

Starting Our 15th Year.



Alpine Sun



America's Tiniest Newspaper

Merry Christmas



1965



BEST wishes
Clarke and Alice Irvine

Best wishes
for a Happy



Old Fashioned

CHRISTMAS

and many of 'em!

*

BUTLER DRILLING COMPANY

Kenneth Hittle

*



Alpine, California

"Best climate in US by Government report."



ALPINE SUN



Best Climate in US by Govt. Report.

VOL. 14, No. 50, ALPINE, CALIF.

FRIDAY, DEC. 17, 1965

10¢

Alpine Becoming Real Horse Country

TINY SNOWFALL

Tuesday a radio in SD said "there's snow in Alpine", but the community did not get any. There was a white powder on the peak of Viejas, nearly two miles away and 2000' higher:

Sometimes it snows up on Victoria Dr., and above the Willows, but Alpine, remember, has the best climate! Who likes to shovel snow?

Another couple with horses has just moved here, more indication that this community is destined to become similar to that fine residential area Northridge, upper San Fernando Valley, and other such spots where western living is so popular.

They are Mr. and Mrs. Robert Hale, jr., who bought the Mayo ranch of 5.67 acres at 2342 Tavern Rd., moved here from San Carlos two weeks ago.



MARY JANE LEGLER

Funeral arrangements are pending for Mrs. Mary Jane Legler of Chula Vista who died Tuesday at 2 am in a hospital where she has been treated for cancer the last two months. She was a teacher in the Alpine schools for nine years, first in kindergarten, latterly in first and second grades at the canyon school.

Besides the widower, Ivan, of CV, she leaves two sons there, and a daughter in Texas, who came here two weeks ago to be with her.

The Hales with Picturesque wagon wheels they brought back from Texas

They have one son, Monte, 19, who works at the Sizzle Steak House in Fletcher Hills, attends Grossmont College, going for business administration. He plans to become a professional horseshoer.

The family brought three animals, a Morgan filly, a half American Saddle Bred, and half Arabian, and a registered Palomino. The family all

MORE ON 42

Mr. and Mrs. Charles Smith, South Grade Road, will entertain her sister Mrs. Esther Henderson and family and brother Larry Gebhardt from SD over the Christmas holidays.

Miss Leslie Shaw of Bowlus Cottages returned from New York this week where she had gone last month to confer with her publishers. She is an author and chose Alpine to do more more writing.

Mr. and Mrs. Philip Kuhl, Hwy 80, are spending Christmas Day with Mr. and Mrs. Walter Parrish of Glen Oaks Drive.

ALPINE SUN

America's Tiniest Newspaper

445-2415 OR 445-2394

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CLANKE IRVINE, EDITOR & PUBLISHER
ADPA 194347

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PRINTED & 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



Nutrition Center

Your Health Food Store

162 E. Main El Cajon 442-7212

Florence's SUPERette Market

SPECIALS -- Thursday Thru Monday

Oscar Mayer All Meat

WIENERS

59¢ Lb.

Boneless

STEW MEAT

69¢

Home Cured

CORNED BEEF

79¢ Lb.

Pre-Order

Your Fresh Xmas Turkey Before Dec. 21

CRANBERRY SAUCE Ocean Spray **4/99¢**

Del Haven Golden **YAMS**

Large 1½ Size 4/99¢

Oroweat

DRESSING MIX 49¢

Campbell's

Tomato Juice

46 oz.

31¢

QUAKER Quick **OATS**

Large 2 Lb. 10 oz. 48¢

Canada Dry Low Calorie

SOFT DRINKS

Half Qt. 10 for 99¢

FROZEN FOODS

PEAS & CARROTS

Birds Eye 10 oz. 5/99¢

CUT CORN Pictsweet

1½ Lb. Pkg. 37¢

ORANGE JUICE Birds Eye

6 oz. 5/99¢

Simple Simon

MINCE

Pies

29¢

PRODUCE

CELERY

14¢ Lb.

CORN

Fresh

4/37¢

2262 Highway 80

445-2436

Merry Christmas

and

A Happy New Year

McCALL'S

RANCH SCHOOL

AND SUMMER CAMP

Blanche and Carl McCall

Brian and Janet McCall

And Staff



445-2676

EDITORIAL

Viet War May be Like Panama Canal



After much hardship expense and loss of life, France gave up digging the Panama Canal and left that tropical project. Then America went in and found that it was a hard task, but we finally conquered, mainly through eliminating the terrible yellow fever which had taken off thousands of workers.

The war in Viet Nam may be analogous to the Canal in some respects. Those in the know today believe that this is going to be a long, costly, and killing siege, like Korea.

And it will last a long time, maybe

10 or 20 years. Remember we are still in Korea. We have a patrol in Germany. And we maintain military contingents in many places.

We who remember the Spanish-American War, who served in WW1, WW2, and Korea, and today Viet Nam, at this Christmas season, are profoundly disgusted, disheartened, & sad over the world situation. What has become of the beautiful sentiment of the Man of Galilee-- "That Ye love One another"?

It is tragic that the world cannot find peace and friendship, then use all the wonderful things we have to make life sweeter, easier, longer. Why, oh, Why, can we not sit at the conference table and settle the war with North Viet Nam and its backers? Maybe we should load up some nuclear weapons and go into it a bit harder to convince them.

At any rate we hope our men overseas have a fairly merry holiday, it can't be very happy for families here whose sons and husbands are over there. -Ci

Alpine Heights

Guest Lodge

FOR GENTLEMEN

Private & Semi-Private

Weekly & Monthly Rates

721 Alpine Hgts. Rd. 445-2458

*Merry Christmas
and
A Happy New Year*

EL CAJON THEATRE

444-3272

330 W. Main St.

El Cajon, Calif.

Season's Greetings



BILL'S TV
Sales & Service

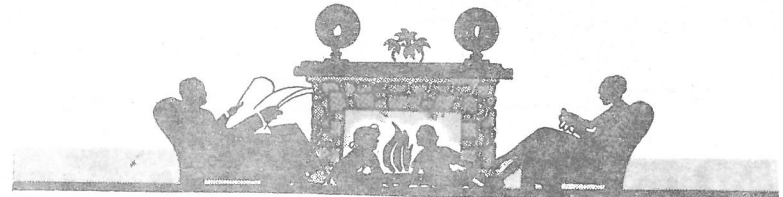
LOUIS LANDT
And the Gang

McGUFFIE'S SUNDRIES

Agnes Jenny
Jeanetta Emma

J.H. McKIE, Jr.
and Elsie Hoffman
Real Estate

**KEETER'S PLUMBING
SERVICE**



Highway 80 Alpine California

ADVERTISE IN THE ALPINE SUN.
YOU GET RESULTS !

Season's Greetings



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

Kip's Cafe
FINE CHINESE FOOD

442-1211

1058 E. Main St. El Cajon

HAPPY HOLIDAYS



JACK & LEE'S ALPINE CAFE

2225 Hwy 80,

Alpine, Calif.

Close Air-Condition Co.

Next Wednesday the 22nd, Jerry Dennis, local manager for West Coast Air Conditioning Co., which has



operated in the former Alpine Store building, corner Hwy 80 & W. Victoria Dr., is closing shop after seven months here. The building is owned by Dr. Anton Yuskis, of SD.

"There is just not enough business" he told the Sun this week, "but I'll still be with the firm and cover Alpine and the Mt. Empire on my own answering phone calls and serving out of our Santee shop".

Dennis, married, with four children, hopes to eventually come here to live. He believes Alpine has a splendid future.

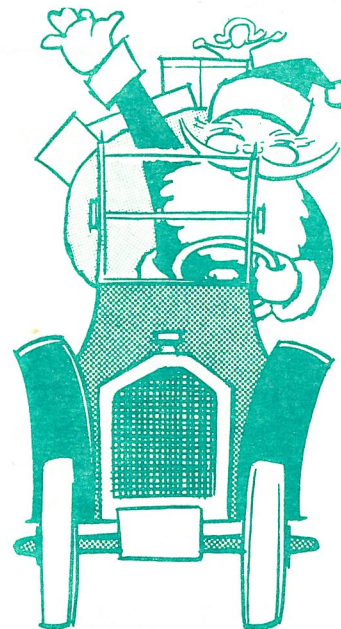
Alpine Realty Grows

When Broker Carl McCall changed the name of his realty firm here to Alpine Realty Co., 2175 Arnold Way, where it comes in to Hwy 80, he made some other changes too.

Mrs. Anna Jerney, now a broker, became office manager, with McCall as general manager. Three attractive salesmen are now working out of this busy office which has been extensively remodeled and decorated. They are Neda Hill, LaVelle Russell and Dorcas Walker.

The firm took a two-year lease on the office from Barney Ratliffe, who owns several buildings at that location with an option for a third year. They believe Alpine has a splendid future.

MERRY CHRISTMAS



SHELL STATION

Complete Service
Tires & Accessories

Ralph H Lavon Becker

4007 Hwy 80

445-9561

Merry Christmas



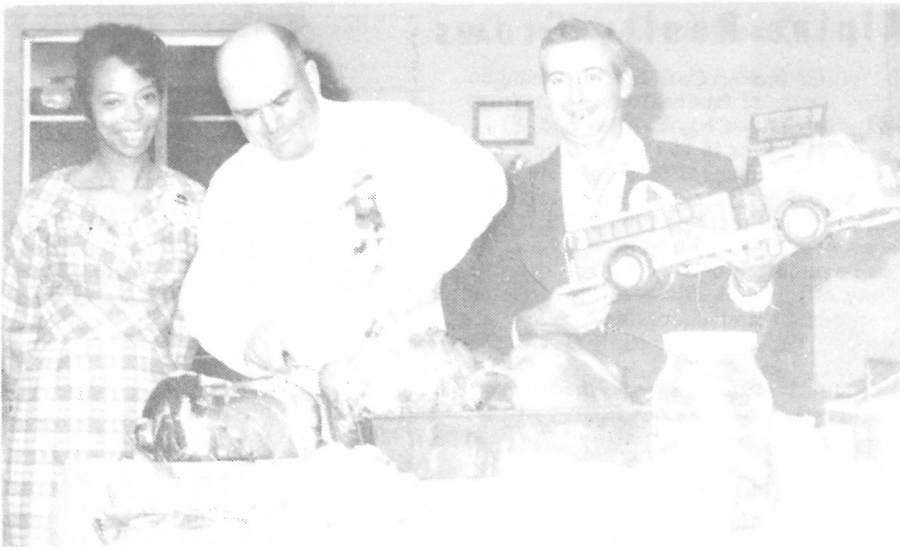
To Our Many New Friends
And
To All Our Old Friends

CARL'S
Boot & Leather
SHOP

ALL LEATHER REPAIR
Saddles, Tack, Supplies, Chaps

442-3027

870 N. 2nd St. El Cajon



Fire Chief Jack Blankenship acted as chef in carving entrees for repast at Christmas party of volunteer firemen in firehouse Saturday night. At left is Anna, daughter of former chief Lee

Roper who was also present with Mrs. Roper. At right Geo. Brant holds model of their new pumper. All had a grand time.

Merry Christmas



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**

444-2672

311 N. Second El Cajon

Fwy Progressing

The state highway office reports that negotiations are going ahead on the stretch of the freeway that will put Alpine on complete status to SD. Already much property has been bought, other pieces are in process of purchase and they are auctioning houses at the Willows.

This last stretch will be from Harbison Canyon Rd. 2.3 miles west of town, to the Willows, 2.5 east of Alpine. Contract for this portion will be let next year. Present work by C.W. McGrath on the route from east of Flinn Springs to Harbison Canyon is going ahead nicely.

A TRUCK DRIVER pulled up along side one of those tiny foreign sports cars, stalled on the highway, and poked his head out.

"What's a trouble, pal?" he grinned
"Need a new flint?"—



**GREETINGS
of the SEASON**

From

Ed Torgersen and Staff At

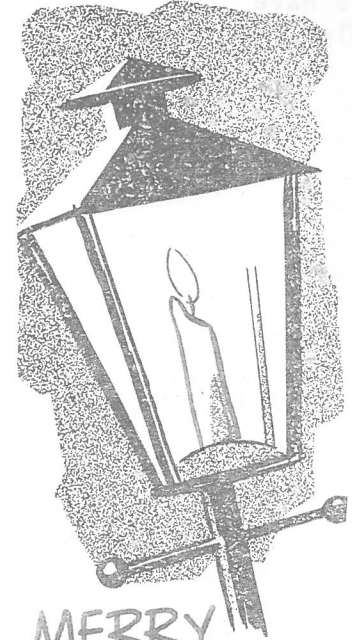
STALLION OAKS

DANCE HALL
TAVERN

STALLION OAKS STABLES

Boulder Creek Rd., Descanso

445-4179



**MERRY
CHRISTMAS**

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




**SECURITY
FIRST NATIONAL
BANK**

ALPINE BRANCH

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

**HAPPY
 NEW
 YEAR**



PERCY H. GOODWIN Co.
 490 N. Magnolia, El Cajon

One Little Button Does It!
 One button pressed sets an elaborate alarm and alerting radio system into operation, as shown by Mrs. Robert



Fey in their apartment at fire station. She points to the main button that does the job. Under her thumb is the siren button which is next hit to start sounding of general alarm. In meantime she presses other buttons, lifts receiver on hot line phone, presses handle button and tells volunteer firemen who have picked up their radio receivers, where fire is fastest possible alerting system which was recently put in by Alpine fire board.

ADVERTISING PAYS IN THE SUN
 ALL PAID CIRCULATION.

Dr. Edgar M. Poe OPTOMETRIST
 FOR APPOINTMENTS 445-2345
 1330 W. Victoria Dr Alpine Clinic (Dr. Woodall's Office)

AMONG MANY families taking pride in home Christmas decorations is the Conrad Jimenez folks, Tavern Rd., as shown stringing lights on their home. Children are from left Adriana, Cathy and Eddy. Adults, from left, Andrew Jimenez, his brother, Conrad on ladder, Mrs. Lilian Jimenez and Mrs. Jimenez.



ALPINE NEEDS A BAKERY!

SUBSCRIBE TO THE SUN, \$2.

Season's



GREETINGS



AERO DRIVE-IN THEATRE

1470 E. Broadway, El Cajon 444-8800

IT'S ALWAYS WISE TO SOLVE YOUR PROBLEMS BEFORE THEY GROW UP.

REWARD

You will be rewarded with the finest professional car wash when you bring your car to

MAIN STREET CAR WASH

1st & Main, EL CAJON
(Across from Food Basket)

Greetings



SAM & BETTY RANDAZZO

Alpine Sales Yard
2940 Hwy 80 HI5-2984

Couple Expand Business

Although Mr. and Mrs. Carl Amos, owners and operators of Carl's Boot and Leather Shop, 807 N. 2nd St. ElCajon

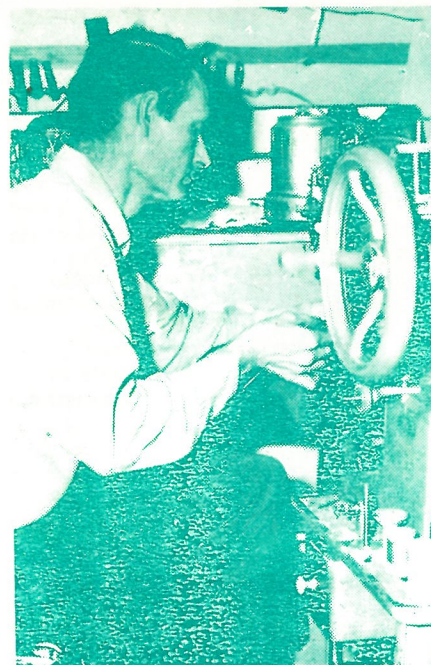


Margaret Amos taking an order.

do not make headlines every day they do make custom made saddles and repair every kind of leather there is, plus a sideline of shoe repairing.

The Amoses have 7 children, 6 at home. Russell, 22, works for the Roundup Corral in Grants, New Mexico. Charles, 18, helps out when possible in the shop. Carl Franklin, 17, is in school as is Don, 15, Judy 14, Janet, 12, and Roy Allen, 8. This happy family started in the saddle-making business way back in 1942 in 1942 in New Mexico and from there moved to this area where he has been ever since. Amos is a native while his wife Margaret was born in Grants,

They handle all kinds of tack, vet supplies, antibiotics and "anything for the horse and rider" says genial Carl.



Carl Amos, busy repairing saddles, has customers as far away as El Centro.

Miss Ruth Burdett attended her SD Club Christmas party that they held Saturday at the home of Mrs. Lou Quinn, Dr. Dudley Winn's mother, he's an El Cajon optometrist. Mrs. Florence Winn, showed slides of her recent European tour.

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.

ADVERTISING IN THE ALPINE SUN.

Season's Greetings



Dottie's

HILLBILLY TAVERN

2538 Hwy 80 Alpine

Come To Our Gala

**NEW YEAR'S EVE
Party**

FRI. DEC. 31

MERRY CHRISTMAS

Tappy's Motel

MRS. KATHERINE BLACK

2337 Hwy 80

P.O. Box 425

445-2954

Farmers Insurance Group

Arlie D. Nunley,

149 N. Magnolia, El Cajon

442-9484



SGT. W. E. LARSON inspects big hole in bus windshield, measured by Richard Stringer (man from LA), and at left Robert Putnam (from Sacramento.) Man suddenly went berserk, kicked hole in glass, crawled out.

Psycho Caught Here

A bit of excitement came to quiet Alpine Saturday night when a wild-looking old man burst into Dottie's Hillbilly Tavern yelling that he had broken the windshield and escaped from a car where "someone was trying to kill me".

Then he rushed Sgt. W. E. Larson, sheriff's deputy, who throttled the man, handcuffed him and took him away.

The mystified patrons of Dottie's and Bartender John Edwards were puzzled

and wondered just what had happened.

Meanwhile the mystery was solved when a sheriff's patrol car with Deputy R. D. Moog, which had been in Alpine, answered an emergency call from a Continental bus that a man had kicked out a windshield and nearly killed himself as the bus went 50 miles an hour westbound, but he was saved by the driver, Bob Kiegsins and two young passengers, Richard Stringer, of Many, La., and Robt. Putnam, of Sacramento.

The bus was delayed in front of Bob Wilson's Texaco Station while sheriffs quizzed the man, filled out reports, and Cynthia Irvine made the photo, as she happened to be on the scene with Editor Irvine, making pictures for this Christmas issue.

The man was taken to the psychopathic ward, County Hospital and the bus proceeded with a suitcase propped against the gaping hole in the glass.

Forrest and Hazel Hohanshelt, Manzanita Hill, entertained her brother Don and his wife Frances and their 8 year old son Hilbert from Fresno last week. They stopped on the way home to visit daughter Donna who is in her second year at UCSB.

MISSIONARY SOCIETY HELPS NEEDY

The HC Missionary Sewing Group of Community Church have been busy collecting toys, clothes and blankets. After dressing the dolls, remaking the blankets into quilts and repairing the clothing, they shipped 10 boxes to Tennessee, and Holbrook, Ariz, to an Indian reservation. This busy group sends several times a year and "from letters received the items have been greatly appreciated" says Mrs. George Buell, member.

Mr. and Mrs. Don Kennivan and daughter Suzanna are spending their Christmas holiday with their daughter and her husband, Mr. and Mrs. Richard Cooper in Garden Grove.

HAYSEED FIRESIDE CENTER

444-3129

600 Broadway El Cajon, Calif.

Just Arrived

FIREPLACE COAL

Free Standing Fireplaces
Custom-Made Screens: Grates,
Bar-B-Q's.

EVERYTHING FOR YOUR HOME
Installation Service

Mr. and Mrs. George Buell this week are entertaining their grandchildren, Kelly 6, and Laura, 4, from Fresno. Their son, David drove them down Sunday, will return the 23rd to spend the Christmas holidays, then drive back on Monday.

GREETINGS of the SEASON

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.



Rub A Dub Dub

LAUNDRY

12253 Woodside, Lakeside, Calif.

443-9567

MERRY

CHRISTMAS

To All Our CUSTOMERS
and FRIENDS

KUHL'S WOODCRAFT
445-3700

925 Hwy 80

Alpine

DR. FRANK J. BORNOWSKI D.C.

1981 ARNOLD WAY

CLOSED WED.

445-2169

GENERAL PRACTICE

SUNDAYS AND HOLIDAYS BY APPOINTMENT

Horse Talk

By Cynthia Irvine

I was really glad to receive a nice letter from Anna Rhinehart Monday and she said she had been delayed in Oregon. Her husband had been occupied with a cattle deal and she had to wait until it was taken care of before they could leave for Alpine. She said they would be here before Christmas and a lot of us are looking

Christmas
Greetings

TASTY BAKE SHOP
EL CAJON

Special Decorated Cakes
For Weddings, Birthdays
And Parties

144 E. MAIN 444-3686

Merry Christmas
and
A Happy New Year

To All Our Friends

LINDO LANES
Lakeside

12150 Woodside Ave.

448-4400

forward to seeing her again. (She arrived Saturday!)

Saturday night Daddy had a lot of calls about a palomino horse that was running down the street. He called Mr. Mac who caught it and put it in a corral so it wouldn't get hurt and in the morning the owner was found. Woody Mitchell, he and his wife Pat own Alpine Convalescent Center, came for the horse. It had gotten away and started for its old home on Anderson Road as the Mitchells moved their animals down to Sleepy Hollow. Our resident sherriff Mr. Stephen came over and helped.

Wilma Peters dropped in our office Tuesday and gave us some sad news. Bill Gatlin of El Cajon, who is a well known horseman and rodeo contestant, died Monday of a cerebral hemmorage. He was buried in Alpine cemetery Tuesday. A lot of people up here knew him and he was only 33.

Wilma also told us that Bill and Eileen Rigler of Dehesa Road have two nice horses for sale, one is a pinto gelding that would be excellent for a child, the other is a 3 year old mare.

It won't be long before we see Doris Scully riding down Tavern Road on her new mare Sheba as Wilma Peters has been working her out

Dog Finds Runaway Porker!

Sunday at 2:30 a piglet belonging to Mel Beason, 10, the Willows, jumped its fence and took off. No trace of the animal could be found. Friends and neighbors joined in the search without luck. Young Mel had received the pig for a Christmas present that morning and was heartbroken as he had been raised in the city and when they moved to Alpine a year ago his mother promised him a pig, and a calf which he had received.

Return of the pig was doubtful because of the vast area it had to roam in, was young and inexperienced and was not tame, so after being gone nearly two days they gave up and promised the boy another.

Tuesday morning when Bert Fuller got up he saw fresh pig tracks in his back yard and called Sally, his boxer dog. She took off at a quick pace with Bert following and sure enough the piglet was found asleep down in the creek bed under a tree. Sally took it by the ear and ran around it a few times and the little thing followed the dog and Bert all the way to Mel's back yard. He lives across from the Shell Station in back of Gene Adams' home. Sally marched the pig right into the enclosure, then came out.

It was a happy ending and Mrs. Beason appreciated the interest shown by friends and neighbors. She said "was a sight to see Bert walking in front, the dog next and then the pig".

Hap Garvin's parents, Mr. & Mrs. Carl Stewart, who has been managing the Crown Motel, are retiring, have taken a house near his place, 1593 South Grade Rd. The Garvins recently bought the Ed Weber place.

Greetings of the Season



Tommy
Bev
Tom and
Roxy HOTZ
OF
Tommy's



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: Dan Sparks,
Ed Stockman, Allen Moore, J.D. Horn.

AL HINKLE LUMBER

Anything that's well done looks easy to do.

Christmas Greetings



Valley Trailer Supply

El Cajon

Owen B. Waltner, New Owner

1540 E. Main 442-0971

OUTPOST DENIED ZONE

Harvy Chambers, owner of the Outpost Market & Trailer Park, at the Willows, told the Sun Monday that he had been turned down for a zone variance on his property north of the freeway so he could move his market when it is completed.

"I'm giving up the trailer park" he said, "but I sent in \$40. with my application and I think they should let me stay in business, which has been here for over 16 years and we have many patrons from this section who want me to stay".

He will have 3½ acres left from his five, the freeway taking the store, well and park. He is appealing to the supervisors.

CANYON STORE SOLD

Werner O. Adamsky, former manager of the Food Basket, in EC has just purchased the Harbison Canyon Grocery from Vern W. Scott of 205 W. noaks who plans to retire. Adamsky takes over Jan. 1.

SCHOOL'S OUT THIS AFTERNOON

Thursday night Alpine School enjoyed its Christmas party and today every body is happy for they go home at 2:40, a bit early, and do not return till Monday, Jan. 3.

CHRISTMAS SERMON SUNDAY

Community Church will observe the Nativity this Sunday with a sermon on "The Magnificent", by Dr. Roger Larson. Big event of the day is pageant "The Shepherds and the King", written by Beatrice LaForce. It closes with a white gift service of food for those in need.

BUENA PARKERS BUY, TO BUILD

W. W. Gamble has just sold a lot off of his property, 1495 Louise Drive, to H. E. Meadows of Buena Park, who with his wife is coming here upon retirement in a year or so, will build a nice dwelling, make their home here. Gamble ordered a Sun subscription for the newcomers.

ARTIST LEAVES RORIE'S

Robt. Hodge, sculptor, who has been making animal models for Fiberglass Menagerie, run by Jim Rorie here, has left to accept a position as line mechanic with United Air Lines at San Francisco. He was in the USAF, is an expert at this work. With his wife and baby, he has moved to Fletcher Hills till they settle in the north.

SUBSCRIBE TO THE ALPINE SUN, STILL ONLY \$2. A YEAR.

MERRY CHRISTMAS HAPPY NEW YEAR



Glenview Feed Co.

443-1310

13283 Hwy 80 at Los Cochos

"Ask for Me--

GENE ADAMS Of Alpine"
Award-Winning Salesman

(No. 1 in the U.S. For)

TOYOTA

An entirely New kind of automobile

Trucks - Land Cruisers (4x4) - Compacts - Station Wagons - Sedans

STYLED FOR COMFORT & ECONOMY

'PRICED TO FIT EVERYMAN'S PURSE'

JOHN A. ROSE IMPORTS

5921 Fairmount Ave

San Diego, 92120

Call 283-5877 or 445-3731



A
Merry
Christmas

**WILLOW GLEN
FARM**

Alpine, California

445-2393

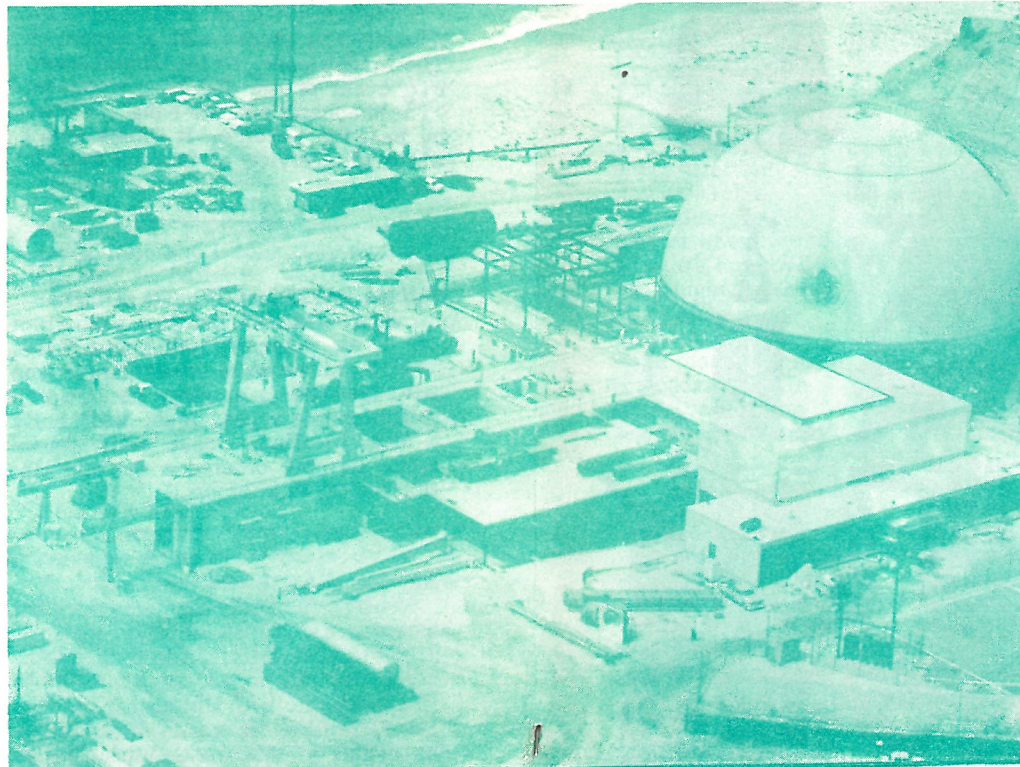
Nuclear Power Plant Shapes Up

The great 450,000 kw atomic generating station at San Onofre is around half completed, reports the SD Gas & Electric Co., which is building this unique electric station with the Southern Calif. Edison Co.

It is slated to be operating in 1967 when it will cut in with its huge supply of electricity to the Southland. Concrete foundations and shielding walls are now poured in the containment sphere when the nuclear equipment will be installed.

The structure in the foreground by the sphere will house controls for the plant. Intake and discharge pipes will extend 3200 feet out to sea, for the laying of which the pier was built.

This modern center has drawn 58,400 visitors from the 50 states and 27 foreign lands during the first half of the year. More are flocking to see this unique project every week, the firm reports.



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

Income Tax SERVICE
MARIE GAVIN
 For Appointment Call
 445-2631

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

\$4,770 FOR YC LAND STRIP
 An area on the north side of the Youth Center needed for the freeway has been contracted for by the state with directors of the center at \$4,770 for the 2.7 acres.

The board, headed by Pres. Fred Rohr, said most of the cash will go into the YC building fund for added facilities

Mrs. Sylvia Reaser of Duluth, Minn and her daughter Cathy of Long Beach spent last week-end visiting her brother George Smilivich of Smiley's Motel. She drove out for a vacation, will go back soon, is enjoying the nice weather.

THERE'S MONEY IN NOT SMOKING
 Recently life insurance rates in one company of the Farmers Group reduced rates for non-smokers, also quitters that had been stopped for two years or more .

WANTED
Salesman
SMITH REALTY
 466-8179
 2251 1/2 Hwy 80 Alpine

Prospective father-in-law — And what are your prospects?
 Young man — Pretty good, unless your daughter has misled me.

Joyous Greetings

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

Harold's Garage

HAROLD, GEORGE AND LARRY

Hwy 80 near Tavern Road Alpine 445-2967

DOUBLE TALK

By Cecile & Celeste Irvine

June Anderson has a lot of bad luck or at least it seems so. The back window of her car exploded and blew out completely and she didn't have any insurance on it. She doesn't know how it happened either but sometimes that can happen if the window isn't installed properly. And then their nice dog Domino who is of mixed origin, just disappeared and hasn't come back home. Gregg found a nice little puppy and brought it home so they have another dog, but they still wonder what happened to Domino.

Cynthia had an invitation to Rose-llen Gordon's wedding Saturday in St. Kieran's Church in El Cajon. She is marrying Alfred Jordan of EC.

The Harris kids were sure surprised when they won the calf "Hello Dolly" that Glenview Feed Store gave away Saturday. They are going to keep her and their mother, Mrs. Pike Meade thinks her husband will do the milking



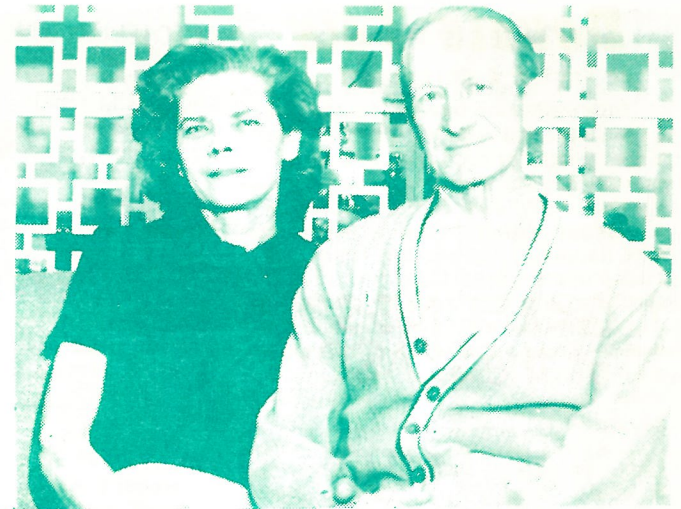
Alpine Champion Bowler JoAnn Villa with her 9 trophies. JoAnn started to bowl in the summer of 62 and has belonged to the Junior Major League ever since, is in 4th place in the Winter league.

as he knows how. Tommy says it's easy anyway. Their dog who is part wolf had 10 pups and they kept one.

Gary Teddy who is Mr. and Mrs. Ralph Cushing's grandson, is leaving today for his home in Detroit for two weeks' leave before being shipped out.

Mr. and Mrs. Carl Rose would like to know who would be mean enough to go into their nursery and cut down a beautiful grown pine tree.

JOHN AND JUANITA BILSKY in their pleasant living room of their cozy home on Louise Drive., relax after busy day at Alpine Convalescent Center where both are employed. He bought house just before they were married, have made it into a wonderful little home, are strong boosters of Alpine.



TO ACCEPT CLASSROOMS

At Monday's session of Alpine School board they voted to go to the Canyon School Monday--weather permitting-- to inspect and accept the new classrooms.

The authorized purchase of a stove, refrigerator and steam tables for the cafeteria.

They decided the district will not participate in the Educational Opportunity Act at this time.

ARIZONANS BUY, WILL BUILD

Mr. and Mrs. Lee E. Ecke, Tucson, have bought a slightly 1½ acres on Victoria Dr., where they plan to build a nice home in the near future. Purchase was through Charlene Brown of the realty firm bearing her name.

MERRY CHRISTMAS

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

OUTWEST FRONTIER SHOP
444-3232

111 Rea El Cajon

IF YOU HAVEN'T DECIDED
ON THAT
GIFT

For Him, or Her, We Have
Diamond Rings
Watches Guns
Cameras, Etc.

BEFORE YOU BUY IT, CHECK

Bud & Ray's Pawnshop

SAVE 50% TO 75%

**BUD & RAY'S
Jewelry & Loans**

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FREE DELIVERY Lumber & Building Materials **443-1017**
13288 Hwy 80 Glensview OPEN 8 TO 5 MON. THRU SAT.



Pretty & Plump



Specializing in Half & Large Sizes

(Down town La Mesa)

8333 La Mesa Blvd.

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Chamber Reveals Winners

At the Wednesday meeting of the chamber of commerce in the fire station, Pres. Fred Rushing told the winners in its Promote Alpine Contest; (under 18 years) Steven Brooks, 8, of Homeward Way, for the idea of historical plaques; (under 55) Mrs. Marlo Stevenson, Hwy 80, for ideas; (55 and up) Erna Earle, also for ideas and a picture of the town she drew, in Swiss motif. She also won grand prize, \$25 which was presented along with the others, of \$25. each.

N.M. GRIECO,
Realtor

Wishes You A

Merry Christmas

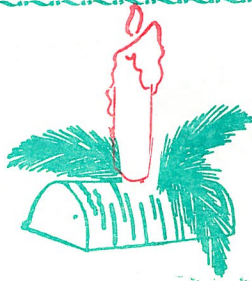
And

Happy New Year

465-9900

7299 University, La Mesa

*May joy fill
each moment
Of Christmas for you*



Bob Wilson and Family

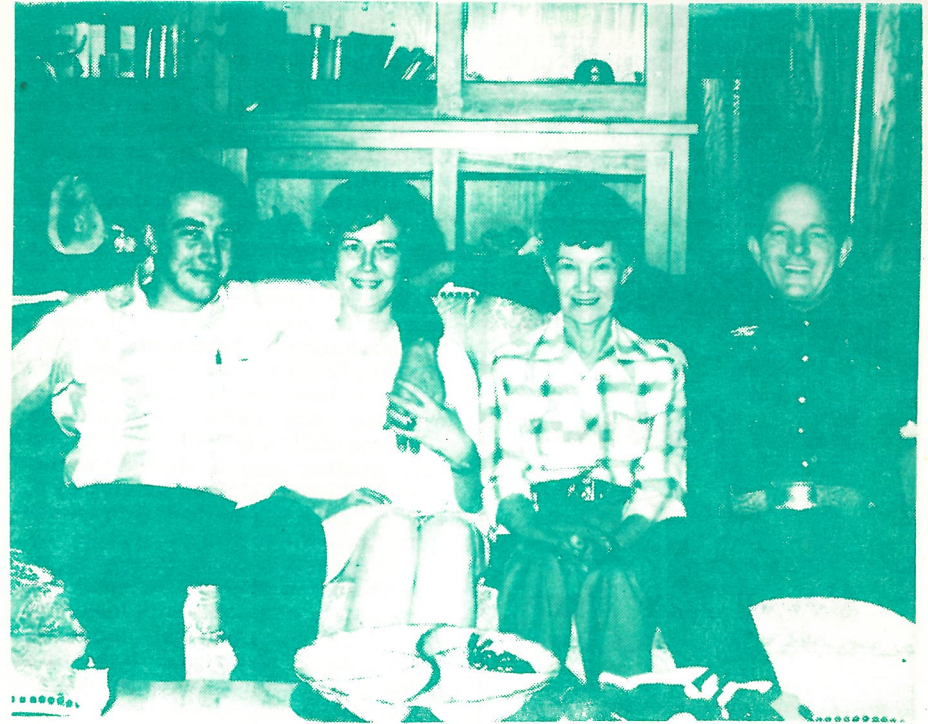
MITCHELLS ENJOY REUNION

Jolly week-end was spent by Mr. and Mrs. Pat Mitchell-- they own Alpine's Convalescent Center-- and her daughter Imogene, and friend Frank Forneris, QM2c of the submarine service in SD, who hails from Oklahoma. All are real western folk, love horses. "Woody", Mitchell recently acquired the old Ghost Town or Sleepy Hollow Ranch, where he now keeps his four fine animals. He is building a barn, wrecking the old shacks of the western street, for future improvement.

LIVELY PARTY FOR LIVELY OAKS

Monday Alpine's senior citizens enjoyed their Christmas party with 67 present, and guests Florence Obe and Dr. Larson. Hostesses were Maud Bratt and Eve Norse. The potluck was delicious, tables brightly decorated and all had a grand time with exchange of gifts, also gifts for the needy. Their Hillbilly Band did Christmas carols led by Mrs. Jim Pinkerton. A fine pine tree was donated by the club to the YC, which will later be planted.

Mrs. Frank Scully, Tavern Road, wishes to thank Jim Rorie publically for donating 3 barrels for the 4-H Amigos horse group. The horseman are using them in their ring on Midway Drive for practice and appreciate his generosity.



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

CHRISTMAS PARTY TODAY

The annual Christmas festivities put on by McCall's Ranch School will be held today at 2 o'clock with a play produced and arranged by Mr. and Mrs. Joe Windsor Innis. Following the program an exchange of gifts under the tree will be held.



*Merry Christmas
And a
Happy New Year*

**W.L. WEEKS
Construction Co.**
General Contractor

COMMERCIAL RESIDENTIAL
New & Remodeling
ALPINE HI5-2226



**AS THEY SAID
IN THE GOOD OLD DAYS:**

**MERRY
CHRISTMAS**



4008 Hwy 80

**Alpine Outpost
Market & Trailer Park**

445-9550

Starting Our 15th Year!

Next month the Alpine Sun, your community newspaper, edited, published and printed here, enters its 15th year, with bright prospects, for it has increased its paid circulation and advertisers, also store sales.

Besides all the news and photos of current events, people and so on, the Sun tries to serve the community in every way possible.

Two or three times a year it releases its original "Yellow Pages", business directory of the town. It compiled the first map of the area and published it free, being on sale now at only 10¢. The chamber of commerce and some realtors buy the maps to give out. Another map it printed was the freeway through Alpine, which will be augmented soon with the latest stretch from the highway office.

Annually, in cooperation with the US Weather Bureau the Sun publishes the weather summary, with history of Alpine station, a valuable record for all to keep. This also is free and is given to the weather office for distribution. All to help Alpine.

Little Betty was crying bitterly. Her mother asked what was the matter.

"My new shoes hurt me."

"No wonder. You have them on the wrong feet," replied Mother. Betty kept on crying. "haven't any other feet," she said.



Mrs. Mitchell with her Christmas present, 10-weeks old Yumma, a registered Pekinese, cutest pup in town! Note Texas longhorn steer at left, done in fibreglass, a beautiful

piece of art work, many of which decorate the Mitchell dwelling.

SUBSCRIBE TO THE ALPINE SUN

GREETINGS



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

VALLEY HEALTH FOOD STORE

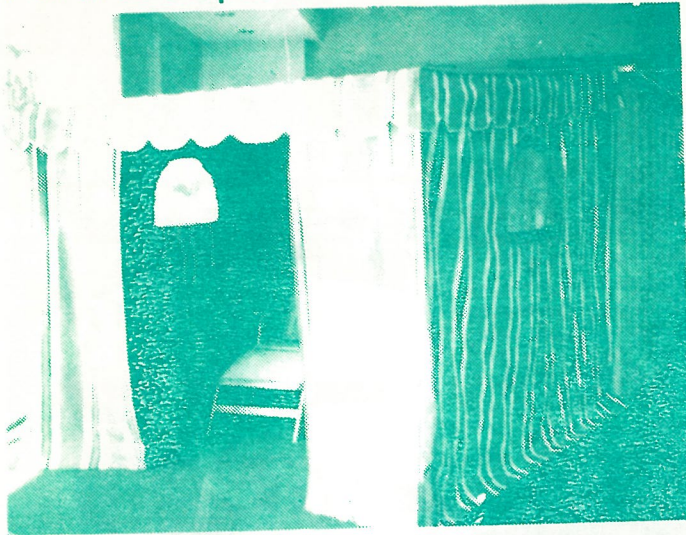
W.L. HOUGHTON, Owner

133 Prescott

El Cajon

444-8447

Former Alpine Woman Runs EC Industry



HERE IS an awning space added to an attractive aluminum cabana which works fine for house, patio or trailer park, made at factory of El Cajon Awning & Mfg. Co.

The First Baptist Church of Alpine is presenting a one act play "In My Father's House" at 7 Sunday, Dec. 19, with a cast of 20. "The public is cordially invited to attend" says James C. Arnold, pastor.

Mrs. Minnie C. Dwyer, former resident here but now of EC, has been operating a growing industry for 14 years, the El Cajon Awning and Manufacturing Co., 845 EC Blvd in that city, opposite Hatch Chevrolet.

Every day the traditional California concept of gracious living is given an assist by her busy firm which produces many varieties and colorful items for home, office, patio and trailers, mainly canvas or aluminum awnings, canopies and small structures.

"We endeavor to help folks beauty and increase the value of their properties with high quality products, and help them develop ideas" she declares, "and our motto is excellence and beauty above all".

OPEN For Your **Rexall**
Christmas Shopping
 Convenience
 SUNDAYS, DEC. 5, 12, & 19
ALPINE
REXALL PHARMACY
 2223 Hwy 80 445-2488

Roy E. Potthoff Pump Service

24 Hour A Day
 Specializing In

SUBMERSIBLE, JET & SWIM POOL PUMPS, REDA, RAPIDAYTON, JACUZZI
 REGISTERED DEALER & AUTHORIZED SERVICE
 Licensed Contractor

Bill Kelley, Alpine Manager

445-3187 or 466-3735

4128 N. Cordoba,

Spring Valley

THIS attractive, decorated cabana, manufactured in the factory of El Cajon Awning & Mfg. Co., is usable in many spots by not only householders, but mobil-home folks.



Don Kennivan, Alpine School bus driver, returned from Grossmont hospital Sunday and "is feeling wonderful" his wife says. He had a bad cold and it settled in his chest so was hospitalized for a few days. "Will be back on the job Jan. 2" he says.

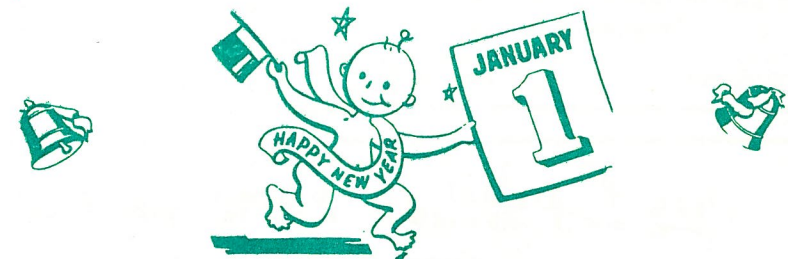
Sunday, Dec. 19th at 7 pm the Baptist Church of the Willows will hold their Christmas program announces Mrs. Pike Meade, chairman, Mrs. Paul Thorp and Mrs. Wm. Bray are in charge of refreshments.

The program will be put on by the youngsters with group singing and plenty of fun for everyone.

ALPINE NEEDS A BOWLING ALLEY!

BIG New Year's Eve PARTY

Starting At 7:30



LIVE ORCHESTRA

Tip Top Club

(Cover Charge)

445-3643

15244 Hwy 80

7 Miles E of El Cajon

CHURCH HAS CHRISTMAS PROGRAM

Harbison Canyon Community Church annual Christmas program will be Sun. Dec. 19th at 7 with Rev. A. O. DeGroat in charge. The Sunday School children will participate in the evening entertainment with refreshments and treats for those attending.

GREETINGS of the SEASON



Evelyn's BEAUTY SHOP

Permanents from \$6.50

Closed Tuesday 444-4294

2030 Crest Dr. Suncrest



Fire Commissioner Fred Rushing and wife Van, were among the many guests of Volunteer Firemen at their Christmas party Saturday night in fire station.

Carl Strauch of Carl's Ready Mix, is back from Springville, Calif. where he went to attend the funeral of his aunt, Mrs. Mable Brooks who passed away suddenly.

Santa at Woman's Club

Mrs. Leroy Simms was program chairman Tuesday at the Woman's Club when they enjoyed their Christmas party, with a return appearance of "The Accordionists Three", children from LM, who have played at former holiday sessions, Mrs. T. E. Hill was hostess chairman. Mrs. Goldie Vancil, president, presided.

Santa Claus was there too, to assist in members' exchange of gifts. Each turned in two items of canned food for a needy family.

The hostess was assisted by Mmes. L. E. Carlson, Jeanette Hinkle, Alvin Steinbach and Marcus Schaeffer.

RECEIVE SECOND GRANDCHILD

Mr. and Mrs. Dave Wood, 2315 Tavern Road, are happy grandparents, and for the second time, too. Their daughter Charlotte Tollison gave birth Oct. 10th to another boy in an EC hospital. They named him James Leroy. The couple have another boy, 17 months old David Allen. Charlott's husband is in Cuba, hopes to be home in December.

The Ladies Missionary Group of HC Community Church held their Christmas as party Wed. Dec. 15 at the church with a dinner and gift exchange. They will disband until after Jan. 1.

THE MINISTER returned the used car to the dealer, and was promptly asked, "What's the matter, Parson? Can't you run it?"

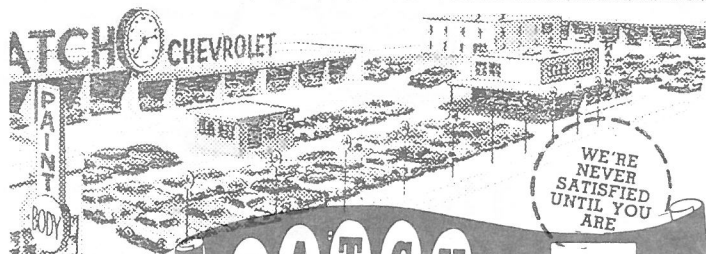
And the sharp reply, "Not if I want to stay in the ministry."

Sincere
Good Wishes
for a very

Merry Christmas

**El Cajon Awning
& Mfg. Co.**

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



- SALES
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HATCH CHEVROLET
850 EL CAJON BLVD., CITY OF EL CAJON
Call 442-0201 Open Eves.—Closed Sunday (because it is Sunday)

Season's
Greetings

SMILEY'S MOTEL & HOBBY SHOP

3905 Hwy 80

445-2770

CHERRY MERRY I S T M A S

As another Yule
dawns we extend
to friends every-
where best wishes
for a joyous Holiday

Alpine
CONVALESCENT
Center

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

MCCALL STUDENTS ENJOY PLAY

Wednesday evening the older students attending McCall's Ranch School saw the Christmas pageant put on by Dana Junior High in SD. Mark Wood, former student and graduate of McCall's participated, "the young people enjoyed it very much" says Mrs. McCall who took the group down.

Art student: "You're the first model I've kissed."

Model: "Really, how many have you had?"

Art student: "Four—an apple, an orange, a vase of flowers, and you."

Christmas Greetings



AL SMITH
REALTY

2721 Hwy 80 Alpine 445-2670

CLASSIFIED ADS PAY IN THE SUN.

Merry Christmas



Here's a holiday tra-
dition we really cherish
... time out to tell you
how much we appreci-
ate your friendship and
patronage.

TED WEEKS
Construction Co.

443-1898

11437 Roco so Rd. Lakeside

STALLION OAKS GROWS

Ed Torgersen, that amiable adver-
tising executive who last year bought
the old Green Gates Ranch, now named
Stallion Oaks Ranch, on Boulder Creek
only 2½ miles north of Descanso, re-
ports that they are doing a nice week-
end business which is increasing as folks
around the SD area learn of the place.

"We are putting in a trailer parking
area" he told the Sun Saturday on the
phone" so that folks from the Southland
may park their campers here, then
drive up for week-ends and holidays to
enjoy the pool, riding or hiking, and
dancing".

They plan on a lake in the near
future just west of the house, which
will later be stocked with fish; plus
other ideas to make it an all-round
recreation spot, not only for nearby
families, but for people from as far as
LA.

Presently they have dancing and en-
tertainment on Friday, Saturday and
Sunday nights, with Torgersen as mine
host as he commutes each week-end
from his office in LA.

KIWANIS ELECTS, HAS PARTY

Tuesday night Alpine Kiwanians en-
joyed their jolly Christmas party with
ladies present, of course, and President
Paul Clay in the chair, reports Dr.
Roger Larson, editor of the club's
bulletin Ye Alpine Yodler.

Bud Cooper was last week elected
second veep with Ronald Van Til a
director, due to departure of Rev.
Wm. Bray.

SEASON'S GREETINGS



Valley Trailer & Equipment Rentals

12839 East Hiway 80

El Cajon

Phone HI 4-2893



**MERRY CHRISTMAS
HAPPY NEW YEAR**

FROM

Ed Wagner

Independent Distributor

CARNATION

DAIRY PRODUCTS

234-2281

Early California or western type of architecture was used by Alpine Realty Co., formerly McCall Realty, with modern glass windows and doors, to give it up-to-minute look at 2175 Arnold Way.

From left is Anna Jerney, office manager, LaVelle Russell and Neda Hill, salesmen, and Carl McCall, general manager. Note plastic ornamental panel at right, made by Gordon Plastics, where McCall works in SD. This is first such installation in area.

ADVERTISE IN THE ALPINE SUN,
IT PAYS OFF.

ABCDEFGHIJKLMN OPQRSTUVWXYZ

if you don't DIG our greeting
call

443-3835

R. E. ANDERSON, INC.

A LICENSED INSURED DRILLING CONTRACTOR SINCE 1946



Mr. and Mrs. Frank Scully were among many couples at Saturday night's Christmas party of Volunteer Firemen who enjoyed an evening of get togetherness in the fire station.

**SEASON'S
GREETINGS**

CUSTOM DRAPERY
Dorothy Rash
445-4010
Willows Road, Alpine

*Christmas
Greetings*

CARL'S READY MIX
CONCRETE
P.O. Box 555 445-2780

Seasons Greetings

ALPINE REALTY COMPANY

Carl McCall, Broker

Anna Jerney, Office Manager

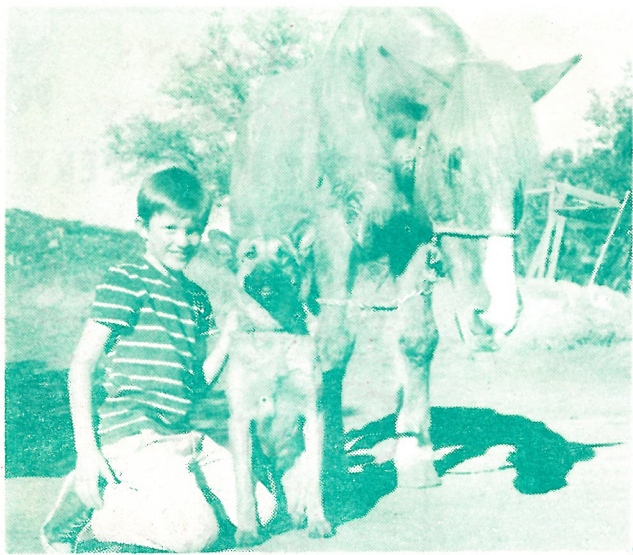
Neda Hill, LaVelle Russell, Dorcas Walker

Salesmen



2175 Arnold way,

445-3310

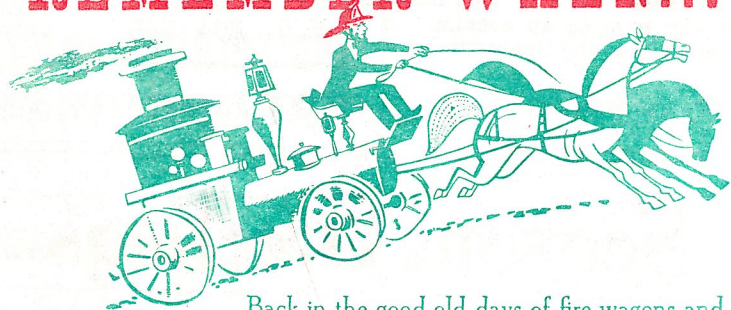


YOUNG Kenny Peters, son of Wilma Peters, Midway Drive, poses for Cynthia with his dog Penny and horse Mr. Magoo. Kenny is a member of the 4-H Amigos Horseman's Club which his mother directs.

The cheerful attitude is like the lighted fireplace: it warms all who approach it.

Women can keep a secret just as well as men — it just takes more of them to do it.

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
Mt. Empire CHRONICLE

Dave, Naomi & Cheryl
Boulevard, Calif.



Editor Irvine and his capable staff.

HOLIDAY CHEER

To All Our Advertisers, Subscribers, Friends
And Relatives
THE ALPINE SUN
Clarke, Alice, Cynthia, Cecile & Celeste Irvine

The Baptist Church of the Willows Missionary Society sent a box of canned goods, clothing and money to the Children's Baptist Home in the LA area. Rev. Bray and his wife drove up with the things, and an annual event for this busy group.

Wisdom makes but a slow defense against trouble, though at last a sure one.

EL CAJON THEATRE

444-3272

NOW THRU TUESDAY

Elvis Presley
"Harum-Scarum"

Sean Connery
"The Hill"

Coming Soon
"Hallelujah Trail"

FAMILY NIGHT EVERY TUESDAY

Mrs. Dorothy Rash, Willows Road, has a beautiful display which she entered in the Chamber of Commerce Decorations Contest. Is well worth taking a drive out to see.

"Doctor, I'm afraid my husband is losing his mind. Sometimes I talk to him for hours and then discover he hasn't heard a word I said."

"That's not an affliction, madam that's a gift!"

AERO DRIVE-IN

444-8800

NOW THRU TUESDAY

"Red Line 700"

"Dr. Goldfoot"

"Bikini Machine"

Swapmeet

9 to 5 Saturday & Sunday

50¢ to Walk In

\$1.50 to drive in and sell

Season's Greetings



The Great Christian Beacon of the Pacific Coast.

Jim Gates, General Manager

Robertta Brosinske, Assistant Manager

MEZZANINE FLOOR, U. S. GRANT HOTEL, SAN DIEGO

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

PINE ACRES TREE NURSERY
Living Christmas Trees.
445-3037.

GARAGE DOOR, 7' x 15' wood, like new, includes hardware. \$45.
9460 Pebble Beach Dr. Santee,
448-2656. tf

HORSES FOR SALE

WELCH pony, 13 hands high, White Arabian & thoroughbred mare, 15 hands with saddle, cheap to right party. 444-1379.

FOR RENT

FOR RENT, Alpine, nice, unfurnished, newly renovated, 1+BR, cottage suitable for couple or bachelor; quiet, nice location; \$50. inc. utilities. Call 445-3727.

FOR RENT, \$35. & \$50. cottage, and apts. Elec. furnished. No pets. Pensioners welcome. Alpine Villa, 445-3890.

OFFICE, completely furn. Suitable for doctor, dentist, or any purpose. Alpine's Convalescent Center, Alpine. 445-2644.

STUDIO COTTAGE. Furnished. \$55. month. Carport. Downtown Alpine. 445-3300.

ALPINE NEEDS A BAKERY!

SPECIAL NOTICES

Ruth Burdett, piano lessons,
445-2877.

Let Mac haul your rubbish and garbage. 445-2955 between 5-6 pm.

TED WEEKS JR. CONSTRUCTION CO.
gen. contractor, commercial, residential, remodeling, 11437 Roco Rd., Lakeside. 443-1898.

BUSINESS CARDS, \$5.75 M. Blue or Black, postpaid anywhere in U.S. Add 4% sales tax. 445-2415. Alpine Sun, Alpine Cal. 92001.

SEPTIC TANKS CLEANED

MODERN SEPTIC Tank Service,
444-6197.

PAPAYA PRODUCTS

PAPAYA HEALTH PRODUCTS for better and healthier living---- \$1.00 brings postpaid, special assortment. Limited offer. One only to person. Frenco Laboratories. Box 977-S, Nogales, Ariz.

BOOKS

OUT-OF-PRINT-BOOKS-LOCATED
H.K. Pedersen Co., Box 116, New York, N.Y. 10011

WANTED TO BUY

POLAROID 110-B, cash for good used model. 445-2394, 445-2415

2 Bedroom house, \$60. You pay utilities. 219 El Cajon Blvd. Write Broni, Rt. 1, Wixom, Mich.

Season's Greetings

To All Our Old Friends And To Our Many New Friends

Pick Up Your 1966 Calendars Here

CLIFF'S AUTOMOTIVE

1148 W. Main

El Cajon

444-4435

ENT. AS 2ND CLASS. ALPINE, CAL.

Alpine's Fine Weather

FROM OFFICIAL US STATION HERE

HIGH 72. AVE HIGH 59

LOW 40. AVE LOW 46

RAIN 1.64. SEA 10.08

ELEV. 2000 FT. POPULATION 3557

WHERE THE SUNSHINE SPENDS THE YEAR

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

Christmas
Greetings

From

Mary Carter Paints

444-2316

240 W. Main St.

El Cajon

Interested in MUTUAL FUNDS?

INVESTORS Mutual, Inc. is a balanced fund with common and preferred stocks and investment quality bonds. Objectives: reasonable return, preservation of capital, long-term appreciation possibilities.

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For prospectus-booklet on **INVESTORS** Mutual, call telephone number listed below. Or clip this complete advertisement and mail it today to your **INVESTORS** man.

Duncan B. McCaleb
1681 Placid Court, El Cajon

442-5962

449-4111



Jackie Reed, member of Alpine 4-H Amigos horse club, is shown grooming her pony at their meeting Saturday.

Wilma Peters is in charge and the young horsemen meet at her home on Midway drive for further instruction.

Christmas Greetings

To Our Many Friends and Customers



Fred D. Rushing
Grading and Equipment Rentals

445-2214

Alpine

Cafe del Rey Moro

HOUSE OF HOSPITALITY in Balboa Park

NOW SERVING COCKTAILS

Open 12 to 8 pm, Closed Monday

Operated by L. J. Haas

Dine on World Famous Patio Terrace

232-2139 for Reservations

Season's Greetings

MAC'S HAULING

445-2955

TAKE BLACKOUT PRECAUTIONS

If a complete precheck of power sources on this coast means anything, there will never be an electrical blackout like New England had, is word from the SD Gas & Electric Co.

President Jos. F. Sinnott has named C. M. Laffoon, vice-president-electric, to serve on a system devised by the major power groups of which SDG & E is one. It was said that the utilities constantly check and recheck reliability of their systems as a matter of course.

CHRISTMAS GREETINGS



1965
and
HAPPY
NEW YEAR

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

ALPINE ROCKET STATION

2042 Hwy 80

445-9577