if and when an Airpark is secured for Alpine. Her native state is Mississippi.

E. Carr, from St. Johns, Kans., is here again for the winter, having driven out in his Volkswagen in which he camps. He will stay for awhile on his land here.

CLASSIFIED ADS PAY OFF

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

M.H. Bredesen, D.C.

**NEURO-MUSCULAR
THERAPY**

For Those Who Want To
Feel Better and Look
Younger

COLONICS

SUNNY KNOLLS RANCH

H15-2321

GREETINGS

From

The R. E. Anderson Water Well & Pump Co.

Who

ANNOUNCE WITH PLEASURE

THE COMPANY REORGANIZATION PLAN TO INCLUDE

REX E. ANDERSON

AND

STANLEY J. ANDERSON

WITH THE FIRM NOW TO BE KNOWN AS

R. E. ANDERSON, INC.

DRILLING CONTRACTOR

P. O. Box 312

LAKESIDE

Civilization is a system where a man pays 50c to park his car so he won't get fined two dollars, so's he can spend 15c for a cup of coffee.

GREETINGS of the SEASON

CARLSTROM COTTAGES

2250 Hwy 80 Alpine

Merry Christmas

El Cajon



Travel Bureau

GREYHOUND BUS AGENCY

Scheduled Airline Tickets

W. DUNCAN, Agent

423 EAST MAIN STREET

EL CAJON

444-2141

Seasons Greetings

The Fiberglass Menagerie Company

P.O. Box 187 Phone 445-4000

LIFE SIZE FIBERGLASS ANIMALS

OWNED & OPERATED BY JIM RORIE

2435 Hwy 80

Alpine

DARNELL HOME RISING

Bal Darnell, at right in photo, with Keith Brabazon, is building this fine modern ranch home of 3-bedrooms, 2½ baths, 2-car garage, in which Darnell and wife Marie, with his mother, Mrs. Belle Darnell, will reside.

The dwelling will be all-electric, with gas heating and air-conditioning controlled electrically. Fireplace and stone work is by Guy Phelps while Don Walker is installing plumbing. Permit is for \$29,000. The two men, both experienced artisans, are doing all the work, expect to finish by early summer.

WM. G. CHICK

Services for Wm. G. Chick, 80, who died last Monday at his home, 14267 Hwy 80 (Fairview), were Saturday in El Cajon Mortuary, with burial in Alpine Cemetery.

He was a native of England, owned and operated tourist cabins at the above address. He had lived in the area for 30 years. Survivors are a niece and nephew, both of Studio C, Calif.

Bobby: What did the papa lightning bug say to the mama lightning bug?

Robby: I don't know. What?

Bobby: Isn't junior bright for his age?

NICE RANCH
SIGN.
THAT OF
MR. & MRS.
FRANK GREEN.
ALPINE
HEIGHTS RD.
AND OTHER
FAMILY OF
HORSE FANS.
GREEN SAYS
THE ACRES
DO GIVE
HIM THE
ACHES!

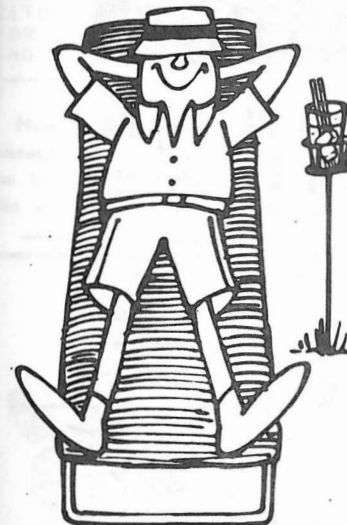


Tommy Gault, 13, spent the week-end bussing to Tucson, to take 4-year old Sherry Pullen down to her home. Mrs. John Gault, his mother, put the kids on the bus. It was a big event for the kids.

Dr. Gertrude T. Ryder OPTOMETRIST

175 N. MAGNOLIA
El Cajon, California

444-9012



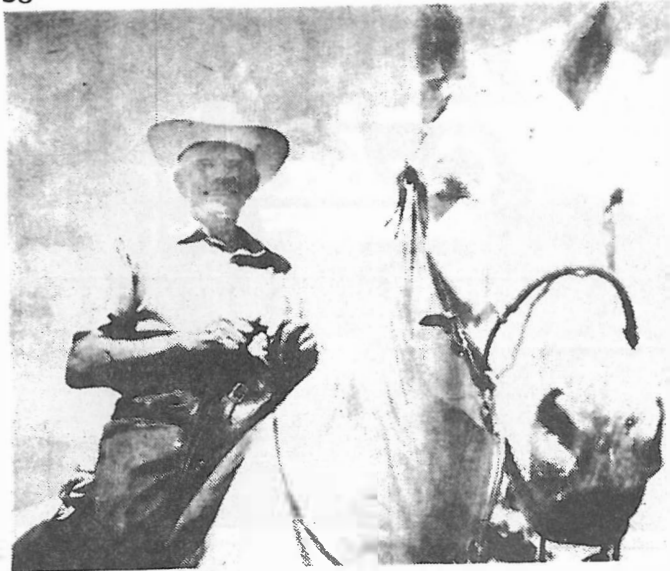
ESCAPE

the burden of letter writing, with a Long Distance call. More fun and much faster. And you don't have to wait for the mailman to bring you an answer. Best of all, nothing says you like your voice.



Pacific Telephone

PART OF THE NATION WIDE BELL SYSTEM

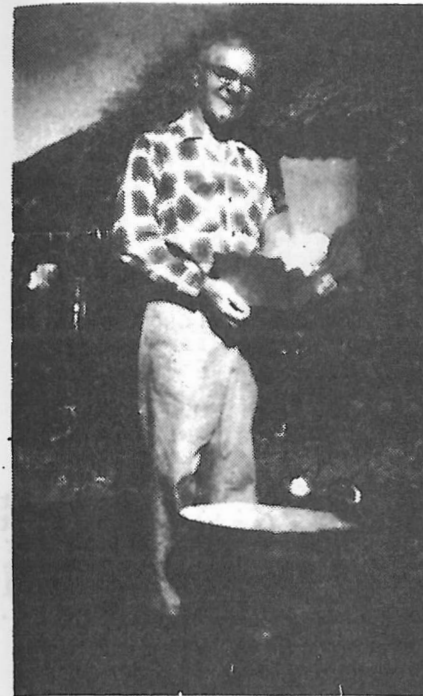


HERE'S MOST POPULAR HORSEMAN IN ALPINE, ROY MCCLINTON, 'MR. MAC' WHO ENJOYED HIS 74TH BIRTHDAY MONDAY. HE HELPS YOUNGSTERS WITH RIDING PROBLEMS, KNOWS AND LOVES HORSES. HE'S ON SILVER.

"MY SECRET of health is eating onions."

"Who told you it was a secret?"

Mrs. Frances Gilroy is recovering nicely from her recent operation.



MRS. HARGENS RECOVERING Suffering two severe heart attacks, Mrs. Jack Hargens, 1593 South Grade Road, is home from the hospital but must stay in bed for some time. Her daughter Coral, who has been in Mexico for a year on a painting tour, flew home to be with her.

KARI JEWELERS

All Kinds of Watches & Clocks Expertly Repaired
 Complicated Timepieces Including Electric Watches
 DIAMOND SETTING & ENGRAVING
 All Work Guaranteed
 444-7304
 116 Prescott El Cajon

MERRY CHRISTMAS

Hugh L. McCoy Co.

Realtors

Hugh L. McCoy
 Mary Garner
 Will Kellogg

Dick Garner, Office Mgr.
 15949 Hwy 80 445-2655

ALWAYS BUSY SEEMS TO BE THE MOTTO OF GEORGE SMILANICH, OWNER OF SMILEY'S MOTEL, 3905 HWY 80, AS HE WORKS DAILY IN HIS WELL EQUIPPED HOBBY SHOP, TURNING OUT NUMEROUS TYPES OF SMALL FURNITURE, DOLL CRIBS, AS SHOWN, FOR CHRISTMAS, MODERN TABLES AND SO ON.

How come the dumb bum who isn't good enough to marry your daughter turns out to be the father of the smartest grandchild in the whole world?

MERRY CHRISTMAS



"FREE GIFT WRAPPING"
 INFANTS THRU SUBTEENS

Nelson's Kid Korral

Open Monday & Friday Till 9



912 E. Main

El Cajon

445-9371

Merry Christmas

THE HARDWARE

IN EL CAJON

SOME OF THE FINEST IN HARDWARE

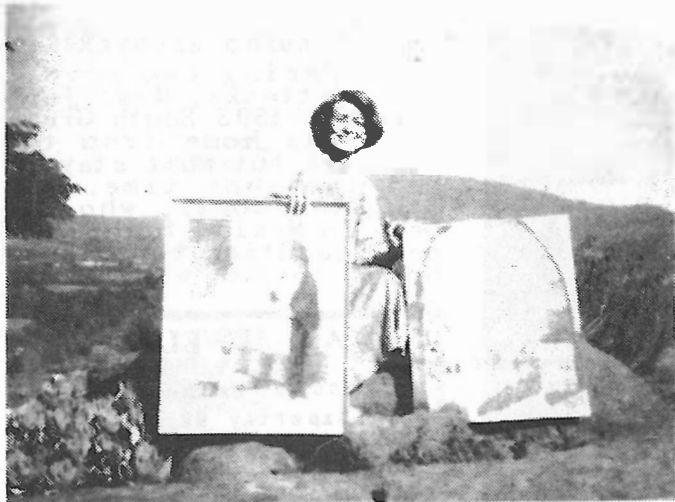
COMPLETE LINE OF GARDEN EQUIP.
 COMPLETE LINE OF PAINTS
 ALL HOUSEHOLD HARDWARE
 COMPLETE LINE OF GIFTWARE



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.



CORAL AND TWO OF THE MANY PICTURES SHE PAINTED IN MEXICO. AT LEFT IS A MEXICAN WOMAN. RIGHT IS HER ART SCHOOL.

MARRIED IN MEXICO

While sojourning in San Miguel, Mex., 200 miles North of Mexico City, Miss Coral Hargens, daughter of Mr. and Mrs. Jack Hargens, 1593 Tavern Road, was married on July 23, it has just been learned by the Sun. She was wedded to Hal Memmler, former Chicagoan and army man and POW in Manila, having been through the Bataan ordeal in WW2, later hospitalized and sent home under disability. His first wife was killed in the Manila bombing.

Mrs. Memmler flew home to be with her mother who is recovering from a heart attack. She was attending Vellas Artes Escuela in

San Miguel, which is at 6700 feet altitude, but which has a climate similar to Alpine. She went there on Jan. 1, this year, will return after Jan. 1.

DECORATION AWARDS DUE

Today and tomorrow judging is being made for the Christmas decoration contest conducted jointly by the chamber of commerce, the Echo and the Sun. Deadline was Wednesday, and in the next issue pictures and names of winners will be run. The sun wishes all of you artists success.

"What caused Samson's death?"
"Fallen arches."

Season's Greetings

To All Our Old Friends And To Our Many New Friends

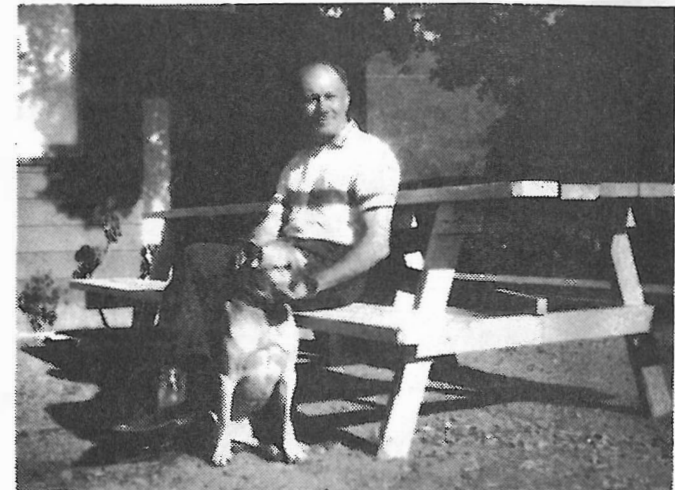
CLIFF'S AUTOMOTIVE

1148 W. Main

El Cajon

444-4435

BERT FULLER, RETIRED NAVYMAN, HAVING SIESTA WITH SALLY AFTER HARD MORNING'S WORK RE-MODELING HIS HOME 4526 HWY 80 HE BUILT ON LIVING ROOM, RE-MODELED BATH, AND PAINTED HOUSE, ON HIS ACRE.



LETTERS FROM READERS

Dear Mr. Irvine: Enclosed find check for renewal. We enjoyed the Sun so much that were forwarded to us on our 14,000 mile, around the US trip, which we finished after a six month period. Many in far away places admired and enjoyed your paper, and thought it one of the most interesting and unique. Sincerely,
Mrs. Albert Klein

Horace Greeley's best remembered remark was "Go West, Young Man, Go West." Yet he continued to live in New York and made a fortune.

Want nice 2 or 3
Bedroom Home

View

Especially Desired
Plus Corral For Horses
Have Anxious Client

N.M. GRIECO, Realtor

(LAND BROKER)

463-6917

4616 Toni Lane SD 15

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



Library is Pretty

Mrs. Elizabeth West, librarian at the nice little county branch here in the Woman's Club building, corner Hwy 80 and W. Victoria (Opposite the PO, for newcomers), has made the place real Christmassy this year.

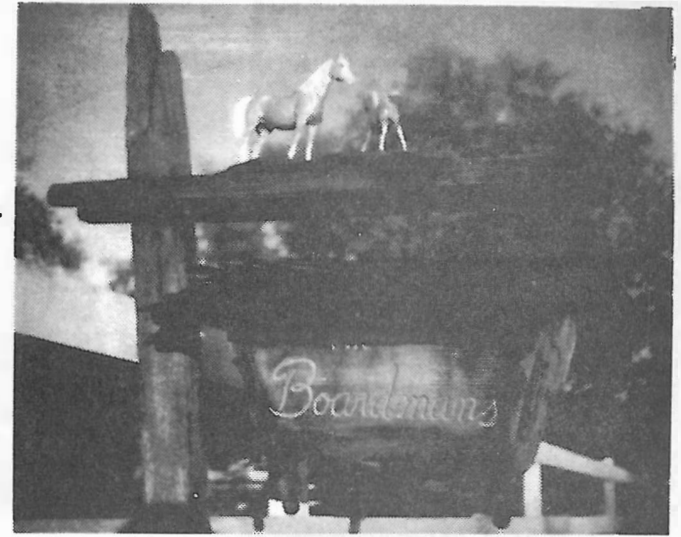
Both front and inside of the door are decorated for yuletide. She was aided by Mary Rice, a retired artist of Alpine, who loves the many decorative plants in the area. As photo shows, a shiny tree and some cotoneaster quince leaves, adorn the outer door, as Mrs. West holds

a book 'Christmas Around the World'.

So you- and the youngsters-- should pay a visit to this education center while the holidays are on. Oh, yes, also take a peek at the new book by that clever Alpine author and playwright, Bea La Force. It is a deep and dark mystery, 'The Sounds of 'asty Footsteps' just out.

Mrs. West also wishes to thank everyone who has helped her carry boxes of books to and from the library.

HOURS
ARE
TUESDAY
AND
THURSDAY
1-5
SATURDAY
10 TO 2



HERE'S ONE
OF MOST
ATTRACTIVE
RANCH SIGNS,
THAT OF
PAUL BOARDMAN,
ALPINE
HEIGHTS ROAD,
SHOWING
FAMILY ARE
HORSE FANS.
BOARDMAN IS
EXPERT
MECHANIC
BOSS WITH
PSA IN SD.

The first cold snap in Logansport, Ind., brought Mrs. Frank Elmslinger here to spend the holidays and the winter with her daughter, and husband, the John Gaults, 2452 Tavern Rd

The genius of a certain Arkansas editor showed itself recently when he printed the following news item in the local columns of his paper:

"Miss Beulah Blank, a Batesville belle of twenty summers is visiting her twin brother, age 32."

Merry Christmas



and



Happy New Year

Tappy's Motel

MRS. KATHERINE BLACK

2337 Hwy 80

P.O. Box 425

445-2954

HAPPY HOLIDAYS TO YOU ALL



MAIN ST. CAR WASH



El Cajon

HI4-1641

Christmas Greetings



**AL SMITH
REALTY**

Al Smith
Lillian Barrett

2721 Hwy 80 Alpine 445-2670



VISITORS TO THE SUN OFFICE WEDNESDAY WERE BEN RECORDS, LEFT, EXCHANGE MANAGER, PACIFIC TELEPHONE, AND RON HOWETH, COMMERCIAL REPRESENTATIVE OF THE COMPANY. "WHAT WONDERFUL AIR YOU HAVE UP HERE" SAID HOWETH. "NO WONDER THEY CLAIM SUCH A FINE CLIMATE.. FOR SOME TIME RECORDS HAS BEEN TOYING WITH THE IDEA OF HAVING A PLACE IN THE BACK COUNTRY."

"POP, what does college-bred mean?" asked the youth.

The old gentleman replied:

"They make college bred, my boy, from the flower of youth and the dough of old age."

Best Wishes



**Skyranch
Studio**

Music & Dancing
Mrs. Irma Petty

2442 Hwy 80 Alpine

DOUBLE TALK FROM Page 16

people who live on Olive-wood Lane have asked us to keep our horses off of the blacktopped road as it really chews it up. We know because Daddy won't let us walk over ours. Anyway, please try to remember and go up Marshall instead.

Sunday we all went over to visit W. Lee Johnson and he invited us in to see his wonderful collection of antiques. He has a gun cabinet full of real old ones and we saw our first real wax doll. The face was wax and so were the hands. I felt of it and it really was. He has real sleigh bells and so many things we couldn't see it all in one visit. He was so nice too and gave us the best donation for our club we ever had. We sure thank him and all of the others too.

Sad fact of life — Square meals make round people.

LETTERS FROM READERS ⁴⁵

Dear Sir: With a great deal of pleasure, I wish to use this means to express the opinions of the 55 people in all walks of life that I have contacted about the article in the Alpine Sun, Dec. 6 issue, stating 'Viejas to be Mt. Kennedy'. Here are the facts I came up with: 53 of the 55 persons that I contacted to date are opposed to changing the name of Mt. Viejas. Only 2 have approved of it. I was very surprised at the many fine reasons that these people had for keeping Mt. Viejas as is.

I do hope this information will benefit all Alpiners who are concerned about this matter. I will gladly give anyone the complete details if they will contact me. Sincerely, Edward J. Brandt

ALPINE NEEDS AN UPHOLSTERER.

Season's Greetings



SECURITY FIRST NATIONAL BANK

ALPINE BRANCH



MOST COSTLY SHELL IS SPINDLE TIBIA, WORTH \$75. LOWEST ARE SMALL VARIETIES. 5 FOR 1¢. BUT MOST SELL FOR 50¢ TO \$3. EACH. SHELL COLLECTOR IS A CONCHOLOGIST.

SHELL STORY From page 7

from Montevideo.

'We sell some retail here and by mail' says Lloyd, 'but mostly our trade is wholesale. We started about 1½ years ago as a hobby and now the place is crowded with shells'.

They say most shellfish are edible, taste like abalone. They bring choice ones and oysters home to freeze for eating. Rest

of meat they give to Mexicans who enjoy it.

Conchology is not a cheap hobby as a colored catalog costs from \$15 to \$100, or more, and one should be able to learn his shells, so as to know values when trading, buying or selling, as most collectors are always on the alert to get various specimens. He knows of only one other conchologist in Alpine, a woman in a trailer park.

When asked about sharks when diving, Lloyd said 'If we see sharks, we scoot for the surface--fast!'

F. D. NAPIER

Services were in Joplin, Mo., for F.D. Napier, 80, who died at the home of his daughter, Mrs. Rene Myers, 2323 Tavern Road. He was a retired miner and farmer, native of Missouri. He came here in June four years ago to live with his daughter after her husband died. She works at the Log Cabin Cafe. He had built on the house and beautified the yard while enjoying his last years in Alpine.

Season's Greetings

GAS

For Trailer or Home
Prompt, Courteous
Service
Alpine Butane Co.

HI4-8662



THREE WHO HELPED PEQUENO RIDERS WITH THEIR FIRST ANNUAL CHRISTMAS PARTY (L TO R) ALICE VILLA ELAINE WEISBACH AND ALICE IRVINE.

John R. Reynolds, in Naval Hospital due to a heart attack is making nice recovery, hopes to be home soon, reports Bert Fuller, service officer for the VFW.

A cute girl elevator operator, exposed for the umteenth time to the remark, "I suppose you have your ups and downs," snapped back, "It's not the ups and downs that bother me. It's

CHESTMOBILE IN EC

The mobile x-ray unit will be at 113 E. Douglas from 9 am to 12 and 1 to 4 next Thursday the day after Christmas, says the SD Department of Public Health.

If you are 21 or over, you may visit this vehicle and get free chest pictures that might reveal any bronchial disorder.

BUSINESS CARDS

Postpaid. Cash. \$5.50

per thousand

de-luxe thermograph embossing

THE ALPINE SUN
Clarke Irvine, Editor & Publisher
ALPINE, CALIF.



Evelyn's BEAUTY SHOP

PERMANENTS FROM \$5.50 UP

Make Holiday Appts. Now

CLOSED TUESDAY 444-4294

2030 Crest Dr., Suncrest

BILL HART STORY From 4-A

dogs and horses. When his bulldog Mac died at Inceville he told me he's buried up on the mesa, he was a true pal. It was a great loss. I believed him, for his chin twitched and his eyes slowly filled with tears. I know how he felt for I've done the same thing-- when my scottie died from poison that some human had put out.

Bill was civic minded. He left his 80' acre ranch in Newhall as a public museum with all its treasures of the west, even some priceless original paintings by his famous old western friend artist Charlie Russell, and James Montgomery Flagg, which we admired so much, in his home. Flagg had illustrated his books.

Previously when he lived in Hollywood he willed that place to the park department of the city, and he

BROWN'S DAUGHTER WEDS

Mr. and Mrs. Bill Brown announce the marriage of Mrs. Brown's daughter, Miss Vickie Kay Douglas, 19, a junior at State College, to Robert Lee Bruce, 23, graduate of the same college, on Sunday, February 9, 1964 in Alpine Community Church. He is going on to Stanford to get his master's degree, an electrical engineer.

has done many other great and good things for his fellow men, besides entertaining with countless real honest western motion pictures.

Yes, I've had many privileges in life, and one of them was knowing William S. Hart, of whom anyone that knew him as I did, will not hesitate to say "he was the real salt of the earth".

WANT TO SELL IT. TRY A CLASSIFIED.

VIEJAS STORY From Page 3

to change it to Mount Kennedy as a memorial for the assassinated president, like many other areas. But a majority were against it, (see letter to editor elsewhere).

However, for some time the Sun has had the idea of a hiking and riding road over the summit, to be later finished into one of the most beautiful scenic drives in the west. On the peak there would eventually be a monument to JFK, with an eternal flame burning. Any ideas, anyone?

CLASSIFIED ADS PAY OFF!

Alpine's Fine Weather

FROM OFFICIAL US STATION HERE

HIGH 75, AVE. HIGH 64
LOW 34, AVE LOW 40
RAIN .31, SEA. 5.93

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

BABY NEWS FLASH

Mr. and Mrs. H.W. Small are proud parents of a new daughter, Susan Rebecca, weighing in at 8 lbs, 10 oz., at 9:50 pm on Dec. 6.

"Pa?"
"Yeah, son?"
"How come Noah didn't swat both flies when he had the chance?"

LEGAL NOTICE

ORDINANCE NO. 2641 (NEW SERIES) AN ORDINANCE AMENDING TEMPORARY INTERIM ZONING ORDINANCE NO. 2308 (NEW SERIES) ESTABLISHING ZONING REGULATIONS GOVERNING THE PINE VALLEY AREA, BY ADDING THERETO SECTION 6.1 REGULATING THE LOCATION, HEIGHT AND TYPE OF MATERIAL OF FENCES.

The Board of Supervisors of the County of San Diego do ordain as follows:

Section 1. Section 6.1 is hereby added to Interim Zoning Ordinance No. 2308 (New Series), as amended, to read as follows:

Section 6.1. FENCES. Notwithstanding any requirements of Section 542 of The Zoning Ordinance, fences located between an abutting front or side street and the minimum distance the nearest main building is required to be set back from such street may be constructed to a height of not to exceed 60 inches above ground level, provided that any such fence which exceeds 42 inches in height shall be a chain link or similar type of fence having at least 80 per cent of its vertical surface open space. Section 2. Effective date. This ordinance shall take effect and be in force thirty (30) days after the date of its passage, and before the expiration of fifteen (15) days after

its passage shall be published once, with the names of the members voting for and against the same, in the Alpine Sun, a newspaper of general circulation published in the County of San Diego.

PASSED, APPROVED, AND ADOPTED this 10th day of December, 1963.

Robert C. Cozens

Chairman of the Board of Supervisors of the County of San Diego, State of California.

The above ordinance was adopted by the following vote:

Supervisor Frank A. Gibson voting "Aye"
Supervisor D. W. Bird voting "Aye"
Supervisor Robert C. Dent voting "Aye"
Supervisor De Graff Austin voting "Aye"
Supervisor Robert C. Cozens voting "Aye"

ATTEST my hand and the seal of the Board of Supervisors this 10th day of December, 1963.

HELEN KLECKNER

Clerk of the Board of Supervisors.

By Hazel E. Moore

Deputy

(SEAL)

Alpine Sun, December 20, 1963



Whirlpool

LAST MINUTE XMAS SPECIALS!

FEATURING THE BEST WRINGER WASHER

For \$149.95 with Acceptable Trade

Other Wringer Washers as low as \$80.00
with acceptable trade-ins.

RCA Radios Starting at \$16.95

Portable TV's Starting at \$139.95

FOR THAT LAST MINUTE EMERGENCY--

If after hours, Call 445-4194 or 445-2475

and We Will Meet You at the Store

Experienced Service on All Makes of Appliances

ALPINE APPLIANCE SALES & SERVICE

1945 Hwy 80

Phone 445-2157

PIERCE STORY From 5

commission in Naval Supply, served in the war till November 1946, returned to his chosen line, realty, with his father. He has developed subdivisions in SD, LM and EC. First unit here was 138 acres of his 640, building his own beautiful home and moving in last July.

On Jan. 1, 1963 he concluded a deal with Bill Brown to run his branch office here, working in conjunction with his main one in EC where Harry Callen is manager for the staff of eight.

He has brought much experience and activity to the local chamber of commerce, where he serves as a director. In La Jolla he has other interests in Continal Funds, and has worked with SD officials in civic, promotional and subdividing.

Three years ago he bought 13 acres on Victoria Dr. drew up a subdivision of 11 1-acre sites, where one

home has been built and more are expected to start soon. At his Palo Verde Ranch he created a beautiful lake-- only one here-- put in paved roads, nice street signs, and entrance gates as attractive as at any nice subdivision.

So today Alpine's future is being patterned after the high class type of development that is going in where 14 fine homes are now built and four are planned to start shortly. When visitors come here, they are usually taken through beautiful Palo Verde Ranch, which at once sells them on this location the Gateway to the Mt. Empire, San Diego's fine residential and recreation area.

We are mighty glad Mr. Pierce came to Alpine, the town with a future.

A dime is not exactly useless; it still makes a good screwdriver.

Merry Christmas



NOW THRU TUESDAY
ROBT. PRESTON
SHIRLEY JONES
'MUSIC MAN'
CO-HIT
GIPSY

AERO DRIVE-IN

444-8800

Christmas Greetings

NOW THRU TUESDAY
JOAN CRAWFORD
ROBERT STACK
'THE CARETAKERS'
RAY MILLAND
'MAN WITH X-RAY EYES'
COMING SOON
PALM SPRINGS WEEK-END
FUN IN ACAPULCO
IRMA LA DUCE

EL CAJON THEATRE

444-3272

Scientist Likes Sun

In the last Sun there was a photo and story about Dr. Louis A. LaVine of LA, who visited the Irvine Ranch. Upon receipt of a market copy the doctor, a very busy man with all his various activities, called long distance to thank the Sun, and order 50 copies of the issue, plus 1000 reprints of the story to send to his mailing list all over the nation. (Thanks Doctor).

The Wm. Ellsbergs-- Helen is the noted photo-journalist-- have moved from a cottage at the Willows to a guest house at Sky Mesa, owned by the Clayborn LaForces.

CESARIOS TO LAKESIDE

Leasing his home, 1417 Tavern Road, to Thos. E. Belknap, Mr. and Mrs. A.J. Cesario have moved to 12197 Gay Rio Terrace, in Lakeside, he informs the Sun. His wife has been quite sick he revealed, but is recovering. They also own the house next to the Woman's Club, and other properties here. Belknap is an inspector with the state Poultry Division, working out of the office in SD.

THE TWO women were discussing a third. Said one, "Well, you have to admit she's awfully kind to her inferiors."

After a pause, the other retorted, "But where does she find them?"

We Wish
The Best
of
Everything
for
Everyone

Jack and Carmen
Hoistad
Alpine

CHERRY MERRY I S T M A S

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

Alpine
CONVALESCENT
Center

P. O. Box 397
2120 Hwy 80 445-2771

WOULD GIVE BIRD THE BIRD

At the last meeting of Alpine Chamber of Commerce, H. J. McKie, jr. proposed that it start a study to see if this area could be put in a different supervisorial district, as present member Dave Bird represents it but lives in the South Bay.

His idea was based on the premise that Bird thus was not deeply interested in this mountain district. No action was taken.

You can tell when you are on the right road—it's all upgrade.

Warmest
Wishes



SAM & BETTY RANDAZZO
Alpine Sales Yard
2940 Hwy 80 445-2984

Mr. and Mrs. Paul Cater moved a small house from Bostonia up to their home land on Viejas View Lane. It is a 3-bedroom one, to be made into a guest house for her mother, Mrs. Mary Alvarez.

Mr. and Mrs. Paul Holmes of Honolulu were visitors to Miss Ruth Burdette last week, coming from Hawaii where she was a teacher, now retired. They were formerly of SD.

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



We send you this Christmas greeting with a fervent, heartfelt prayer that you may share the joys of the holy season in all their fullness.

CHRISTMAS
Greetings

Bob and Iris and Pat and Linda Wilson

Mrs. Carl McCall just returned from Palo Alto by plane where she went to attend the Calif. Assn. of Private Camps annual conference.

Luck is the crossroads where preparation and opportunity meet.

AVON REPRESENTATIVE

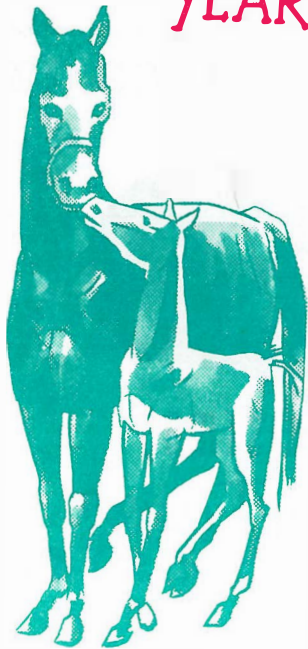
For Alpine
CONTACT

Dorothy Chafee

BY CARD

P.O. Box 484 Jacumba

HAPPY
NEW
YEAR



PERCY H. GOODWIN
COMPANY

Dinner for Lonely

All is ready for the tasty feast at 2 pm Christmas Day in the YC for the lonely older folks of this area, reports Bert Fuller, service officer of the VFW, which is collaborating with Veterans of WWI and the FRA in putting on this annual gesture to senior citizens that have no families. Usually 15 enjoy the jolly occasion.

Jack and Lee Elms, whose Alpine Cafe is closed Christmas, have volunteered to cook the turkeys and other items, which will help a lot in the task', says Fuller.

Sincere
Good Wishes
for a very

MERRY

CHRISTMAS

ALPINE
REXALL PHARMACY

2223 Hwy 80 445-2488

DON DIEGO'S MEXICAN CAFE, JOHNSTOWN, HAS SPANISH DECOR EVEN TO PAULA, 11, IN BIG HAT, AND BROTHER MARK, 3, CHILDREN OF MRS. PAULINE FEYERHERM WHO OPERATES IT WITH HER HUSBAND DEWEY.



May great
happiness
abide with you
and yours
on Christmas and through
years ahead.



'While on Earth Own a Piece of It'

Pierce Realty

1500 E. MAIN

EL CAJON

442-1686

Christmas Greetings



The Christmas season would not be complete or a happy one if we did not take this opportunity to thank our many friends for their support and patronage.

Glenview Feed Co.

443-1310

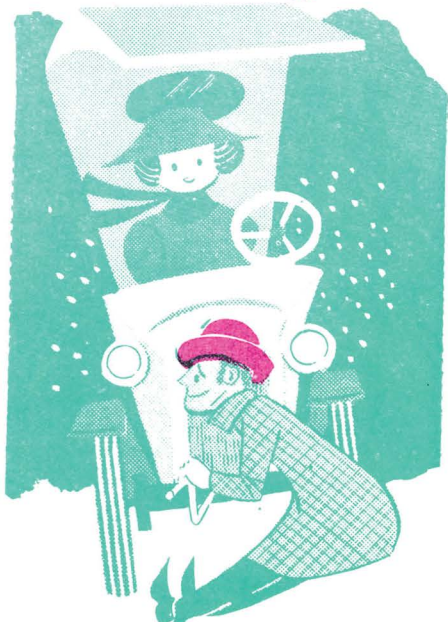
13283 Hwy 80 Glenview

RETIREES FROM NEL

Mrs. Betty Shorter, who, with her husband owns Alpine Trading Post, Hwy 80, resigned her office position as of today at Naval Electronics Laboratory, Pt. Loma, to 'devote' my time to my husband and keeping the house, also operating the trading post to be open March 1. The pair have commuted for years, and now she will have some rest from the highway.

Passing Motorist: "What's the matter? Out of gas?"
Compact Owner: "I couldn't be. I've only had the car two months."

Christmas Greetings



**Alpine
ROCKET STATION**
2038 Hwy 80 445-9577

Classified

30¢ PER LINE PER TIME. CASH ONLY.
COUNT SIX WORDS TO EACH LINE. MAIL
TO THE SUN, ALPINE, CALIF. CASH.

FOR SALE, MISCELLANEOUS

PINE ACRES TREE NURSERY
LIVING CHRISTMAS TREES, \$1. UP.
1267 ARNOLD WAY. 445-3037.

COLEMAN BUTANE RANGE, 4-BURNER
& OVEN, EXCELLENT COND. SAFETY
CONTROLS. \$35. 466-6431.

MYERS WATER PUMP, REASONABLE.
445-2052.

PEACOCKS, COCKATIELS, PARAKEETS,
WHITE DOVES, GRAY DOVES, LAYING
HENS, GIANT SHOW PIGEONS (WHITE
KING) ALL REASONABLE. AKC CHI-
HUAHUA PUPS. 445-2288.

NOW ON DISPLAY, LARGE
SELECTION OF XMAS GIFTS;
NAPKIN HOLDERS, SERVICE
TRAYS, STEP-CHAIRS, BOOK-
CASES, CHILDREN'S DRESSERS,
CABINETS, COFFEE TABLES,
\$8.75 UP. SELECT YOURS NOW.
WE HOLD FOR XMAS. S&H
GREEN STAMPS. SMILEY'S
CRAFT SHOP AT SMILEY'S
MOTEL, 3905 HWY 80
445-2770. ALPINE.

HIGH PROTEIN FRESH EGGS AT
BARGAIN PRICES
2½ DOZ AA X-LARGE \$1.19
5 DOZ AA X-LARGE \$2.33.
LESS THAN 30¢ PER POUND.
SCOTTY & ED ZIMMER
3 mi E of Alpine on Hwy 80

FOR RENT, HOUSES

1 BR FURN. WITH FIREPLACE, \$65.
3 RM. FURN. STUDIO COTTAGE,
\$50. CALL AT BIG DIPPER COFFEE
SHOP, 2253 HWY 80, ALPINE.

SEPTIC TANKS CLEANED

MODERN SERVICE. 444-6197.

GENERAL MAINTENANCE

CARPENTER, ELECTRICAL, PLUMBING
PAINTING, ETC. BY THE JOB OR
HOUR. SEND YOUR PHONE NUMBER TO
GEORGE BAKER, PO BOX 131,
ALPINE. AND I'LL CALL YOU.

SPECIAL NOTICES

RUTH BURDETT, PIANO LESSONS
HI5-2877

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

ORGAN LESSONS. LEARN EASY
WAY AND ENJOY YOUR ORGAN.
STARTING FALL CLASS. MRS.
HARLAN. 445-2774 AFTER 3.

HORSESHOEING, TRIMMING,
NED COLLINS. 786E-21H

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

HORSESHOEING, TRIMMING,
THOROUGHBREDS & SADDLE
HORSES. 428-2384 AFTER 6 PM.

LISTINGS WANTED

DO YOU NEED A LOAN? ON REAL
ESTATE, OR SELL YOUR TRUST
DEED. CALL DON BATES, 445-2537.

NEW HOME CONSTRUCTION

OVER 16,000 HARMONY HOMES IN
SO. CALIF. APPROVED BY OVER 70
LENDING INSTITUTIONS. LET US
SHOW YOU WHY. HO9-9187 OR
ZENITH 7-0166. (TF)
LEVELON BUILDERS, INC.

REAL ESTATE WANTED

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

10 TO 30 ACRES WITH 2 BR
HOUSE PRICED FROM \$16 TO
\$18,000 FOR CASH SALE
MCCOY REALTY. 445-2655.

MONEY TO LOAN

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

MORE TWINS FOR ALPINE

Thomas & Barbara Springer are extra proud parents for on Friday the 13th two beautiful daughters were born to them. Pamela Ann weighed 5 lbs, 1-3/4 oz and Lisa Lynn, 5 lbs, 1-1/2 oz. Springer is with the Forestry in Descanso.

DUDE RANCH STORY From 3

Facilities-- dining hall, Sauna bath, gymnasium, etc.-- will be added by early spring. New housing, camping, hunting and fishing facilities are also planned.

A name for the guest ranch has not been decided on as yet. Torgersen will welcome name suggestions from all



THIS IS BUNNY, OUR LITTLE DOG THAT WENT TO THE HAPPY HUNTING GROUND THREE WEEKS AGO. TAKEN JUST BEFORE SHE PASSED ON. WE STILL MISS HER A LOT. SHE WAS SUCH A FRIENDLY LITTLE DOG.

THANKS, FCLKS!

Dear Mr. Irvine: Enclosed find \$2. for a year's subscription to the Sun. We miss Alpine and would like to know how things are going back there. I picked up an old copy and realized how much we miss it. It's a wonderful paper. Norman Way, Liberal, Kansas

THEY SAY YOU CAN'T take it with you—but have you ever tried to travel very far without it?

MERRY CHRISTMAS

And A

HAPPY NEW YEAR

Shadyrock

PICNIC RANCH

HI5-3171

DON & CONNIE COLLARD

Merry Christmas

From

HUGH PRESCOTT

Formerly of **EMPIRE MARKET**

Now At

TOWN & COUNTRY MARKET

14392 Hwy 80

Whole Bodied Fresh Fryers, 25¢ lb.

*Best wishes
for a Happy*



Old Fashioned

CHRISTMAS

and many of 'em!

*

BUTLER DRILLING COMPANY

Kenneth Hittle

*



Alpine, California

HAIG C. MERIGAN, D.D.S.

DENTIST

PHONE

Off. 444-2139

Res. 444-7619

203 Prescott St. El Cajon

Joyous  Greetings

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

Walt's Garage

HAROLD, GEORGE & LARRY

Hwy 80 near Tavern Road

445-2967



Shining brightly on the road to the festive holiday season, is our sincere wish that you and yours may enjoy an abundant measure of the good cheer and good fellowship that make Yuletide the happiest time.

BALLANTYNE BUICK

300 El Cajon Blvd.

El Cajon