

America's Tiniest Newspaper



Alpine Sun



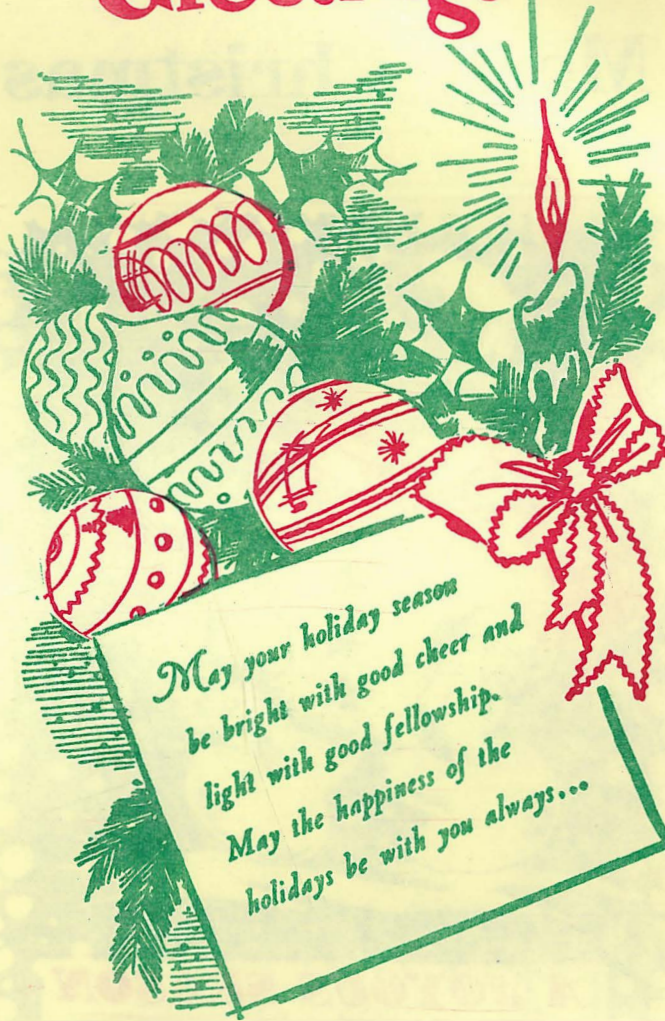
Merry Christmas



1968

BEST wishes
Clarke & Alice Irvine

Greetings



SECURITY PACIFIC NATIONAL BANK

ALPINE BRANCH



America's Tiniest Newspaper

ALPINE SUN



Best Climate in US by Government Report

Vol. 17 No. 51 Alpine, Calif. 92001 Friday, Dec. 20, 1968 10¢

CAMPFIRE GIRLS ENTERTAIN

Two lively groups of Campfire Girls, #193 and #244 from Lake Murray, came up Saturday and presented a variety of Yule songs for guests at Alpine Convalescent Center. They greatly enjoyed the young singers who had made individual candles for the folks which were greatly appreciated.

In photo, front row, from left: Diana Fletcher, Charmaine Oxé, Barbara Oxé at piano, Nancy Ballard, Lorayne Steere and Susan Mann; top

NEW FAMILY BUYS, MOVES HERE

Roy D. & Barbara Johnson of La Jolla have just purchased and moved into a dwelling on E. Victoria. They have two sons, Doryn, 16, and Brandon, 14. Johnson is with Rohr Aircraft.

Sellers were Tom & Leata Judd, who are renting at the Lazy A Ranch. They plan on building later. The Johnsons moved in Monday, reports Neda Hill of the firm bearing her name at Tavern Rd. & White Oak Dr., who made the sale.



row: Mrs. Chas. Ballbach, Pam Parker, Kathleen Ahern, Jo Ballbach, Shirley Mann, Wilma Steere and Linda Raby.

See photo page 17 of folks that enjoyed the singing.

ALPINE GLOWS WITH XMAS LIGHTS

A jolly Christmas Eve party is planned by Mrs. John Titus, chairman of the chamber of commerce decoration committee, aided by her co-chairman, Mrs. Emelia Kelly, & John R. Reynolds, director of judges

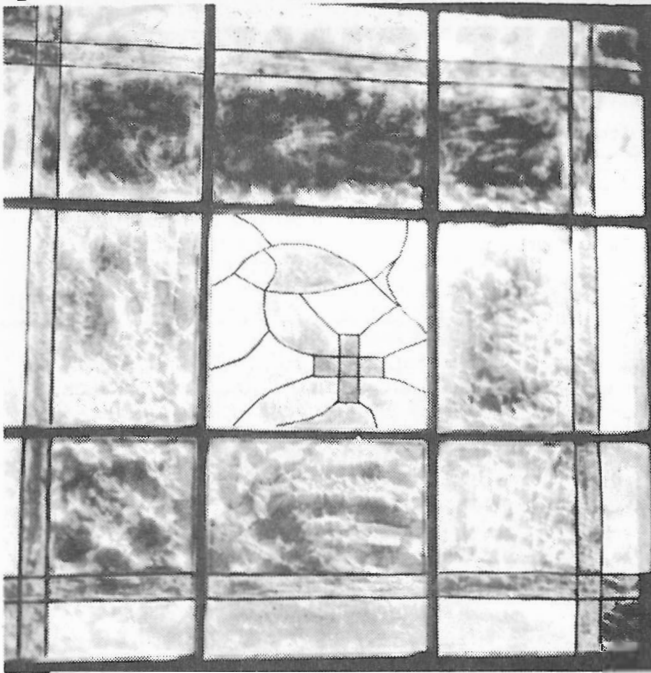
SD COUPLE BUY 40-ACRE SITE

John W. Tully and wife Grace of 6111 Del Cerro Blvd., in SD have just purchased a choice 40-acre site off of US8 E. Willows Interchange. It has an easement road down to the site from the freeway, goes clear to the Sweetwater River.

Sellers were Carl J. Schweiss and wife Ritta, long-time residents here. Sale was handled by Archie Frogge of Smith Realty, 2530 Hwy 80.

More on 19

Be a Sun subscriber, only \$3. a year.



CHURCH WINDOWS HAND PAINTED

Here is one of the colorful simulated stained glass windows that grace the Lutheran Church, 2040 Tavern Road. They were done by Bertha Sutton of Alpine, and look very pretty from inside or out.

Above the cross is a fish, part of the symbolism of the Lutheran Church. Mrs. Sutton spent many hours on the task of giving the sanctuary these lovely windows, which at Christmas time will be unusually beautiful, says Vicar Lyon.

Services will be Christmas Eve at 7:30 for the children, and Christmas Day sermon at 10 a. m. for adults

Advertise in your local paper!

and young people, with Vicar Lyon in the pulpit.

REMEMBER WHEN...

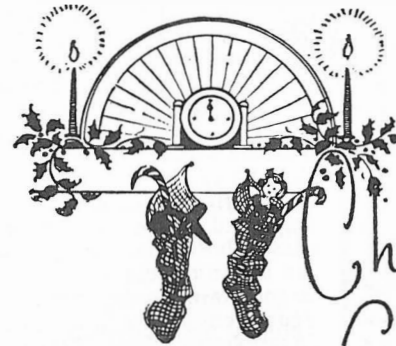


Back in the good old days of fire wagons and sideburns it was the custom to wish everyone you met a "Merry Christmas." Thank goodness this old custom hasn't changed, so we're happy once more to say

Merry Christmas
Rosko Refrigeration

9926 Hawley Road 445-3836 El Cajon, Calif.

*IN THE GOOD
OLD-FASHIONED
WAY*



*Christmas
Greetings*

NEDA HILL REALTY

445-2818

Cor. Tavern & White Oak Dr.

EDITORIAL

COUNTRY LIFE IS NOT ALL IT SHOULD BE!

If the federal government acts-- perhaps now, or at least after Jan. 20-- we who live out in the suburbs may enjoy somewhat of a better life. For the President has been warned in a report that rural America "faces a quiet, slowly building crisis".

We know that, for we have lived in the beautiful country for over 30 years and we have suffered just what this confidential report yields. It recommends drastic new federal programs to deal with this suburban crisis.

A commission has been working on this since 1937, came up with some surprising findings; 40% of the nation's poor live in the suburbs; there is a frightening rise in vandalism, drug use, larceny among children.

It points to the surprising number of country folks without adequate police protection--an Alpine call for a sheriff

may take up to 40 minutes, depending on where the patrol car happens to be-- sewage and waste disposal, and transportation. The Greyhound bus maintains no bench, signal or stop for its service between Alpine and the east or west.

Most residents do not have adequate water, and none outside the downtown sewer district-- with high taxes--have sewer connections, but must rely on an antiquated septic system which is costly to install and maintain.

Waste disposal is not so bad, although soon the county will enforce a new rule on burning, above 2000' altitude which affects well over half of Alpine.

Our fire protection is good and being improved, but certain areas as high class subdivisions and the Willows area are not in the district, so pay no taxes to maintain the department, yet our equipment moves in to aid the forestry in combatting fires. This is an unjust tax on those who do pay.

This President's report closes with the opinion that suburban life, both spiritually and physically is not what it's cracked up to be! It recommends government grants to help install community centers, pools, libraries and hobby rooms. We have a Youth Center, but it needs more room, equipment and money to operate.

But most of us love the country, especially Alpine, and even with all the high taxes and the above mentioned disadvantages, will live here till we go to the happy hunting ground. CI.

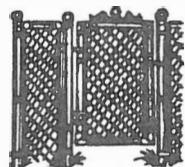
ALPINE SUN

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

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



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SPECIAL

23¢ Lined Foot

FREE ESTIMATES

BANKAMERICARD — MASTER CHARGE
100% FINANCING
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Blue Chip
Stamps

Phone: 443-4333
LAKESIDE

PLENTY OF HOUSES SOON

Here is the big new sign on the lower level that invites people seeking homes to call in at the rental office in a trailer at Alpine Village, 2055 Arnold Way. It is visible to Hwy 80 traffic.

The top level, first constructed, is fast nearing completion, says Auren Pierce, who is developing this 290-house project with Norman J. Dahn.

Plans are for first residents to move in about Jan. 15. Work is now progressing on all levels. Mrs. Colleen Ingalls is in charge of rentals.

Diamond-- A gem whose bright sparkle renders a woman stone-blind to the defects of the man offering it.

Alpine Village
ADULT APARTMENT COMMUNITY
Spectacular Recreational Complex
TWO BEDROOMS LIVING PORCHES CARPORTS
FROM \$110⁰⁰ PER MONTH

Alpine needs a cab service!

Trailer & Camper
Service & Repairs

Mobil Home
Towing

Valley TRAILER
SUPPLY

1540 E. Main St., El Cajon, 442-0971

Your Neighbor

Bob Gustafson invites you to

Discover the World of
**FINE FURNITURE, CARPETING,
DRAPERIES and ACCESSORIES**

Since 1927, we've been serving the discriminating San Diego homemakers with the finest furniture at the best possible prices. May we serve YOU?

PROVINCIAL • COLONIAL • SPANISH • CONTEMPORARY • MODERN

CONVENIENT CREDIT

We Carry Your Contract, No Bank or Finance Co. Involved

HOURS: Mon. & Fri. 9-9, Tues., Wed., Thurs., Sat. 9-6

GUSTAFSON FURNITURE

EL CAJON BLVD at 30th STREET

282-2128

FLAG PLEDGE IS NOT NEW

Perhaps many think the Pledge of Allegiance to the Flag is of recent origin, but it was first published in the Sept. 8, 1892 issue of the Youth's Companion. It was part of the official program for school children nationwide commemorate the 400th anniversary of the discovery of America.

It was first recited at the dedication of the World's Columbian Exposition, Chicago, Oct. 1892. "Under God" was added on Flag Day 1964 when President Eisenhower signed the bill.

Ed and Caroline

At The

A P FRUIT STAND

Wish You A

MERRY CHRISTMAS

And A

HAPPY NEW YEAR

BLOCK TAX OFFICE OPENS JAN. 3

Pat Naud, Alpine's busy bookkeeper who is manager of the H & R Block tax agency here, 2140 Hwy 80, says she will be open on Jan. 3, for doing the 1968 tax returns as usual. This is the largest tax firm in the world with offices all over the nation.

Her picture with the neat table she built for the office created some phone calls, she reports, "A few phoned me and asked if I could build them a similar desk!" She got some kidding about her carpentry which was quite amusing.

Joan Spackman, secretary at Dr. Burak's office, is moving Sunday from Japatul Road, down to the W.H. Anderson place of 15 acres on Victoria Dr. In her menage are Tommy, 13, Susan, 12, Beth, 11 and Cindy, 9; 2 ponies, 2 dogs and 3 cats.

James: "Father, can you write your name with your eyes shut?"

Father: "I think so."

James: Good let's see you shut them and sign this report card."



This photo shows the busy ramp scene on Japatul Road, where Bill Kerwin, of Santee, is grade foreman, coming up from the Daley Company job.

Husband: "I suppose you're mad at me for coming home last night with a black eye."

Wife: "Why dear, when you came home you didn't have a black eye."



El Serape

Delicious Mexican Food Delightfully
Served in Pleasant Surroundings

Your Host

Chic Griego

Wishes You A Very

MERRY CHRISTMAS

1398 E. Main

El Cajon

442-7991

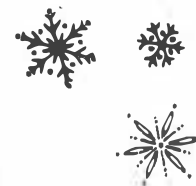


Merry Christmas



A real

old-fashioned greeting



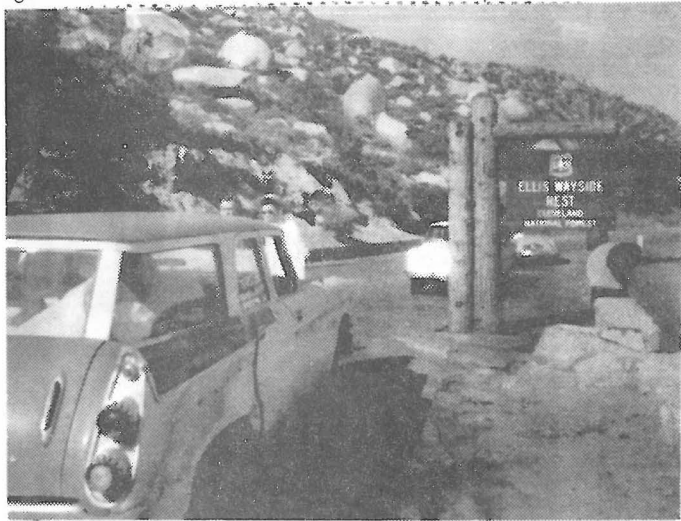
ALPINE

WESTERN WEAR

Full Line of Boots, Clothing,
Saddles & Accessories

Alpine Rexall Bldg.

2111 Hwy 80



Forestry service maintains Ellis Wayside rest area above Alpine on Hwy 80 for many motorists. Nice rustic sign invites folks to stop.

TREASURES IN WORDS

Peace be within thy walls, and prosperity within thy palaces. Psalms 122:7.

Funny how some of us who don't know our next door neighbors are curious about what's on the moon?

A Merry Christmas

Happy New Year

FROM GENE & ANNE SAUTER

Alpine Hardware & Dept. Store

Joyous  *Greetings*

To All Our Good Friends in Alpine & the Mt. Empire
Harold, Kelly and Mickey

WINTER'S GREETINGS

Hwy 80 at Tavern Road

445-2967

ALL AGREE WITH THIS MOTTO

A subscriber cut the below seal from his county election sheet, sent it in with this wail"



"If our county's motto is 'The noblest motive is the public good', then how about lowering assessments on we poor homeowners who came out to this beautiful countryside to live where taxes and costs are supposed to be lower than in urban areas".

The Sun agrees with this writer. -Ed

If good people would but make their goodness agreeable, and smile instead of frowning in their virtue, how many would they win to the good cause.
—JAMES USHER.

CALF DRAWING TOMORROW

If you haven't gotten your tickets for the calf drawing George and Maureen Carrell are giving away tomorrow, "there is still time" they say.

All you have to do is go to their feed store, 2424 Hwy 80 and buy something for your horse or stock, and you get a ticket. You can call George at 445-4436 and he will even deliver. Now is your chance to win a beautiful calf, so George says "come in and get your tickets."

Season's Greetings
* T.J. Vanlandingham
ROCKING TV RANCH

Boarding - Breaking - Training
Cyclone Fence Shelters

445-3328

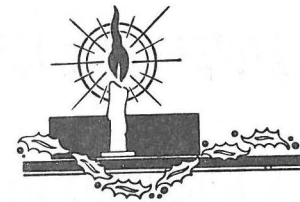
15455 Hwy 80

El Cajon, Ca

Merry Christmas

and

A Happy New Year



Alpine Beauty Salon

2142 Hwy 80

Alpine

445-4031

UTT PLANS BETTER PO SERVICE

Next Friday Southland editors are to have a press conference with Rep. Jas B. Utt, R-Santa Ana, of this district, when he presents a plan to go before the 91st Congress. It is designed in keeping with recent House & Senate hearings on expansion of the postal service with reduced cost for a saving of \$150 million the first year.

Subscribe to the Sun, only \$3. a year.

Christmas Greetings

Piano Organ Voice

LENORE OAKLEIGH LUSK

P. O. Box 281

445-2927

Alpine

NEW COUPLE MOVES HERE

"Because we knew Alpine and liked the community" is the reason a nice young couple have taken up residence in one of the Irvine cottages, 2237 Tavern Road. They are Douglas and Chari Tyler. He is a native of Southgate, she of Lincoln, Neb. Doug is a drapery installer with Broderick's Interiors in LM.

Chari, an expert on IBM machines, worked in La for that firm till last week when she moved here to join Doug, who has been staying at Alpine Villa. She gave up her position for a splendid reason! In March there is expected a blessed event.

HOW ABOUT YOUR LUNGS?

Next Thursday, the 26th, you may visit EC and get an xray when the Chestmobile will be at the health center, 113 E. Douglas, invites the county health office. Hours: 9 to noon, 1 to 4. Those 21 and over may have xrays, also food handlers under 21.

There's nothing harder than a diamond, except making the payments on it.

HELP PO, MAIL EARLY IN DAY

Postmaster H. T. Magnussen urges patrons to kindly get their cards, letters and packages in as early as possible in the days before Christmas as they are really feeling the holiday rush.

While today's Sun is the big Christmas issue, it is out the 5 days before the revered holiday so that readers will receive it with the many greetings ahead of the actual day. It was also done to help the postoffice.

So don't forget, tie out your cards for "all local", or "all out of town", using blanks furnished by the PO.

REBATE IS REAL XMAS BONUS

This month the SDG&E put a notice in with its bil for lights that due to liberalized depreciation on certain plant assets they were able to allow a nice little credit on bills.

With the welcome notice the firm said "May we take this opportunity to extend our greetings and best wishes for the holiday season". (Thanks, and same to you!)

Bigamy may be wonderful but think of two mothers-in-law.

SCHOOL TOTAL UP: NEED ROOMS

Supt. Paul Clay reported to the board at Monday's meeting that enrollment was 689, is steadily creeping upward with influx of new residents.

In discussing the outlook the board agreed with Clay that the district will no doubt have to build more classrooms within a year.

Women's styles may change but their designs remain the same.

CHRISTMAS Cheer

Mary Carter Paints

"Buy Two and Save"

Hours 9 to 6, Friday 9 to 9

UNFURNISHED FURNITURE

240 W. Main St., EC 444-2316

Merry Christmas



and



A Happy New Year

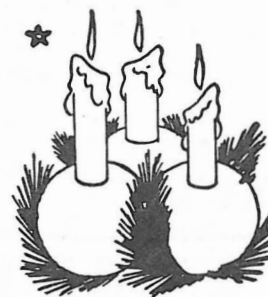
FROM

JIM & MILDRED RORIE

The Fiberglass Menagerie Company

2435 Hwy 80

Alpine, California, 92001



Wishing you
a
bright and merry

Christmas

ALPINE

ROCKET SERVICE

2042 Hwy 80 445-9577



ALPINE

LAUNDERETTE

2038 Hwy 80 445-9577



HORSE TALK

By the Double C's

Time again to wish all our horse fans a Happy Holiday. We hope Santa leaves plenty of tack for those that wanted it and maybe a horse and pony for those kids moving into Alpine that have never had an opportunity to own

MERRY
CHRISTMAS



King's
Meat Processing

CHARLES KING AND FAMILY

2358 Tavern Road. 445-2752

one before.

Everything is go for our big party tonight at Al and Reenie Adams' Ranch. Celeste is chairman and has had a lot of help so it should be a nice and memorable affair.

If you are looking for a horse, you might try calling Mrs. Fontaine at 445-3348. She had one for sale last week and advertised it in the Sun. Give her a ring if interested.

Nikki and Bob Menconi are going to have their hands full during '69 as both of their horses are expected to foal early. Velvet is due in February and Trinket in May. They still have Viejas Kid, the little stud Trinket had last spring and intend to keep him. Bob is working with him when he can and has made quite a bit of progress.

We are all looking forward to learning the winners in the three gymkhana shows sponsored by Alpine Riding Club. The high point winners will receive nice trophies at the party tonight and as no one has seen them, we are quite anxious.

Judy Dodson had some bad luck with her Palomino mare Patsy. The horse jumped the fence and got some nasty wire cuts on her legs. Judy spent all day Sunday putting up a new fence.

Our riding club is sponsoring another car wash Sat. Dec. 21 from 9 to 3 at the Youth Center with Tommy Judd in charge. If you didn't have time at the last session, give the members a chance to see how nice and clean they can make your car for only \$1. The money goes into the treasury to keep the club going.

Any girl can handle the beast in a man if she's cagey enough.

KIWANIS ANNUAL INSTALLATION

Over 50 attended the dinner and seating of the 1969 roster of officers for Alpine Kiwanis Saturday night in Pine Valley. Luther Mohr, manager of Security Pacific National Bank took the gavel from outgoing president Bud Cooper. Lt. Gov. Elect Frank Berger of the Spring Valley club was installer. He succeeds Paul Clay, of Alpine, who de-installed the old roster.



Here is Mrs. Dottie Manolakos, wife of Leo, manager of Log Cabin Cafe and proxy of Alpine Optimist Club. She is day manager in Ratliff Liquor & Delicatessen, 2223 Hwy 80, makes many friends for busy store. Her son is oratory award-winning Randy Hine.

Alpine, the town with a future!

Christmas

DECORATIONS



NATURAL - BEAUTIFUL

3 to 14 inch Pine Cones, Plain or Sprayed. Glittered & Shellacked. Xmas Cone Table Trees & Decorations. Also for Coffee and Dining Table.

Pine Boughs - Manzanita Branches

REASONABLE PRICES

445-4604, 1 to 11 P.M.

Season's Greetings

TO OUR MANY FRIENDS IN THE MT EMPIRE
YOUR COMPLETE FASHION SPECIALTY SHOPS

Famous
Brands

Evelyn

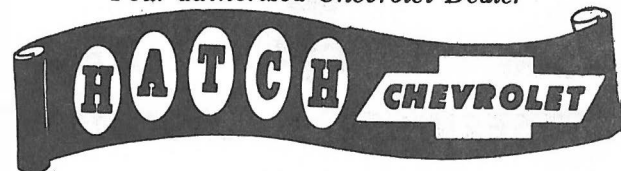
Extended
Credit

WIGTON'S

smart apparel

HAPPY HOLIDAYS

Your authorized Chevrolet Dealer



850 El Cajon Blvd.

El Cajon Valley



GOING BACK TO SL CITY

With his pretty wife Dianne and cute baby girl Becky, Richard Irey, formerly of Tavern Road, and a Vietnam veteran, is returning to his old home in Salt Lake City.

He has been living in EC since his father Fred Irey died last year, while his mother worked and lived in Chula Vista.

This shows Richard by the Piper Cherokee while on a flight with Editor Irvine and Al

Smith over into the desert. He has many friends in Alpine and El Cajon.

LIVELY OAKS TO CELEBRATE

Monday Alpine senior citizens will hold their annual Christmas party starting at 10 and lasting till 2:30 with a gift exchange, carols, folk singing and lots of fun. Birthdays in December will also be acknowledged.

Emma Holmes, president, asks that you please bring a gift and plan on having a good time.

Confucious Say
"Man who beef" too much find himself in stew."

MEN WANTED In This Area To Train As **LIVESTOCK BUYER**

Learn to buy cattle and hogs for packers at sale barns and farms. We prefer to train men 21-55 with farm or livestock experience. For local interview write age, phone and background to National Institute of Meat Packing, P. O. Box 1207, Modesto, California, 95353.

WHAT IS GREEN SPRAY ON FWY?

Many drivers have wondered just what is that green being sprayed on banks along the new US 8 route. Ken Finn, out of Resident Hwy Engineer Roger Kocher's office came to the Sun this week with a map and diagram about the diverted Hwy 80 traffic, incidentally explained the green stuff.

"That is erosion control" he said "a turf fibre of wood pulp, green color for a key, seed, and spray fertilizer". The seed used is something that will thrive in this area, its natural habitat. Many bales of straw are being spread to form a mat or foundation.

LARGEST TAXPAYER COUGHS UP

If you think your tax payment Dec. 10 was heavy, just remember that your SDG&E firm, biggest taxpayer in the county, sent its check for \$5,832,308 as its first installment of 1968-69 taxes. It will repeat the gift in April.

There's no use worrying about life because you'll never get out of it alive.



*Merry Christmas
And a
Happy New Year*

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

COMMERCIAL RESIDENTIAL
New & Remodeling
ALPINE HI5-2226

Christmas Greetings



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

**Alpine
CONVALESCENT
Center**

445-2644 or 445-2645

2120 Hwy 80 445-2771

CHRISTMAS Greetings



CHATEAU MINI MART

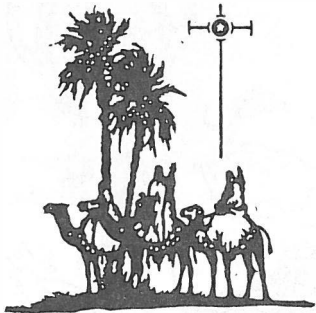
Formerly Alpine Outpost

GROCERIES - SUNDRIES
Beer, Wine & Beverages

4008 Willows Rd. 445-3139
(Frontage Road)

Mrs. Jerry Funk, of Rexall Pharmacy, who broke a foot last May 5 at the horseshow, is now "out of the cast and walks with some difficulty. Seven months is a long and tedious recovery period," says Jerry, "but very glad she is improving so well."

GREETINGS of the SEASON



Evelyn's BEAUTY SHOP

Permanents from \$6.50

Closed Tuesday 444-4294

2030 Crest Dr.

Suncrest

"2001" IS GORGEOUS CINEMA

Since the dawn of motion pictures it is safe to say that never has there been filmed such an awesome, esoteric, beautiful picture as that now playing at Pacific's Center Theatre in SD; "2001: A Space Odyssey". It was made by Stanley Kubrick at MGM, where I once worked.

"Awesome for its photography alone" said James Meade, reviewer of the SD Union, while Dave McIntyre, of the Tribute wrote: "It is completely different from anything you have ever seen on the screen". We echo those words, and add an admonition: if you want to be taken almost literally out of this world, do not miss this film. It is masterfully done in Cinerama with Panavision & color. It is entrancingly beautiful, with really thrilling photography by Geoffrey Unsworth.

But don't expect much of a story, low hemlines, violence and such. You can feel free to see it with your grandson, teenagers or your girl friend and not have your finer sensibilities insulted like most of the screen trash does today, I'm sorry to say. -CI

NEW GIRL AT ALPINE BEAUTY SALON

Mrs. Eva McGuffie, owner and manager of Alpine Beauty Salon, 2142 Hwy 80, reports that she has just engaged a new operator, Virginia Hill, of Alpine. She is now serving with the three others, including Mrs. McGuffie. This fine shop is in the modern Lacko Building.

Merry Christmas

GLENVIEW SUPPLY Co.

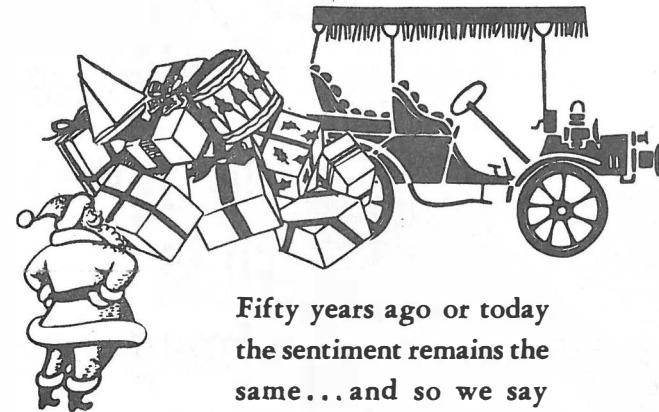
443-1017

Old Hwy 80 at Los Coches



Patients at Alpine Convalescent Center enjoyed song fest by El Cajon troop of Camp Fire Girls. Here they show appreciation by giving out with a good round of applause.

Many do not know that Alpine's climate is greatly sub-tropical and such exotic fruit as avocados, bananas, guavas, cherimoyas and sapotes, plus all citrus, thrive here.



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

GREETINGS

of the season

Log Cabin Cafe

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

2205 Hwy 80

445-2243



Julie McTaggart waves Merry Christmas to all. Here she is all smiles in her little red suit. She is daughter of Mr. and Mrs. Bill McTaggart, Medford, Ore. and granddaughter of the Clarke Irvines and Bill McTaggart of Alpine. The wee one will be a year old Dec. 23, weighs 16 lbs and has 5 teeth, is almost walking.

Man's eternal struggle is to keep his earning capacity up to his wife's yearning capacity.

An optimist is a man who decides to get married at age 85 and looks for a house near schools.

May You
Possess that Peace
Hope and Love
which is
Christmas



Jack and Carmen Hoistad
ALPINE

DECORATIONS STORY From 1

The party is for all the judges who are making the rounds of their areas to inspect the glamorous displays, greatest ever in Alpine.

"Keep glowing, the judges are looking you over", says Mrs. Kelly, who handles the publicity. The town is inspected in five areas; north and south of Hwy 80, and east and west of the center of town.

Judges: Martha Schwenck and daughter Donna, Bob Menconi; Rich Zuelke, Doris Fuller, Betty Brooks, Reed C. Durham, Lois Rood, Julia Sachse, Mildred and Jim Rorie and Luther J. Mohr. The co-chairmen and Reynolds are also judges.

Winners will be presented trophies on Christmas Eve, in the two categories, business and residential, and the grand prize, "selection of which is no easy task", avers Mrs. Titus, "and we are so happy over the wonderful displays showing the true Christmas spirit, brighter and more beautiful than ever". Winners will be named in the next Sun.

Mrs. A.H. Hughes, who lost her husband last June, was here Saturday with her daughter, Mrs. F.T. Davis from San Mateo, to have a garage sale of items they will not take up there where Mrs. Hughes will now live as she sold her place, 1905 Hwy 80.

MERRY CHRISTMAS



McGUFFIE'S SUNDRIES

Medical Preparations - Vitamins

Fountain Lunch

Christmas Cards & Gifts

PAY LIGHT & PHONE BILLS HERE
Current Magazines

2363 Hwy 80

445-2121

Advertise in the Sun, it pays.

Merry Christmas
and
A Happy New Year

McCALL'S
RANCH SCHOOL
AND SUMMER CAMP

Blanche and Carl McCall
And Staff

Day School Also Offered

445-2676



OPTIMISTS OFF TILL JAN 8

Wednesday night Alpine Optimist Club had its last meeting of the year as next week is Christmas and the following Wednesday is New Year. So first 1969 meeting will be on Jan. 8, "and let's start the year off on the right foot by regularly attending", says President Leo Manolakos, "and if you're going to get the Hong Kong flu, get it in the next two weeks!"

GREETINGS of the SEASON

Meachum's

Window Coverings And
Floor Coverings

SALES AND INSTALLATION

444-4398

260 W. Douglas

El Cajon

BOB ROWAN TO DISPLAY

Mr. and Mrs. Ed Rowan, Acacia Lane, are doubly proud of their son Bob, Not only has he made a success as a photographer, but he is attending college in Battle Creek, Mich, to get his BA degree.

Starting tomorrow Bob will have a beautiful display of his photo art at the Alpine Hobby & Rock Shop, 1321 W. Victoria Drive, which will be there for one week. Reed Durham, owner, says "come anytime and see this fabulous collection by an Alpine boy".

Young Rowan and his wife Lynn are here for two weeks, enjoying a good visit and will spend the holidays with his parents, will fly back as both are attending college.

HARDWARE PLANS OPEN EVENINGS

Starting this Sunday Gene Sauter, owner of Alpine Hardware & Dept. Store, says they will be open evenings till Christmas Eve to aid shoppers.

They will also have their annual drawings of nice awards soon, "so come in and register", invites Gene and his wife Ann.

EXPLORING WORDS by JOHN BARCLAY

COLLEGE- According to our reliable dictionaries, a college is defined as a body of persons having common interests or corporate functions; a society of scholars incorporated for study or instruction; especially in the higher branches of learning and knowledge.

If the present trend of campus violence and rebellion is allowed to grow, the compilers of our American-English dictionaries may have to amend this definition to read: A majority of serious-minded students with common interests disrupted by a minuscule nucleus of ignorant malcontents motivated by irrational emotions rather than intellect!

Ironically, Dr. Hayakawa, who belongs to a minority race, was called an "Uncle Tom" by the militant minority of pseudo-students at the San Francisco State College after he had honestly tried to meet with their rational demands.

President Hayakawa prophetically wrote in 1942 about the gap of word communication in his distinguished writings on semantics.

It is a grave and sad commentary on our social structure that such a small segment of moronic vandals bent on anarchy instead of education are given the opportunity to attack a man of his stature in the realm of literature, the humanities and higher learning.

Defiance of culture is not confined to white or black. Perhaps these dissenting rebels might learn a lesson by reading a few chapters of Dr. Hayakawa's book, "Language in Thought and Action" that is, if they could spare the time from violence and comprehend words of over four letters in the idiot vocabulary of pornographic crazed smut.

Instead of throwing their rocks like

Season's Greetings

RASH
CUSTOM DRAPERY

445-4010

HAPPY HOLIDAYS

NEW YEAR'S 'EVE

PARTY

Come To

PETRUCELLI'S

FOOD, DRINKS, FUN AND PRIZES

442-1152

156 E. Main

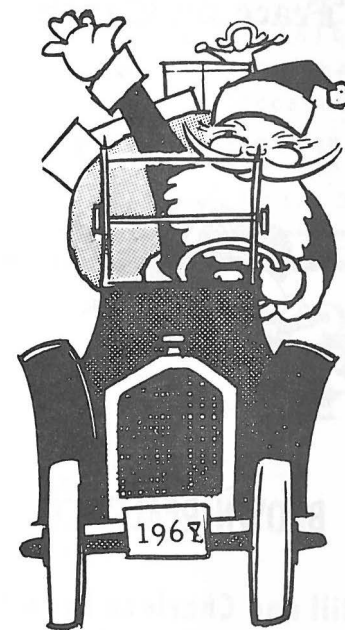
El Cajon

crazed aboriginies, they could be enlightened to read in the public library about the successful lives of Alexandre Dumas, Frank Yerby, George Washington Carver, Marian Anderson and other cultured persons of Negro blood who surmounted the cancerous anachronism of racial prejudice.

Editor's note- The Sun presents this provocative column by an old friend that many years ago in Hollywood worked in the editorial office when Editor Irvine ran Let's LIVE Magazine. This educational column should be in all the Copley papers. -CI

A professor asked his group of girl students to state the chief difference between men and apes. He got this answer from one: "Men have money."

Merry Christmas



Tom Judd

445-2810

P. O. Box 163

Alpine

TO WISH YOU A

Merry
Christmas



Peace on Earth



BROWN REALTY CO.

Bill and Charlene Brown

445-2631

2237 Hwy 80

Alpine

MANLOWS PURCHASE THREE HORSES

Robert Hale of Rock'n H Ranch, Tavern Road, reports that his boarding stable is full with the recent acquisition by James S. Manlowe of Palo Verde Ranch, of three fine animals. They bought a thoroughbred gelding, a pinto stallion and mare.

Note- For some time the Sun has foretold the future of this community; that it will someday be similar to that fine area of Northridge in the upper San Fernando Valley. There many show people live, have horses and other stock on 5 to larger acre sites. The above story bears this out. The future is bright!-Ed.

If you want to hunt for Indian artifacts, go anywhere in this vicinity where there are trees, chiefly sycamore, and water, and dig around or turn over stones and you may come upon some hidden metates, which the natives used for grinding acorns in.

Sign in cafe: Our steaks are so tender we wonder how the cow ever walked.

GALA

**New Year's
Eve
DANCE!**



At The



WAGON WHEEL

TUESDAY, DEC. 31, 1968

Santee, Calif.

MAKE RESERVATIONS NOW

CALL 448-8550

**WORKING ON
JAPATUL RAMPS**

The Morrison-Knudsen firm of Phoenix is well started on the third stretch of US 8 freeway from Deadman's Curve to Japatul Road, with many men and much heavy equipment on the job. They headquarter on Japatul Road, south of Hwy 80 next to the resident highway engineer's office.

Here at left is Keith Turley, project superintendent, and the chief engineer, Lee Ruwe, who lives in EC. Turley with his wife and 3 children lives in a trailer at Pair-A-Dice Park, Guatay.

Business manager is Gwen Ross who makes his home in a trailer with his wife and youngsters in Santee. Although he would like to live in Alpine, there were no available spaces.

Glen Strawn, of EC, is paymaster, which makes up the staff, housed in a large trailer office on the equipment lot. This job will take 2 years.



Frosh: "I was out with a nurse last night."

Co-ed: "Cheer up. Maybe your mother will let you go out without one sometime."

CAKES & PASTRIES

For Weddings, Birthdays
and Special Occasions

TASTY BAKE SHOP

144 E. MAIN 444-3686

Merry Christmas and
Happy New Year



TO ALL MY CUSTOMERS

W. C. Allen

Valley Equipment & Trailer Rentals

1/2 MILE NORTH OF VALLEY HOSPITAL, EL CAJON

12839 East Hiway 80

El Cajon

Phone HI 4-2893

DOUBLE TALK

By Cecile and Celeste Irvine

My sister Celeste and I would like to wish all our readers a Merry Christmas and the best New Year ever. It just doesn't seem possible that we have been gleaming news for this column for 52 weeks. Never has the time flown so fast!

The best Christmas present we could have was the news that our cousin Kenny Tielens came home from Vietnam safe and sound last Saturday. He had some narrow and gruesome experiences but was one of the lucky ones and came home in perfect shape. His brother Ty was lucky also as he was chosen out of his entire outfit to guard the grave of

Season's Greetings
LOUIS LANDT

PEACE ON EARTH

As we approach this holiday season, our thoughts turn to those whose leadership, cooperation, effort, good will and courtesy have helped us during this year. In this Spirit, we extend to all the seasons greetings.

ALPINE
CHAMBER OF COMMERCE

the unknown soldier in Arlington Cemetery. His leader said his grades, appearance and friendly nature helped, plus he most typifies the "All American Fighting Man". We are quite proud of him and are looking forward to going up after the holidays and visit Kenny.

Virginia Hill has a nice puppy to give away to a good home. Call 445-3073. It is part German shepherd and should make a nice pet. . .

Also Mrs. Charles King has some black pups to give away. They will be old enough to take away before Christmas. Call her at 445-2752.

We were kind of jazzed the other day when we received a Christmas Card from Elvis Presley. We have never met him but he must have gotten our name through some Radio or TV station when we did a performance.

JoAnn Villa got a 500# steer Saturday. She had been out looking for several weeks before the right one along. We will go over tomorrow and get a picture as this animal is for her 4H project and she is quite proud of him and excited about training him just right.

THAILAND CALLS HILLS IN ALPINE

The other day at 4 a. m., Tom and Neda Hill -- she runs the realty office bearing her name, corner Tavern and White Oak -- were awakened by the jangling of their phone. It was son Cpl. Bruce, SP4, USA, calling from Thailand. The family enjoyed a 35-minute conversation. It took 10 hours to route the call from Southeast Asia to Alpine via phones and radio.

"His voice was clear and loud" said Mrs. Hill "and we were so thrilled. He is doing fine, but may have to go to Vietnam. He asked the Sun to wish all his friends here a Merry Christmas". It is Bruce's first holiday away from home.

Alpine needs a fireplace wood yard!

HAPPY
NEW
YEAR

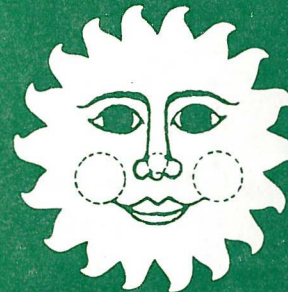


PERCY H. GOODWIN
COMPANY



Valuable helper on clerking staff at Ratliff Liquor & Delicatessen, 2223 Hwy 80 is Jack Higgins, proud Daddy of Cathy, "Miss Alpine". He makes friends every day at the busy shop, owned by Barney & Agnes Ratliff, who run the famed Log Cabin Cafe, adjacent.

Classified ads are only 30¢ a line.



VISTA ALPINE
MOBILE HOME ESTATES

On Interstate 8 at Alpine, California. Call Alexander Doig at Telephone (714) 286-3562; or write for descriptive brochure to: Christopher D. Sickels & Associates, 6505 Alvarado Road, Suite 211 San Diego, California 92120



the Irvines
*Wish You All the Joys
 Of the Holiday Season*



Above: Celeste, Raf Ahlgren and Cecile. They sang on his Channel 6 Coffee Break program. Below: Mama smiles and Daddy flies

ALPINE SUN

America's tiniest newspaper!



This is Engineer-Manager Ed Houser of Rio SD MWD which supplies the community and environs with Colorado River water. Here he was making talk before chamber of commerce meeting. He explained how the election Tuesday was for bonds to rebuild the old Fletcher Co., system down in the Hawley Road area and how it did not affect Alpine.

50TH ANNIVERSARY FOR OPTIMISTS Alpine Optimist Club, with President Leo Manolakas, are readying themselves to join the international group in celebrating the work's 50th birthday.

The objects of this worthy organization should be known by all good citizens.

JUDGE XMAS LIGHTS SUNDAY
 You do not need an entry blank, just phone in that your house or business desires to be judged for its Christmas decorations, says Mrs. John Titus, chairman of the chamber of commerce annual committee on this. Call here, 445-4166, co-chairman Mrs. Emelia Kelly, 445-2967, or the chamber office, 445-2722.

*Merry
 Christmas*



**Alpine
 Home Bakery**

Natural Foods baked with well water and no preservatives.

445-4287

Rt. 1, Box 614 E Alpine

*Best Climate in U.S.A
 by Gov't report*

Don Roccoforte

Closing Mondays

Starting Dec. 25

DON'S BARBER SHOP

Season's Greetings

2253 Hwy 80

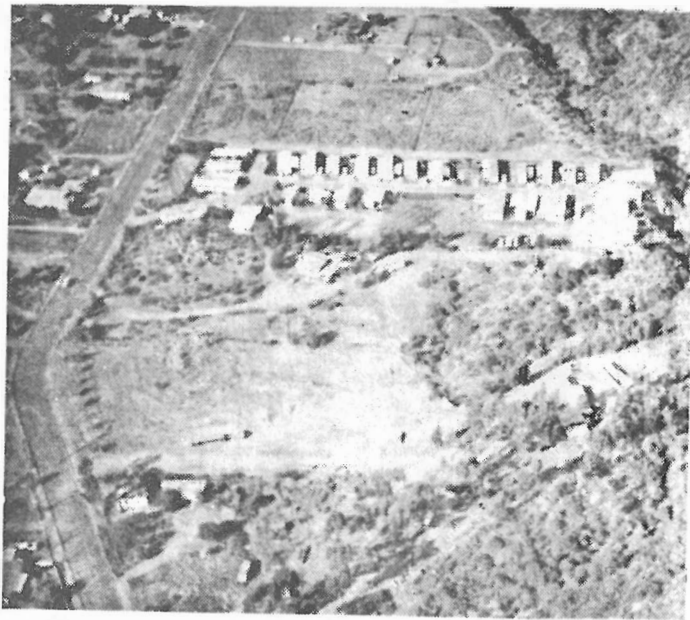
445-4103

Alpine, Calif.

TRAILER LIFE ON INCREASE

With numerous new mobilhome parks being built in the south county and a dearth of vacancies, this phase of American life, mainly in the west, is sure to keep on increasing.

Here is Editor Irvine's air shot looking north above Rancho Sierra Trailer Park, 10001 Dunbar Lane, below town, which was built by Morris and Lavine Carpenter who operate it with 29 filled spaces on 3 acres. It was built in 1965.



When love goes stale, many a honey-bun turns out to be a tough cookie.

Mr. and Mrs. Gene Wilcox are entertaining her Aunt Mrs. Martha Burson from Santa Barbara over the Christmas holiday. She is quite fond of our town, is enjoying her visit.

Season's Greetings

PARIS MORTUARY

ELMER VIERKANT

442-4411

347 N. Magnolia

El Cajon

FREYS HOME FROM OREGON TRIP

Mr. and Mrs. Maurice Frey, parents of former Alpiner Ralph Frey, are home by car from Oregon City where they spent the summer with the family. They kept up on local affairs as their subscription to the Sun followed them up there. Ralph and Wanda get it, and their daughters Ginny & Ralphyn also keep track of old school friends here.

"We certainly look for the Sun every week when we're away", says Mrs. Frey.

THANKS, FOLKS!

Dear Mr. Irvine: It has been a long time since our last issue of the Sun. We find we not only miss it, we need it.

It is probably the only source of information regarding Alpine and one needs the Sun to be informed. We now realize its great value.

Enclosed please find a check for a year's subscription and thank you.
Yours truly, Arthur I. Cesario.



**BEFORE YOU KNOW IT—
IT'S CHRISTMAS
BRING IN YOUR LIST...**

We anticipated your shopping problems, so we've pre-packaged and gift wrapped our most popular items,-or make a selection

**We'll wrap, pack and mail for you!
SO DON'T YOU WORRY
WE'LL HANDLE EVERYTHING!**

NUTS • DRIED FRUIT • NUTTY CANDIES
NUTVILLE
U.S.A.

GROSSMONT SHOPPING CENTER ACROSS FROM THE BROADWAY
LA MESA, CAL. 92041

SWALLOWS CLUB PLANS EXPANSION

Business as usual and on the upturn is the word from T. Latimer and his wife who own and operate the Swallows Sun Isle Club, 1631 Harbison Canyon Road, where hundreds of SD County sunworshippers spend weekends romping around in their birthday suits all year around.

An L.A. County ordinance banning nudism which has been on the books for 29 years, was recently ruled invalid on grounds state law pre-empts local regulation of such places. "but we have few Angel-nos coming here", says Latimer.

They are expanding, having bought 7 adjoining acres and a house, will put in more trailer spaces, campsites and so on to accommodate the growing attendance of sunlovers. The Swallows adjoins Big Oak Frontiertown Ranch.

Here is recent shot by Editor Irvine looking eastward across Harbison Canyon Road. Big heated pool is at left with adjoining volleyball court and games field. Area at right is nice 28-space trailer park among old oak trees. These cool evenings steam rises 50' from the pool.

At upper right may be noted the two



pools for Big Oak Ranch and Frontiertown which adjoins the Swallows on that side. The club is an all-year operation as sunbather members come here

from all around the Southland to enjoy the fine climate and fellowship.

On busy Sundays the large parking area in foreground is packed. Whole families- from infants to grandparents come to enjoy the healthful activities. Few smoke and no alcoholic beverages are allowed.

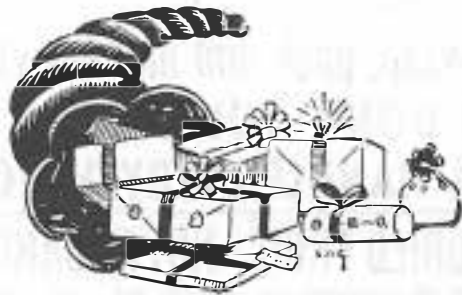
Tomorrow night members and guests are to enjoy an old fashioned family Christmas party in the clubhouse. On New Year's Eve, next Saturday night at the Singing Hills Golf Club they are to have a dinner-dance to welcome in 1969.

BEESON DISPOSAL EXPANDS

With the steady growth of Alpine, Beeson's Disposal Service has had to secure two more trucks to handle the expanding volume, he reports. He just acquired a residential type and a front-loader, of 24-yard capacity.

"We'll certainly be glad when the freeway is open", he told the Sun yesterday, "for the detours and rough surfaces have raised Cain with tires."

Christmas Greetings



CARRELL'S
Hay, Grain & Supplies

2424 Hwy 80

445-4436

Alpine

SEASON'S GREETING

---From---

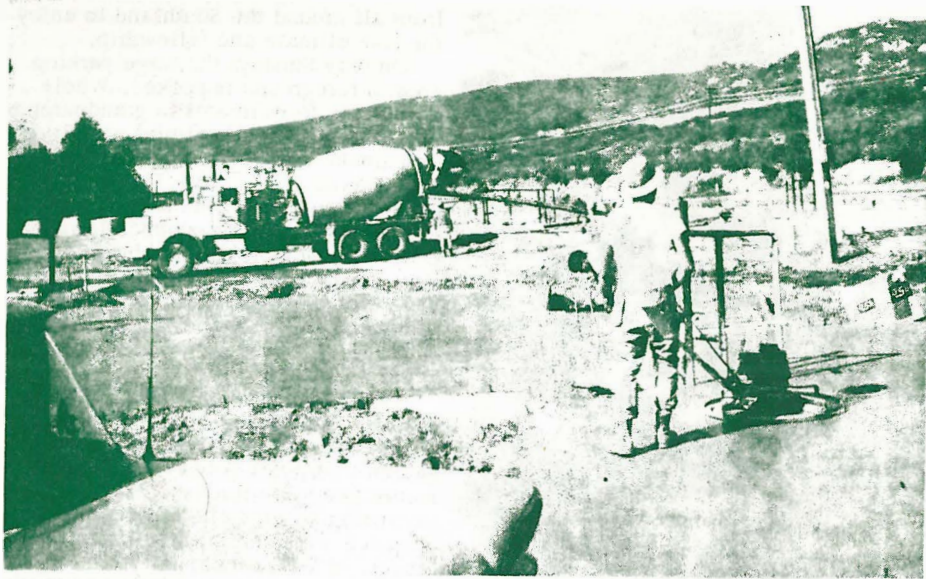
Betty Shorter

ALPINE TRADING POST

And

Chas. D. Shorter
Electrician





HOUSES RISE FAST AT 'VILLAGE'
 This shows how workers are speedily pouring slabs and footings for some of the 290 houses going up at Alpine Village, the development of Norman Dohn & Auren Pierce at 2055 Arnold Way. This looks northwest. Houses on top level are nearly completed and should be occupied shortly after 1969 arrives.

One arm makes for dangerous driving, not to mention poor hugging!

MERRY

CHRISTMAS

Nutrition Center

Your Health Food Store
 162 E. Main El Cajon 442-7212

Merry Christmas



The Pearlyman

FISH & CHIPS
 English Style
 Food To Go
 442-0491

575 E. Main El Cajon

JoAnn Villa made special trip over to Irvine Ranch to show friends her new saddle. It has buck stitching and came with bridle and breast collar. JoAnn is excellent rider, has owned a horse most of her life.



In trying to pull the wool over your wife's eyes, be sure to use the right kind of yarn.

THERE are many magnetic people in the world—almost everything they wear is charged.

Best



Wishes for All...

CUSTOM MADE
 WOOD NOVELTIES FOR
CHRISTMAS

Smiley's Hobby Shop

3905 Hwy 80

Alpine

445-2770

Bo: "I saved up my money and bought a farm ten miles long and half an inch wide."

Joe: "What you going to raise on it?"

Bo: "I planted spaghetti."

Season's Greetings



MARIE GAVIN

**Income Tax
SERVICE**

FOR APPOINTMENT CALL
478-5783

FIGURE YOUR HIDDEN COSTS?

Walter Finch who runs the Rocket Station, 2038 Hwy 80, plus his Alpine Launderette, believes, now that they have the double-loader washers for small rugs, bedspreads and so on, local residents may save real money by doing all their washing here.

If you go to EC or Lakeside, you must add at least 30 miles for car expense which adds \$3. or more to your laundry bill, he declares. Besides, buying in Alpine helps this community, keeps you off the highway, and saves that driving time besides the risk of your life in traffic.

Note- This makes good sense, applies to anything you buy here, in addition you are served by your neighboring folks who greet you as a friend rather than just another customer. The old Hayseed Hardware had a slogan in their ads in the Sun: "If you can't find it in Alpine, then come see us".

WILCOXES ENTERTAIN DAUGHTERS

Mr. and Mrs. Larry Wilcox, Tavern Road, are entertaining their two daughters, Carol and Judy, and their families over the holidays. Carol is bringing her husband Darryl Van Boening and children, Doug, 5, Julie, 4 and Mike, 3, to visit their grandparents, while Judy is bringing her husband Doug Robertson and Scotty, 4, and baby Stacey, 3 months, to visit.

DEFINITION of a TV announcer: A man who talks until he gives you a headache and then tries to sell you something for it.

Season's Greetings



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



STOCKTON PUMP & MACHINE CO.

311 N. Second El Cajon

444-2672

*Best wishes
for a Happy*



Old Fashioned

CHRISTMAS

and

A Happy New Year

AL SMITH

REALTY

Alpine

2530 Hwy 80

445-2670

Man, with his hand on the TV know, to wife: "Martha, do you have anything to say before the football season starts?"

Greetings

We hope and pray that the fullness of Christ's grace and blessings will be yours at this great Christmas Season.



ALPINE
Hobby & Rock
SHOP

445-4603

1321 W. Victoria Dr. Alpine

NEW YEAR'S 'EVE

PARTY - DANCE
AT
STALLION OAKS
GUEST RANCH

CALL 445-4179
For Reservations



A firm grip on his gavel shows that Postmaster H. T. Magnussen means business as new president of the chamber of commerce. He is quite serious and hopes with the help of a lot of co-workers, to do many good things for Alpine. But he has a keen sense of humor and is quite a jolly fellow, keeps the post-office going nicely with a friendly and efficient staff.

(Now is the time to help them; mail early, and early in the day!)

Every real estate agent in the back country wants listings for homes, land, lots, ranches. Area is booming!

HUGE PARTY FOR 200TH BIRTHDAY

A monster 2-day party is slated for Balboa Park to herald the opening of the year-long celebration of San Diego's 2nd century birthday. There will be all kinds of entertainment and a huge cake 12' tall and 20' across, with walk-way so actual pieces of cake can be served visitors, says Mrs. W.R. Boehm, chairman.

One feature of entertainment is an oldtime film festival on opening night, Friday, Jan. 3, with silent pictures and stars. Neil Morgan, columnist of the Tribune will emcee, with Fred Finn at the piano.

There is only one more issue of the Sun in 1968, Dec. 27, which rounds out a full 17 years of serving this community.

Friend: "How long should girls be courted"?

Editor: "Just the same way as short girls."

SUN GETS INTO COLLECTOR'S FILE

From Palm Springs Mrs. Louise A. Maas wrote for a sample copy of the Sun "I have been collecting unusual newspapers for several years and have just learned of yours, would sincerely appreciate a copy. Thank you".

**Alpine Grading
& Equipment Renta.**

Fred Rushing

Alpine

445-2214

McKie Realty

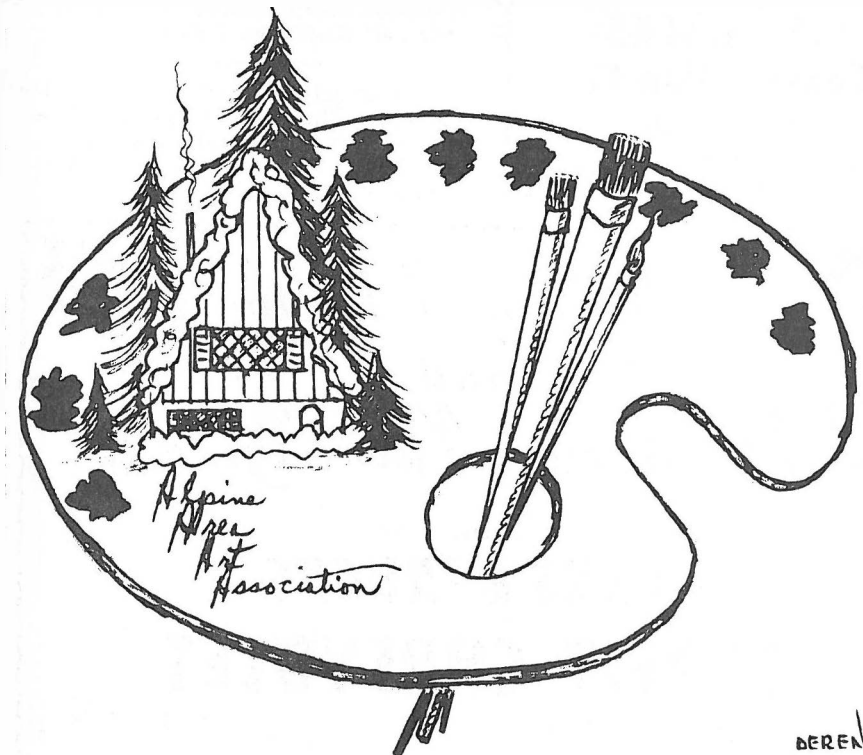
P.O. Box 398, Alpine

2355 Hwy 80

445-2217

LISTINGS WANTED

"Before You Sell or Buy See McKie"



DEREN

Change is what a person wants on a vacation--and a lot of currency too.

Season's Greetings



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

**TED WEEKS
Construction Co.**

443-1898

11437 Roco so Rd. Lakeside.

ATTRACTIVE MEDALS FOR 200TH

Chas. Cordell, pilot, and insurance man of EC, who is busy as president of the 1969 all-year SD 200th Anniversary celebration, says they are receiving the beautiful medals for distribution here.



This is the first time the US Mint has ever struck off anything of this kind. The large 3" ones are sold for \$100 donation to build the decor of Old Town for the year's activities.

NOT A HOUSE TO RENT IN ALPINE

The chamber of commerce, the Sun, and every realtor in town is besieged by people wanting to live here. The Sun has run classified ads recently for those desiring houses to rent. And there are only a few for sale.

"That gal I married is an angel, Joe" exclaimed Jim upon meeting his friend for the first time in quite a while.

"You're lucky," "The one I married is still living."

HOLIDAY ON ICE DUE JAN. 14

That exciting show on ice which San Diegans have enjoyed for two years, is coming again, bigger and more spectacular than ever. It will show at the Sports Arena Jan 14-19. It runs in only 39 cities. Tickets are now ready from the usual outlets. Details from 224-4176.

WINTER FLU GETS MANY HEREABOUTS

Call it Spanish, Hong Kong, or plain influenza, a lot of local people are suffering from the usual winter bronchial trouble which they say "is going around".

At school the two nurses and secretary are at home treating the ailment.

Seasons Greetings

FROM

KUHL'S WOODCRAFT

Phil & Ivy Kuhl

925 Hwy 80

Alpine

445-3700

TO WISH YOU A

Merry
Christmas

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

ALPINE MOTEL

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

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

A Merry Christmas
and
Prosperous New Year

New and Used

**CARS & TRUCKS
STREIT CHEVROLET**

8000 Morningside Way

460-1311

CARD OF THANKS

I wish to thank friends and neighbors for the flowers and their many kindnesses expressed in the loss of my husband Clyde Schroeder.

Mrs. Clyde Schroeder
and family.



CLUB ALPINE

2502 Hwy 80

445-9531

Charlie & John

Pool Tables - Coldest Beer Around



NEW OPERATOR AT DOLL HOUSE

Here is pretty Shyrl Steward, who recently came to the popular Doll House, 1911 Hwy 80, as beauty operator in that department. She lives in Alpine, is fast making friends with her pleasing personality. Mrs. June Link, owner, says they are really busy this holiday season, chiefly with the homemade candies which are being shipped all over.

Teacher: "Give me a definition of home."

Billy: "Home is where part of the family waits until the others are done with the car."

TWINS TO REPEAT 'COFFEE BREAK'

On a recent Wednesday Alpine received some nice publicity from Raf Ahlgren, genial star of Channel 6's Coffee Break, showing daily at 8:30 a.m.

The publicity came when Ahlgren introduced the Irvine Ranch Twins, Cecile and Celeste, who sang on his show. He said some nice things about Alpine, its climate, the Alpine Sun and its editor. Photo shows Ahlgren with pretty Ginger Crocker who is on his program once a week loaned by the 200th Celebration where she works. It was taken by Editor Irvine in the studios of Channel 6 in Tijuana, as Raf read from the twins' folder.



ALPINE PLUMBING

NEW CONSTRUCTION & REPAIRS

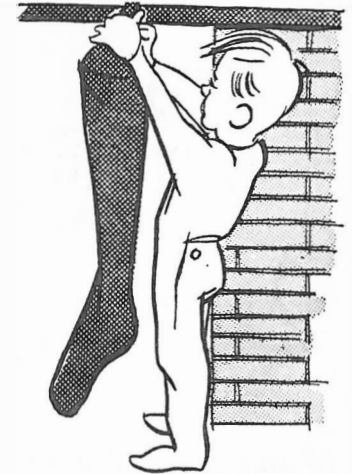
Licensed & Insured

2604 W. Victoria Dr. 445-4114

Bachelor: A man who looks but does not leap.

CHRISTMAS Cheer

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



BEESON'S DISPOSAL Service

228 Almyra Rd. El Cajon

445-3029

Season's Greetings

HILLTOP INN

BOB & CATHY

1332 La Cresta Blvd. in Crest



MRS. STORM LOSES BROTHER

Harold R. Hauser, 74, of 3271 Ivanhoe Ranch Road, in EC, was given funeral services Tuesday in Benbough Mortuary, SD. He died Sunday. He leaves a sister, Gladys Storm of Alpine, and a brother, Chas. W. of SD.

Marital grave, It's usually made with a series of little digs.

EL CAJON THEATRE

444-3272

"West Side Story"
"The Ugly Ones"

AERO DRIVE-IN

444-8800

"Magnificent Men in Flying Mach."
"Planet of the Apes"

Swapmeet 9 to 5 Sat. & Sun.
25¢ to Walk in
\$2. to drive in & sell per car

COUNTY WEATHER AIDS ARTHRITICS

The nation's loss yearly due to arthritis causing absenteeism, totals \$3½ billion, Clark McElmury, of the Arthritis Foundation of SD told the Crest Civic Group last week.

He estimates that 80,000 residents of the county suffer from this ailment, many of whom came here because of climatic benefits.

Alpine has many arthritics whose pains have been lessened since they came here to live, like others throughout the county.

Note- This terrible affliction is due mostly to wrong diet and eating too much cooked food, devitalized of minerals, vitamins, enzymes. - CI.

Dr. and Mrs. H.C. Merigan, he's a dentist in EC, who have a big ranch in Descanso, just bought a commercial building at 1190 E. Main in EC from W.L. Wolcott and Mr. & Mrs. R.M. Himrod. Stamps showed price of \$72,000.

Alpine used to have a lady weatherman, Mrs. Marion C. Aston, who lived on W. Victoria at Astoria. Robt. Fey handles it today.

GOODWILL AWARDS SUN

A neatly framed Goodwill Industries Award was delivered to the office of the Alpine Sun this week: "This certifies that the Alpine Sun is presented this award for outstanding cooperation in publicizing the services to the handicapped given by this organization".

Note- Thanks, so much. We are happy to help in such fine objectives as the Goodwill, Salvation Army, Boy Scouts and others. We wish we had more space to devote to these worthwhile bodies. -Ed.

MRS. GAVIN MOVES TAX OFFICE

After serving Alpine and the back country for 11 years in income tax work, Mrs. Marie Gavin has given up her office with Brown Realty here. She will handle accounts at her Pine Valley home, has just about enough old customers to keep her busy. She was four years in the Brown office. Her phone is 478-5783.

Season's Greetings

To All Our Friends



ROCK'N **H** RANCH

Tavern Rd. Alpine

Greetings
To all
our many
friends
everywhere.



Kip's Cafe
FINE CHINESE FOOD

1058 E. Main El Cajon 442-1211

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



ALPINE BOOST AT HOME SHOW

During the recent heavily attended Bureau of Home Appliances annual show in the Con-course, Alpine again had a lot of nice publicity when the Manager, J. Clark Chamberlain, presented the Irvine Ranch Twins, Cecile and Celeste in several songs from the main stage.

He said some nice things about the community and its climate, and asked the girls to

One of the things which worry business men these days is the number of unemployed on their payrolls.

sing another night, but due to previous commitments, they could not make it.

Alpine needs a roofing service.



Here is Pat Mitchell, who with husband Woodie, owns and operates Alpine Convalescent Center. Due to Medicare and many reports necessary for this operation, it keeps her real busy. Center has 99 beds, filled most of the time.

MRS. ROACH BACK AT LAZY J CAFE
After several months away since the kitchen fire in her Lazy J Cafe, 13189 Old Hwy 80, Mrs. Barbara Roach, owner, is back on the job. She says the business is growing since she returned. This place was run some years ago by the late Russell Leech, of Alpine.

When people go to summer resorts for a change and rest, the bellboys get the change and the hotels get the rest.

WATER BONDS AUTHORIZED
Engineer-Manager Ed Houser of Rio SD MWD, reports that the recent bond election went over with more than the 2/3d's majority needed. Vote was 31 yes, 7 no, with 56 eligibles, on the \$200,000 measure. Connection fees, like in other sections of Rio, are to be paid by users. The entire district now has over 900 meters. The area has about 500 acres near Hawley Road, below town.

TV ANTENNAS
BY
ANTENNACRAFT
BETTER QUALITY FOR BETTER PERFORMANCE
ANTENNA CRAFT
TELEVISION SERVICE
ESTABLISHED 1954

40', 15-Element Antenna
\$49.95
Installed Complete
With Automatic Rotor
\$109.95

WE SERVE THE WHOLE
"MOUNTAIN EMPIRE"
445-2134
BILL'S TV
2357 Hwy 80 Alpine
Finest in TV & Radio Service
Black & White or Color

CHRISTMAS SPECIAL!

ORDER NOW

For Guaranteed Holiday Delivery
UPHOLSTER

PAY ONLY
27⁵⁰
LABOR

SOFA & CHAIR
or
3-Pc. SECTIONAL

FREE ARM PIECES INCLUDED 5 YEAR GUARANTEE

NO MONEY DOWN • CHARGE IT

FREE ESTIMATES IN YOUR HOME FREE PICK-UP & DELIVERY

Terrific Savings in
CARPETS & DRAPERIES

CALL TOLL FREE 444-3158

Howard Kaye, Interiors

4878 Lester

Lemon Grove

Season's Greetings

To All Our Old Friends And To Our Many New Friends

CLIFF'S AUTOMOTIVE

1148 W. Main

El Cajon

444-4435

Two astronauts are in space. One takes a walk, comes back, taps on the window. The other inside says "Who's there?"

N.M. GRIECO Realtor

WISHES YOU A

Merry Christmas

And

Happy New Year

465-9900

7299 University,

La Mesa

GREAT WHITE FLEET REUNION

Fifty-eight years ago President Roosevelt's famous "big stick", the Great White Fleet, with Adm. Robley Evans in command, went around the world. On 16 Dec., Monday, in the U. S. Grant Hotel, veterans of the USN that were aboard those battle-wagons, again gather for a reunion. From Alpine came Dallas Lore.

Note- I well remember seeing this fleet anchored in Santa Monica Bay in April of 1908 when it visited this coast. Our town feted Admiral Evans and his gallant sailors. Three years later I joined the Navy, later, like Shipmate Dallas, served in WWI. -CT

THIS IS FOR CAT FANCIERS

A display of fancy and exotic cats will be in the Mall at Grossmont Center in LM, Saturday & Sunday, Jan. 4 and 5, invites Mrs. J. Sawyer. "Cats of most breeds will be shown, admission free", she adds.

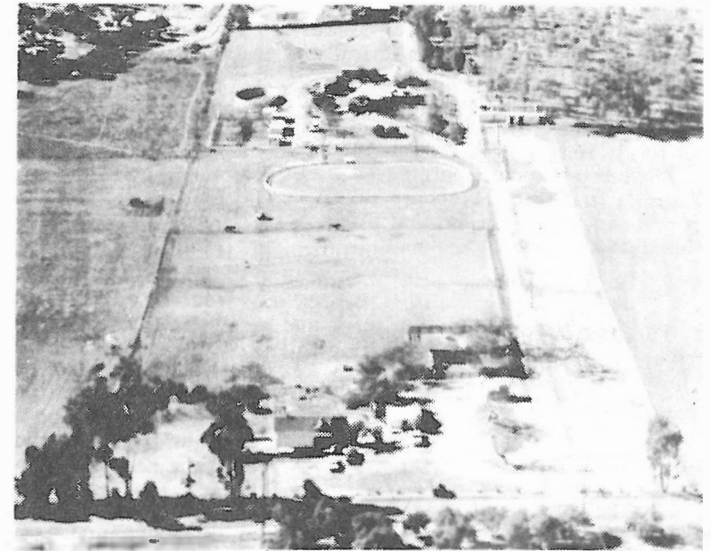
Some people are born with black eyes; others have to fight for them!

ROCK'N H RANCH BUSY

Robert Hale, owner of a neat little spread at Tavern Road, where he operates a riding, training and boarding stable, is up to capacity. He says more people, chiefly newcomers here, are going in for riding, even breeding and raising fine stock.

This air shot by Editor Irvine looks west above Tavern Road, in foreground. King's Meat Processing plant is at bottom and Hale's ranch lies behind that, with access road up the right side.

Hale and his wife, with their son Monte, have done a lot of improvement to the place since moving here. Dick DeMatteis is doing the training.



A middle-aged woman lost her balance and fell out of a window into a garbage can. A Chinaman happened to pass by, and said:
"Melicans velly wasteful. That woman good for 10 years yet."



Merry Christmas

to One and All

BOB, AGNES & CHARLES MILLER

Alpine
PRINTING Co.

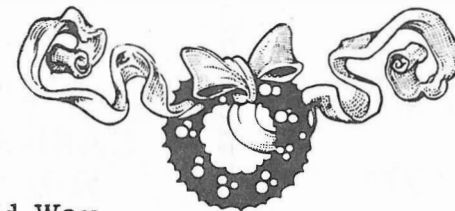
445-4051

22511/2 Hwy 80 PO Box 204 Alpine, Ca. 92001

Seasons Greetings

ALPINE REALTY COMPANY

ANNA JERNEY - BETTY HODGES



2175 Arnold Way

445-3310

HOOVER REPORTS CRIME IS UP

The FBI crime list shows that, despite prosperity, education and low unemployment, the first 9 months of 1968 reveal 19% increase over 1967. Violent crimes rose 21% nationally, but rural areas showed only 13%.

SD Safety Council points to a tragic statistic; Drinking drivers are involved in more than half the fatal Holiday accidents!

The naming of all county roads and private lanes and house numbering in Alpine was a project of the Sun in 1953 which became law that year.

Merry Christmas

THANKS A MILLION
To All Our Friends &
Customers



"NIKKI'S"

445-3137

2549 Hwy 80 Alpine

CLOSE OLD 80 FOR CONSTRUCTION

Since traffic was taken off old Hwy 80 Friday and placed on the new lanes, the old section will be closed for rebuilding, reports Res. Eng. Roger Kocher. The Vinnell Corp. is doing the work with speed.

"Residents on the south side of 80 will use the frontage road to get onto 80", he explains. "This frontage way is connected to regular 80 by the Willows bridges, but at the upper end, the frontage road joins 80 eastbound only.

The east end of Willows Road will be connected at the interchange there, except when it is necessary to close Willows during working hours for construction. "However," he adds, "the east end of the frontage road will not connect to the east end of Willows Road."

VAN DEERLIN BATTED HIGH

Versions of 10 of the 19 bills Rep. Lionel Van Deerlin, D-SD, of this district, introduced, were passed, giving him a legislative batting average of .500. One fine bill was the Air Quality Act, 1967, which the whole nation so urgently needs today with the smog menace.

Mrs. Bea LaForce published the first History of Alpine as a library benefit on Sat. May 17, 1942 in the Woman's Club.



Ed Wagner

Independent Distributor

CARNATION

DAIRY PRODUCTS

234-2281

MONTIJO HITS THE JACKPOT

Frank Rhoades in his hotly read SD Union column gives Ben Montijo, Johnstown, a good pat on the back, which is something to think about: While other signmakers switched to plastic, El Cajon's Ben Montijo stuck to carving wood. (His forefathers were leather-smiths in SD more than 100 years ago.) Comes now the Spanish architecture trend and Montijo is so swamped with orders (including carved doors), he must act fast. He will convert to wood-carving operations, a 4,000 square-foot building he has used for parade floats-- and hire apprentices.

Ben's unique artistry has been much used in Alpine as for Pierce's Palo Verde Ranch entrance, signs, and in other places.

THE EMPLOYEE'S pay envelope, through error, contained a blank check.

"Just as I thought," he said gloomily, handing it to his wife, "my deductions have finally caught up with my salary."

SUN SUBSCRIPTION IS FINE GIFT

For friend, relative or serviceman, a full year's subscription to the Sun makes a really splendid gift. It is inexpensive, only \$3. for 52 weeks' of news and photos of your community.

Just send cash, check or money order for \$3. to the Sun, Alpine, Ca, 92001, and complete address of recipient plus zip code, and the Sun will furnish a neat greetings with your name on it.



Merry Christmas



To Our Many New Friends
And
To All Our Old Friends



NEW LINE OF IMPERIAL SADDLES
Horse Trailers On Display Now

Carl's Boot & Leather Shop

Financing On Approved Credit Bank of Americard & Master Charge
1275 N. Second, El Cajon

442-3027

**MERRY
CHRISTMAS**



**MONTIJO
WOOD ART**

All Types Rustic Art
Mail Boxes - Lamp Posts

443-2908
13549 Hwy. 80 Johnstown



Here is jolly Richard Merrill of the printing firm bearing his name. With his wife Ann and son Mike, they get out thousands of market bulletins, postal bill for which is over \$1500 weekly!

Merrill takes phone orders, makes the layouts while Ann operates the off-set press. They now print the Sun which makes it easier as they can do 4 pages at a time. For 16 years Irvine ran it on a 2-page press. Merrills love Alpine very much.



**HAPPY
HOLIDAYS**



**"ALPINE LIVELY OAKS"
Club**

DON'T POISON YOUR KIDDIES!

The holiday season is a big eating time chiefly for youngsters, so being that children have a maddening habit of getting into bottles and jars, watch your household products that may contain deadly or dangerous chemicals.

Last year, despite countless stomach pumpings and antidotes, 350 tots died. So keep aspirin and all drugs up and away from kids.

What does a 100 lb. mouse say.
"Here, kitty, kitty."

Merry Christmas

**Alpine Cottage Beauty
Shop**

2864 Victoria Drive, Alpine

445 2192

Absorbed in his shaping up a piece of clay pottery is Don Grube, versatile son of the George Grubes, owners of Alpine Bakery.

**Season's Greetings
from**

(Fergy's)

TWIN OAKS INN



STOP IN & VISIT US

Old Hwy 80 1/2 Mile E. of
Lake Jennings Exit

THERE'S a big difference between free speech and cheap talk.

COLOR - BLACK & WHITE
ANTENNAS - STEREO - HI FI

MT
VIEW **ELECTRONICS**
SERVICE & SALES
25 YEARS EXPERIENCE
442-4229

Wish You All A

Merry Christmas

and a Joyous New Year



BYRON CRAWFORD

PROPANE GAS SERVICE
445-2087

VAN DEERLIN SPEAKS FOR HEALTH
Pointing to the great work done by Congress to promote better health, Rep. Lionel Van Deerlin, D-SD, told 2000 area health workers last week that "the war on disease is only beginning; we should not be content to stand still".

He told how the Medicare Act of 1965 helps 20 million elderly citizens; gives them hospital care with peace of mind in knowing a major illness will not bring financial disaster".

He said in the past 5 years Congress enacted some 30 new health measures and that federal spending on health more than doubled, from \$6 billion to over \$14 billion. Alpine has many Senior Citizens who have thus benefited.

WEDDING BELLS AT INN

Nella Osborne, who runs Flinn Springs Inn, 15505 Old Hwy 80, for Doug Taylor of EC, was married on Nov. 15, it has just been revealed. The bridegroom is Bill Stammen. They were married by the city chaplain in EC, are now residing here.

CHEAP & NASTY PRODUCTS

This is not an editorial, it is an observation on today's economic system. The Sun bought a strobelite, with a cord made in Japan. It got loose and 6 flash photos of 3 important events were lost.

The camera shop says "Oh, those cords break all the time". They are not guaranteed. A new one costs \$2.25.

The beginning of Alpine was about 108 years ago when white settlers and homesteaders started farms around here. The center of the settlement grew into a village where early horse drawn stages made it an overnight stop between Lakeside and Julian.

Alpine needs a roofing service.

Season's Greetings

HOMELAND FLORIST

Bob & Bettie Nelson

8325 La Mesa Boulevard, La Mesa 466-3261

Season's Greetings



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

EL CAJON THEATRE

Tom Gapen, Mgr.

330 W. Main St.

444-3272

El Cajon, Calif.

Merry Christmas

TO ALL

EARL'S  **STATION**

EARL E. HILL

2151 Hwy 80

Alpine

445-4188

DENIZENS OF HILLS SEEN AT ZOO

Powder & Puff, two mountain lion cubs now are entertaining visitors in the zoo's cat canyon. The 20-pound youngsters, females, were born Aug. 12. Mother Penny is a native of the great zoo while Daddy Frank came from Lemon Grove where he was caught in a garage. He is said to be the finest specimen ever seen by the zoo staff.

This tawny, long-tailed feline is known in California by several names besides mountain lion; puma, catamount, painter and cougar.

Dozens of people annually send the Christmas issue of the Sun to friends all over the country. If you want extras, the Sun has a few on hand and can mail for you.

MOSIERS TO ENJOY REUNION

Christmas Day will be a busy one for Jack and Dorothy Mosier, White Oak Drive, when all of their children and families come to dinner plus their parents. Coming to enjoy the feast are Mimi Mosier, Jack's mother, Bill and Louise Ballback, Charles' parents, Charles and Jackie Ballback and children, Janet and Johnny Chapman and his parents, Jimmy and his new bride, Frances.

A memorable party is expected and Dorothy says "we love every minute of it."

"Is it true that the wild beasts of the jungle will not harm you if you carry a torch?"

"It all depends," answered the explorer, "How fast you carry it."

Holiday Greetings

Preferred Risk Mutual
INSURANCE COMPANY

284-0997

J. C. ARNOLD

286-4411

5918 El Cajon Blvd.

San Diego



a Joyous CHRISTMAS

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

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

AL HINKLE LUMBER

Sign outside an auto repair shop:
May we have the next dents, please?

Greetings of the Season



De ANGELIS

ITALIAN RESTAURANT
& COCKTAIL LOUNGE

Closed Tuesday, Air Conditioned

12861 Old Hwy 80, EC 447-0842



A BIRD IN THE BAG IS THIS

Recently Double Talk, that column of newsy items by the Irvine twins, told of how Mrs. Nellie King of Irvine's Trailer Estates, had to forego some washing as a sparrow had built its nest in her clothespin bag.

Here is proof of that, for she holds the bag-- while the nervous mother chirped nearby-- which reveals the nest and the young ones just before they flew away. The Kings had a lot of interesting studies of the little mother and her birdies. The bag hung safely from a wire on their trailer awning.

MERRY CHRISTMAS TO ALL

MARTIN-McDONALD PLASTIC SIGNS

2538 Hwy 80

Dick Mason, Owner

445-4525



NEW CHURCH IS LOVELY

Here is pastor Douglas C. Schacht of the First Baptist Church of the Willows as he gave the Vision for the Future in the new sanctuary, 3530 Hwy 80, on a recent Sunday when the edifice was dedicated.

This will be the first Christmas in this handsome building which is well appointed and comfortable.

Helping in this are. memorials to Monte Brabazon for lighting; Mrs. Olive

Atkinson for front doors; Mrs. Victoria Camden for the windows and share of carpeting; Wilson F. Clark for the custom built pulpit and communion table, and Monte Brabazon and Mrs. Cora B. Smith for the stained glass window.

Depression--A period when all wages go down except the wages of sin.

Merry Christmas
DON BATES

Farmers Insurance Group

149 N. Magnolia, El Cajon

ARLIE D. NUNLEY

442-9484



Season's
❄️ Greetings

MARCK MOTORS FORD

FROM ALL OF US

444-6114

332 E. Main St.

El Cajon

WOMAN'S CLUB ENJOYS PROGRAM

The Christmas program presented to members and friends Dec. 10 was "outstanding" says President Grace Wilcox. Bea LaForce was in charge of the program, presented "The Star Bright Stable," a celebration of the birthday of Jesus. She had taken the slides herself and used all local people in the sets.

Program chairman was Mrs. Al Adams, hostess was Mrs. E. J. Orbom with Mmes. Wendell Smith, Harry Colby, Haakon Magnussen, J. C. LaForce on her committee. Mrs. Forrest Hohanshelt was song-leader.

Mrs. Wilcox reminds all that the annual Christmas pageant will be presented at the church starting at 7:30, Sunday, Dec. 22. The public is cordially invited.

CASEY DEREN IS REAL ARTIST

While the story in the Sun for Dec. 6 with photo of the library's December art exhibit called Casey Deren a neophyte, for a beginner he is really an artist. You will note the unique hand-drawn ad, today's Sun for the Alpine Area Art Assn., is a real work of art which he did specially for the group's Christmas ad.

The association is growing fast and if you are interested in painting, drawing or crafts, you are cordially invited to look in at any of their meetings.

The bigger a man's head gets, the easier it is to fill his shoes.

FORMER ALPINERS BUSY IN SANTEE

Drake Sanders, publisher of the Santee Gazette, who co-organized the Alpine Town Council, has been named vice-president of the new Santee Business & Citizens Assn. His wife Dorothy is publicist. They formerly resided on Peutz Valley Road.

GREETINGS
of the SEASON



Glenview Feed Co.

443-3883

13283 Hwy 80 at Los Coches

To wish you
a Merry Christmas

May the Peace and Blessings
of the Infant Jesus

Be with you during this Christmas season

Bob and Iris Wilson



Classified

MISCELLANEOUS FOR SALE

Olive green near new naugahyde tilt-back recliner. Cost 89. sell 49. Call 445-2394 or 445-2415.

500 acres in Alpine at \$550 per acre. Write Mrs. Broni, Wixom, Mich.

Merry Christmas

WE GREET YOU WITH HIS
GREATEST GIFTS! HEALTH,
HAPPINESS AND BROTHERLY
LOVE

**ALPINE
REXALL PHARMACY**

445-2488

2109 Hwy 80 Alpine

Season's



AERO DRIVE-IN THEATRE

1470 E. Broadway, El Cajon

444-8800

WANT TO RENT

WANTED 2 bedroom house in Alpine, call 478-5821. (12-20)

MAN, retd., no smoke, drink. Needs room, Apt. or small house or share. Lifetime renter. Box 90, Alpine Sun.

DON'T KEEP IT A SECRET any longer. The whole town would like to know what you have to sell. Start the profitable habit today of using The Alpine Sun ads to sell your services.

Elderly lady needs help. Give room & board and some money. 445-4081.

WANT AN ALPINE MAP?

If you need the new Alpine map, showing all lanes, streets, roads and the freeway, send 10¢ & stamped envelope to the Sun, publisher of this latest map.

FATHER: "I want you home by 11
● tonight. Understand?"

Daughter: "Really, Daddy, I'm
no longer a child, you know!"

Father: "I know. That's why I want
you home by 11."

Classified

MISCELLANEOUS FOR SALE

CHRISTMAS TREES - Monterey Pine, Select now, cut later. All sizes up to 6 feet plus. 445-3627. (12/20)

PURE ORGANIC juice. Apple, 89¢ half gallon. Grape \$1.10 half gallon. Fruit Stand, 2721 Hwy 80, Alpine.

CLASSIC- Packard, 1948, near-new engine, runs OK, needs upholstery, \$195. 445-2415.

Geese, ducks, pheasants, peacocks, pigs, horse, calf, puppies, Stude. 54, Volvo '58, 2 wood stoves, ditto machine, wringer washer. 445-3348.

REAL ESTATE FOR SALE

Would you like a cabin site in the forest of Cuyamaca. We are cutting out several one to 5 acre parcels located on a county road and each parcel has large oaks & pines. A beautiful setting for a mountain cabin, secluded and peaceful. Several have sweeping views from the mountains to the ocean. These can be bought with only 10% down. Write for information & an appointment. Mountain Meadow Ranch, P.O. Box 402, Julian. (tf)

MAN, WIDOWER, desires buying small house, cash. Write details, box 90, Alpine Sun, Alpine, Calif. 92001.

ONE ACRE in Alpine. South Grade Rd. Good building lot. Water hookup available. 447-3381 or 448-7284.

25 ACRES, 1015 frontage, 3220 E. Hwy 80. 2 Bldgs. May be used as motel or rest home. Write Broni, Wixom, Mich.

MAN, healthy, ambitious, offers services in exchange for room & meals. Box 90, Alpine Sun.

ENJOY FRIENDLY LIVING ----- among fine folks in a newly decorated apartment at the ALPINE COTTAGES. Center of Alpine, secluded with view and carport. Carna Jameson, 445-4204.

SANTA SUIT FOR RENT. 445-3137.

30¢ a line per time. Minimum 75¢
6 words to each line. Mail to Sun.

SPECIAL NOTICES

HANDCRAFTED Woodwork, gifts, bookends, lamps, clocks. Smiley's Motel, 3905 Hwy 80, Alpine. 445-2770. (tf)

PAINTING, interior, exterior. Reasonable, fast. 22 years exp. Neat, clean. PO Box 242, Alpine. 445-2797 (tf)

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

Ruth Burdett, piano lessons. 445-2877.

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

SEPTIC TANKS CLEANED
Modern Septic Tank Service, 444-6197.

BUSINESS CARDS, \$5.95 per M. Blue or black, postpaid anywhere in US. Add 5% sales tax. 445-2415. Alpine Sun.

PROPANE GAS SERVICE. All types appliances; gas refrigs. Free estimates. Byron Crawford, 445-2087.

DO YOU NEED A LOAN on Real Estate or sell a trust deed? Call Don Bates, 445-2537.

CUSTOM BUILT HORSE TRAILERS parts and repairs. 8201 Wintergardens, Lakeside. 448-0168.

HORSESHOER - Quality work at regular prices. Robt. Walker. 465-9327. (10-11)

LICENSED ELECTRICIAN in Alpine area. 445-3137.

TRACTOR WORK, D-4 and D-2 Cat. Discing, etc. 445-2143.

PINE ACRE TREE NURSERY
Living Christmas Trees, Cedrus - Deodara - Monterey and Aleppo Pines. Balled in burlap. 445-3037.

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

Bob Gustafson who lives here and who, with his father, had a huge Christmas party in their SD store, says they have a very talented musician, one of their decorators, Ange Johnson. He played in a trio for the party with Lloyd Martinson of the SDG&E and Spencer Nelson, a PSA pilot who used to have a ranch in Alpine.

Some folks are hesitant to write or phone in their news happenings about people, kids, animals and so on, for the Sun to print. But be assured, every bit of newsy matter is desired, so don't hesitate to mail or bring it in, even phone it.

McKie Realty

P.O. Box 398, Alpine

2355 Hwy 80

445-2217

LISTINGS WANTED

"Before You Sell or Buy See McKie"



Season's
Greetings

**LAZY J
Cafe**

Barbara Roach, Owner

443-3430

13789 Old Hwy 80, | Johnstown

MORE ABOUT SOCIAL SECURITY

A man asks if he must be a US citizen to receive medicare? "I will be 65 in a few months and have lived here for 10 years".

A. No, but there are certain requirements for non-citizens. The most important: you must have been admitted for permanent residence, and have lived in the US for five years prior to application.

Q. I am 25 and believe I can qualify for disability benefits because of the reduction in work credits required. What should I do?

A. Your first step is to file an application for benefits. For more information on your particular case contact your social security office, 570 N. 2nd St. in EC, 442-0857.

200,000 SCORE IN TOYS FOR TOTS

This year made high score for the 19-year record in SD County of the USMC project of collecting used toys for poor children. They gathered in 200,000 pieces. The charitable campaign ends tomorrow.

Florist

9934 Maine

"Flowers

LAKESIDE

By

443-1066/1067

Lakeside"

Evenings

222-1892

Weddings Our Specialty

El Cajon Awning & Mfg. Co.

Alpine Representative
Lee Widmer, 445-4171

AWNINGS - CABANAS - SCREENED
ENCLOSURES

For

Mobil Homes - Patios - Residences

COME IN AND SEE OUR SHOW
ROOM DISPLAY

845 El Cajon Blvd., El Cajon

442-3301

Best wishes
for a Happy



Old Fashioned

CHRISTMAS

and many of 'em!



BUTLER DRILLING COMPANY

Kenneth Hittle



ALPINE

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

Return Postage Guaranteed

Alpine's Fine Weather

High 72, Ave. High 64
Low 32, Ave. Low 42
Rain .08, Sea 1.04

Elev. 2000 Ft. Population 4,300
Where the Sunshine Spends the Year

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

GREETINGS



and



Best Wishes

From The

DOLL HOUSE



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

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

1911 Hwy 80

Alpine

445-4289