America's Tiniest Newspaper

# Alpine Sun





Our appreciation to you ...
We ask every blessing for
you that a new year can bring.

1969

BEST wishes
Clarke & Alice Irvine

# **ALPINE SUN**

OUR EIGHTEENTH YEAR!

Vol. 18 No. 51 Alpine Sun, 92001 Friday, Dec. 19, 1969 445-2415 10¢

CRONK'S SELL, GO TO KANSAS Mr. and Mrs. D.L. Cronk, 447 Harbison Canyon Road, have sold their 1-bedroom home to Mr. and Mrs. Lloyd Millage of the Willows who are

already moved in.

The Cronks left for Kansas to make their home. Sale was by Betty Hodges of Alpine Realty. PEOPLE HEAR OF OTAY PLAN

The special public meeting called by Mrs. Anna Jerney and Dick Brocious for Wed. Dec. 10 in the school auditorium was attended by close to fifty interested Alpiners. Otay Water District engineers showed color views of the Alpine area, together with several from sewage treatment plants, and one of their tank in Hillsdale.



GEORGE KOCHEL WINS EAGLE BADGE

This shows the third Alpine lad to achieve the famed Eagle Scout award, Geo. Kochel, jr., with his mother, being presented the hard-earned pin by the 80th District's assemblyman, John Stull, Cdr. USN, retd.

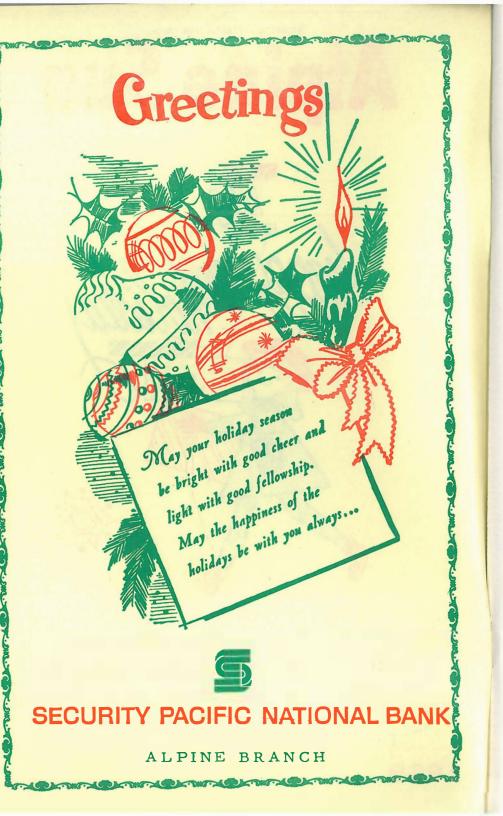
Stull came from his home in Encinitas to make this presentation, as told in last week's Sun.

Glen Reiter described a several-phase plan for Alpine's future sewage needs with particular emphasis on a temporary plant they would like to construct in Gallaway Valley. This would later be moved to, or replaced by one in Dehesa, as one of several steps in the over-all Otay plan.

Dennis O'Leary of the Water Quality Control Board answered numerous questions put to him by concerned citizens.

More on 57

Tune Clarke Irvine, Physical Fitness, Radio 860, XEMO 3:15 & 11:15 Pm Sunday



#### EDITORIAL

'ACRE AND INDEPENDENCE' IS NOW OUT OF STYLE!

Although only 10 spoke in opposition supervisors last week passed an ordinance zoning all the unzoned land in the county, adopting the LC (limited control) rule as the zoning tool.

While but 10 spoke against this measure, there are perhaps thousands that are also opposed to it. Thus the old saying "An acre and independence", which many of us believed was a solution to getting away from it all to a speck of land in the country to live, have a garden and so on, just is no

The law now says you must buy  $2\frac{1}{2}$ 

#### Alpine's Fine Weather

High 78, Ave. High 76 Low 34, Ave. low 46 No Rain, Season 1, 92

Elev. 2000 Ft. Population 4, 500 Where the Sunshine Spends the Year

#### 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. a year Clarke Îrvine, Editor & Publisher Alice Irvine, Art & Composition 2nd Class postage paid at Alpine Est. Jan. 1952, Adjudged for legal ads on 11-12-59 in Superior Court,

family dwellings. You may still use it for all of the agricultural uses of zone A-4. Of course existing lots smaller than the  $2\frac{1}{2}$  acres, still remain legal building sites whether created by subdivision or lot split.

This is going to make it hard on many areas near towns like Alpine, where land prices have soared in the last few years. So a man, working or retired, or one on Social Security, must kick in with \$5,000 for a "lot", if the price is \$2,000 an acre, which much of it around here brings. Some near town has sold at over \$5,000 an acre.

That is not the only hardship, for if a fellow wants to start a business he has no assurance that a special use permit will be granted, for which he will be charged \$200. Think of the vast amount of red tape, typing, investigation, and so on, plus countless employes chasing all over city hall conferring on your little old special use permit so that the \$200 fee may be honestly accepted! And by the time it is approved, the sages of city hall may have decided that it should be three acres, or that the fee should be \$250, or sumpin, just to keep 'em all busy!

A lot of older people are voicing opinions as to why the young people are fed up with the old way of running this wonderful country. They are asking why the high taxes, rising costs on everything, tight money, laws, rules and so on. These are ambition-killing things. Maybe the country is on the edge of a nasty precipice! -CI. 

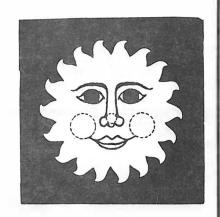








# UISTA



# Mobile Home Estates

Ira & Lydia Hargrave, Managers Write P.O. Box 624

For descriptive brochure, reservation information:

2400 Alpine Blvd.



2 SURPRISE SPEAKER AT PTA

The well attended session of Alpine PTA in the school auditorium last week had an extra feature, a surprise guest speaker invited by Clarence Brown, who spoke on Indian affairs.

It was Mrs. Florence Shipek, M.A., an anthropologist and long time friend of Brown, who had taken on a great task of endeavoring to get more benefits for his people on Viejas Reservation.

Her special interest is in the California Indians. Through artifacts she has traced their history over 1200 years! Brown's talk was also received with deep interest.

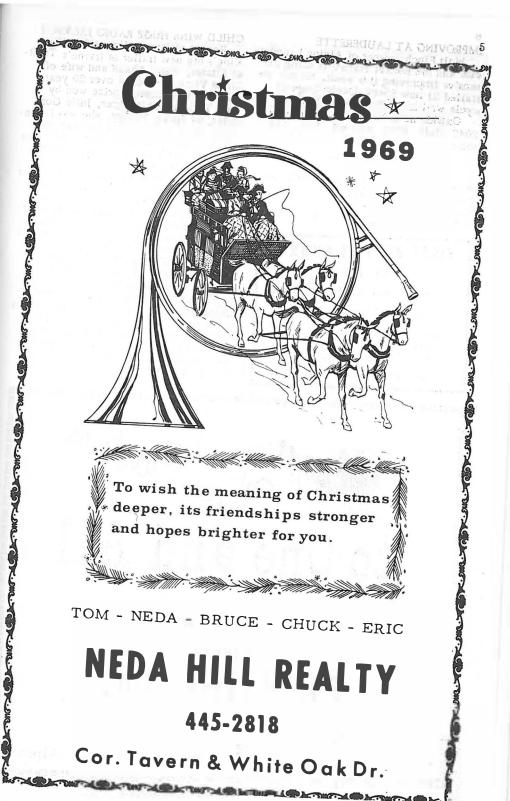
In passing it is noted that a group of Indians in San Francisco has started what it claims is the first all-Indian publishing house in the US. Rupert Costo, president of the new Indian Historical Press, said their aim is "to correct some of the misstatements of fact, and distortions about Indians that are so prevalent in books nowadays".

Costo, a state highway engineer, is chairman of the Cahuilla tribe in the Southland. The first book, out soon, is



"Textbooks and the American Indian", of 280 pages, done by 32 Indian scholars who evaluate some 350 textbooks about the natives used in schools.





IMPROVING AT LAUDERETTE Walt Finch, owner of Alpine Launderette and the Rocket Station is doing extensive improving this week. He just installed 21 new Speed-Queen 2-speed cycle washers with large 12-lb tubs.

Outside he is having both buildings, 2042 Alpine Blvd. painted white, plus

some other improvements.

Wife- "I've bought you a beautiful surprise for your birthday." Husband - "Let's see it." Wife- "Wait a minute till I put it on".

#### FIRST BAPTIST CHURCH

OF ALPINE

Arnold Way At Tavern Road

GRAY EVANS, PASTOR

Sunday School 9:45 am Training Union 6:00 pm Worship Services 11 am & 7 pm

Church Phone 445-2338

CHILD WINS HUGE RADIO JACKPOT

Recent visitors to Jim and Nellie King's big new trailer at Irvine's Trailer Estates, Harry Thach and wife of Linda Vista, friends of over 20 years, told of an astonishing prize won by their little granddaughter, Julie Gonzales, of Spring Valley. She was listening to KGB which runs a jackpot show where if the listener is called and gives the right words in answering, wins the amount in the kitty.

"So little Julie gave the right answer and the man told her she had just won \$12,625.40", Thach explained, "so she called her mother who nearly fainted when KGB told her the big news, and that it was the largest they knew of in radio history". Thach has been a driver with SD Transit for 24 years.

Note- Not doubting Thach's story, the Sun called KGB to verify, when Mgr. Bill McDowell said it was true, despite the rumor that many such prizes are fixed. "That is untrue" he said. "I'd lose my job and the station would forfeit its license". So now I know why my daughters answer the phone in that strange manner!-CI



BOB, AGNES & CHARLES MILLER

Alpine PRINTING Co.

2251 1/2 Alpine Blvd.

# MERRY CHRISTMAS TO ALL



ALPINE ART CHALET

1321 W. Victoria Dr.

445-3879

Since Dick DeMatteis concluded arrangements recently with Ev and Gloria Shilts, owners of the famous Sleepy Hollow Ranch, 399 Dehesa Road, at south end of Tavern Road, the place is beginning to show activity again.

DeMatteis operates the training and broading stable with all new facilities. He teaches Western, English and jumping lessons, also has pony rides for children. The public is welcome.

Dick recently brought a beautiful appaloosa here from Montana, Speckle Dust, owned by Jim Biller, and will be standing at the ranch as soon as his training is completed.

'Speckle Dust is a real winner, one of the best 2-year old colts I have ever seen, and Biller is sure he has a champion", says Dick. He has trained fine horses for breeders around the West for some time.

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

#### TENNESSEE TREE SERVICE

STUMPS REMOVED OUR SPECIALTY

Trimming - Topping - Removal

Free Estimates - Fully Insured

444-6174

DISPOSAL COSTS FORCED UP

Alpine faces a sanitation problem. and now a similar one, for Beeson's Disposal Service, 228 Almyra Road in the canyon, has been forced to up its prices. As he says, "due to the new county ordinance which makes us upgrade equipment, plus higher wages, overhead, etc., we are having to change our policy to better serve our customers.

Starting Jan. 1 an extra charge will be for driveway service, twice weekly, or only once weekly, it remains the same. He is having a mail or phone vote as to which service is desired. At presstime 39 voted for the present rate once weekly, 14 for the \$1 a month rise for twice weekly.

The new ordinance he says makes us have a trash-designed body. I had to pay \$6281 for one, including payments".

The state license for such trucks runs \$80 to \$148. and the county gets \$25 for a license, "plus \$100 a year for each truck and we must operate a minimun of two. On top of that mandatory insurance is for \$300,000, and on top, we have to be bonded for \$5,000" he adds. Details from 445-3029. (See editorial this issue).

Wife, showing a new hat to her husband: "It didn't cost a thing, dear. It was marked down from \$20 to \$10, so I bought it with the \$10 I saved!" 

# Season's Greetings

TO OUR MANY FRIENDS IN THE MT EMPIRE

YOUR COMPLETE FASHION SPECIALTY SHOPS

Famous Brands

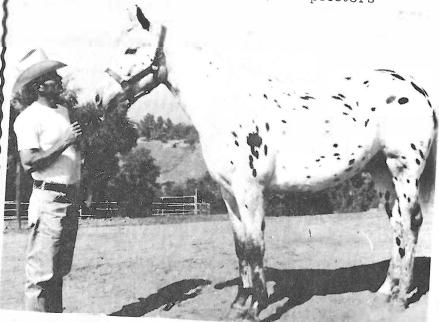


# Christmas Greetings DICK DE MATTEIS Training & Boarding

STABLES SLEEPY HOLLOW RANCH

399 Dehesa Rd. Alpine

(At South End of Tavern Road) Ev & Gloria Shilts, Proprietors



All new facilities for training and boarding. WESTERN, ENGLISH AND JUMPING LESSONS Pony Rides for Children PUBLIC INVITED

445-2859

HAPPY NEW YEAR



"Why didn't you settle the case out of court?" said the judge.

"Sure, that's just what we were doing, Your Honor, when the police

Rock - Sand - Blacktopping - Roads Oiled - Decomposed Granite - and Tractor Work

#### ALPINE TRUCKING

"Let Us Seal Your Blacktop Road"

5738 WILLOWS ROAD ALPINE, CALIF. 92001

445-2188

XMAS PARTY AT VISTA ALPINE

Ira & Lydia Hargrave, managers of Vista Alpine Mobile Home Estates staged the park's first Christmas party last night in the clubhouse. Informality prevailed, with a chance for all neighbors of this beautiful park to get acquainted.

Each couple brought a small dish to share, also a white elephant gift, exchanged with a lot of fun. The clubhouse was gaily decorated and coffee and punch were furnished. Ruby Wilson of Space 57, was chairman of the lively party.

POPULATION HERE GOING UPWARD

Oldtimers remember that way back in 1900, when Alpine first got its name, after being called Viejas, after the Mountain northeast of here (4224 ft.), had only 110 population! By 1950 it had 800, in 1952, 2200, in 1956, 2500, in 1959, 3000, and now it is estimated to have 4600.

C. 2016 - (a) C. STATION EARL'S Gulf EARL E. HILL 2151 Alpine Blvd. Alpine

THE TOP SHE TOP SHE TOP SHE TOP SHE

NEW SHOWROOM

RANGE IN FINE

Alpine TV, owned and operated by Howard Range and his genial wife Rose Marie. shown here, are now nearly settled in their roomy new quarters. 2351 Alpine Blvd., in the place formerly occupied by CID Propane Gas Service which moved down to 1911 Alpine Blvd., formerly the Doll House.

Young Range, an enthusiatic junior businessman, attends Grossmont College

part time, devotes the rest of his days and some of his nights -- to the business, which he says is growing every day.

He is distributor for the famous Quasar all-transistor Motorola TV, and has some handsome models on display. They just had a full wall-to-wall carpet laid, and the showroom painted and

1282 Juli transistor REMOTE CONTROL TUNING MOTOROLA

decorated. The couple live here, have a lot of faith in the future of Alpine and environs, which they serve.

Hubby- "You call that a hat? My dear, I'll never stop laughting." Wife- "Oh, yes you will and I'll tell you when; the bill will arrive tomorrow.

# Merry Christmas A Happy New Year



Alpine Beauty Salon

2142 Alpine Blvd.

Alpine

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XMAS DINNER AT VILLAGE

Tuesday night Auren Pierce and Norman Dahn, owners of the new Alpine Village Apts. hosted nearly 100 tenants at a catered Christmas dinner in the big recreation hall.

Entertainment was by Theo Simpson with some clever slight-of- hand work that kept the audience puzzled. He is a tenant, retired from printing in NY. Also on the program were the Irvine Ranch Twins, playing and singing folk and western songs.

The huge room was seasonally decorated and they enjoyed a big lighted tree, reports Dwane and Odessa Cracola,

managers.

#### McGUFFIE'S SUNDRIES

Medical Preparations - Vitamins

#### Fountain Lunch

Greeting Cards - Cosmetics
PAY LIGHT & PHONE BILLS HERE

2363 Alpine Blvd.

445-2121

YOUTH CENTER PAID FOR STEPS

In the last issue the Sun ran a photo of two young women who had been enjoying a tennis match on the YC court. It said that the cement block steps were 'donated by Alpine Kiwanians''.

Reenie Adams commented this week to the Sun office that "The Youth Center paid for those steps, and the late Jerry Peterson and his brother, Richard, donated all the work, giving us wholesale on the blocks".

Jerry passed on and his widow Barbara, still lives up on South Grade Rd. (Sorry, every newspaper detests errors!)

Gail Smith MacLaughlin has just been made head of the PR office at Sea World, says Len Hansen, veep of marketing. She is widely experienced, being a member of the Society of American Travel Writers. Nancy Chase has been added to that office as photographer.

Have you heard about the new tranqualizing drug which will soon be available? It's called Damitol!

Merry Christmas



To Our Many New Friends
And
To All Our Old Friends



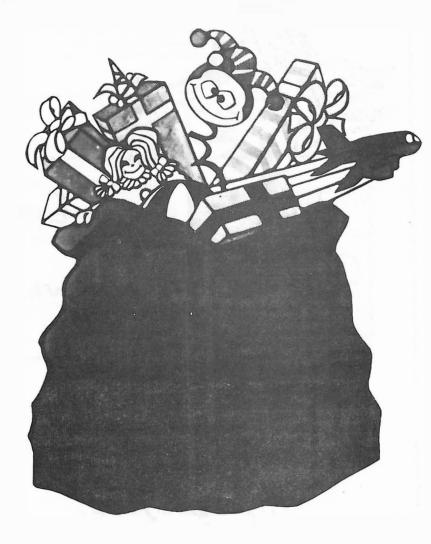
NEW LINE OF IMPERIAL SADDLES Horse Trailers On Display Now

Carl's Boot & Leather Shop

Financing On Approved Credit Bank of Americard & Master Charge 1275 N. Second, El Cajon 442-3027



# It's our bag.



Mission Valley Center >

PTA HEARS OF GROSSMONT

At the last meeting in the school auditorium of Alpine PTA, a good turnout listened with interest to Walter A. Yuhl, dean of Evening Division & Summer Session. tell about the proposed courses that may be offered next year.

If interested, details may be had from Yuhl at 465-1700, Ext. 258, "Suggestions and comments are cordially invited" he

says. The meeting was conducted by Mrs. Billie Armbruster, vice-president, sitting for Mrs. Marie Johnston, who was recovering from surgery. At her right is Mrs. Barbara Fay, secretary pro tem in place of Mrs. C.C. Campbell.

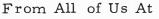
The nominating committee will meet within 30 days to select new officers for 1970.

Mrs. Margaret Engebretson is in Navy Hospital for surgery.





old-fashioned greeting



**ALPINE** 

#### **WESTERN WEAR**

Full Line of Boots, Clothing, Saddles & Accessories

Alpine Rexall Bldg.

2111 Alpine Blve.

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LIEUT. FEY, USN RETIRES
After outstanding service in the US
Navy, Lieut. Edwin Cecil Fey, of

Navy, Lieut. Edwin Cecil Fey, of 1256 Arnold Way, son of the late Robt. and Mrs. Fey, was signally honored recently aboard the USS Eldorado in SD.

Since 1940 Fey has been in uniform, saw action in three wars; WW2, Korea and Vietnam. His career began with recruit training at Great Lakes, and initial duty aboard the USS Ranger in the Europena theatre where he participated in the landing of General Eisenhower's forces in N. Africa.

In 1942 the Alpiner went to the Pacific where he was in the battle of Leyte, served on the USS Sangamon when he won the rate of Chief Radarman. After peace came he served with several training commands where his expertise in Combat Information Center procedures qualified him as instructor.

Later he was aboard the USS Frank Knox, then to training duty and Pearl Harbor till 1961, the year he was appointed Lieut. Jg. In 1963 he was promoted to temporary Lieutenant.

He has numerous decorations including the Bronze Star with Combat V, the President Unit Commendation 1st & 2nd Awards, the Good Conduct Award



with 6 stars and 12 campaign and service medals.

After commissioning, he served as Operations Officer on USS Chevalier and with various training commands before joining the Eldorado where he retired. He lives with his wife Margaret here, plans to stay. The widow of the late Robert Fey, also lives here.



At left are Mr. & Mrs. Virgil Bailey with a friend, Mrs. Betty Jones, visiting them Sunday from EC in front of their big trailer.

Bailey stopped first at Irvine's Trailer Estates, then bought a lot on Dunbar Lane, secured one of those new state licenses for a 3-unit trailer park, developed one space for their own, plan on finishing the others later.

One may now operate a 1-unit "trailer park", paying \$25 a year for the county permitromerly controlled by the state-- and be independent on your own lot.

Bailey, a sufferer from emphysema, came to Alpine, having heard that the climate was best for that ailment. They like this area very much.

SDG&E has declared a quarterly divident of 27¢ a share on common

SDG&E has declared a quarterly divident of 27¢ a share on common stock, up 2¢ over last quarter. Preferred went up also, all payable Jan. 15. Nice Christmas present, eh?

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





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 REALTY COMPANY

ANNA JERNEY - BETTY HODGES



2175 Arnold Way



A very Merry Christmas to all you horse-lovers, let's hope there are more activities for riders in this area next year so all can get out and enjoy their animals.

Laurie McGrath had to put her mare Ginger to sleep because she had some incurable hoof disease. We sold her the horse about 7 years ago after Cynthia and Mr. Mac had trained her. She was Red's baby and our first colt so have kept up with her all these years and were sorry to hear the sad news.

We enjoyed being in the Oldtown Parade Saturday that our chamber of course so kindly sponsored for us. Dusty Deniston trailered our horses down and we were rewarded with a nice trophy. Cecile was Miss Alpine and I just went along and we entered as a matched pair.

Cynthia is all thrilled with her new colt and mare that she had checked by a vet and will get a baby sometime in

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

June. Will be her first one to raise by herself and she sure is thrilled over it.

Friday night there was a horse killed on Old Hwy 80 and Peutz Valley Road that belonged to Dr. C.M. Ching of SD. We tried to get more information but the CHP didn't have it. The horse was probably was being boarded in the area and just got out and wandered on the highway. Too bad!

Dick DeMatteis is all moved into Sleepy Hollow Ranch and has lots of space to expand his boarding and training stables, is in partners with Ev Shilts, owner of the ranch.

Robin Branton sold her nice bay mare last week but still has the Welch pony and her filly to sell. She hopes to get a nice young horse she can enter in shows but hasn't found just the right one yet.

Sure was sad to hear of Frank Green's death. We used to ride with him after he bought Gault's Palomino stud years ago.

"Do you believe in clubs for women?"

"Yes," said the bearded man, "if every other form of persuasion fails."



Here are the new managers of Vista Alpine Mobile Home Estates, 2400 Alpine Blvd., who fell in love with Alpine, its climate and its people.

They are Ira and Lydia Hargrave, who came here from LA, July II, as assistant managers. Ira is a native of Banning, Lydia of Fresno.

Ira's hobby is collecting antiques, has a railroad velocipede and an ancient jigsaw (picture later). Lydia's hobbies are crocheting and painting. He is a retired track supervisor after 41 years on the SPRR. She belongs to the Rebeccas of Banning.

They realized her wish to live here, and "we love it now", is what they chorous. Assisting them are John Stan-

brough and wife.

The house at the park is being converted to recreation: a craft shop, pool, pingpong, garage for the men to work in crafts, a shuffleboard and horseshoe court and other entertainments.

Fire Chief Dale Bennett, his wife Kathleen and kiddies are back from a vrief vacation to his home town Las Vegas, visiting his parents, report a nice trip.

"Did you hear Simmons snoring in church this morning? It was simply awful.

"Yes, I did-- he woke me up."

# 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!

#### ALPINE MEAT Co.

2358 Tavern Rd.

445-2752



## 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



Time again to wish all our readers the best ever and let's hope 1970 brings more happiness and peace to the world. It is sorely in need of it.

Looking for an unusual Christmas gift for that special someone? How about a beautiful AKC Basset hound? Betty Rash has 4 left out of her champion female and has reduced the price from \$150. to only \$50. as a Christmas special. They have all their shots, are show quality and her number is 445-4010 if interested.

Our cousin Ted Tielens enlisted in the Navy and left the 17th for SD for his basic so we might get to see him when he completes it. His girl friend gave him a going away party last Friday and we were singing at the Stardust or would have gone. Probably was a good thing because on the way home he hit a cow that dashed out on the highway in front of his car and he sure splattered it all over the highway. He nearly totalled his car, in fact, he

had to have it towed to the garage. An accident like this is unavoidable and people who own animals should see that they are properly corralled as Ted

might have been injured.

Mrs. Enic Bowles had quite a fright last Friday when they came home from town and found the dog Scotty missing. They wouldn't have been too concerned except the dog is blind and partially deaf so couldn't hear them call him. All was fine next morning when she found him asleep in his little house. He had waited till daylight and smelled his way home.

Betsy McCall is in Mammoth enjoying a short vacation skiing. She just got back from Japan where she met two old friends walking down the street and was surprised and happy to see

April Earickson is looking forward to seeing her mother over the holidays as she is driving down from Crescent City where she is teaching school. April is staying with the McGee's this semester so she could attend El Cap.

We are spending a few days of our Christmas vacation in Scottsdale, Ariz. with our friend Tere Ireys. She is Miss Oceanside, has relatives there,



Extending to you the spirit of Christmas peace, hope and love.



#### ALPINE SHELL SERVICE



RON NI CCUM. Dealer

Interstate 8 & Tavern Road

445-4247

#### **CHRISTMAS** By Anareba Rinner

Christmas is a lovely time of gaiety and joy.

when we celebrate the birthday of the Holy Baby Boy. God loaned his only Son so we might learn His ways,

and do a better job on Earth throughout our many days. At times of trial throughout the year it

is easy to forget.

the things that Jesus taught us and the suffering He met. But now is the time to forget ourselves and love our fellowmen,

and think of joyous things to come, for it's Christmastime again. If He knew we saved His lessons on love

for Christmas day.

and the rest of the year forgot, I wonder what Christ would say. I've often thought how this world might be if only we could be the type of people that Jesus said we should.

We'd forget ourselves all year through and think of our fellowmen, then we wouldn't have to wait until it was Christmastime again.

Oh, how happy the world would be

if all of us would say, 'Hope you have a Merry Christmas", each and every day.

PS- This poem was loaned to the Sun by Mrs. T.J. Molinari, 2400 Alpine Blvd., written by her daughter.

Men are born collectors. First they collect bugs, toads and marbles; then girls, kisses and ties; then money, worries and a family; then gold trophies, crude jokes and hair tonics; and finally pains, symptoms and memories.

"Won't you join me in a cup of coffee?"

'Sure, but you get in first."



#### CHATEAU MINIMART

Groceries - Sundries Beer - Wine - Beverages Stan Chambers, Owner

445-3139

4008 Willows Rd at the Interchange



Merry Christmas



Happy New Year

FROM GENE & ANNE SAUTER

Alpine Hardware & Dept. Store

Mrs. Joan Spackman, with her children, moved Friday to Las Vegas from her home on W. Victoria Dr., She was formerly in Dr. Robt. Burak's office. It was reported to the Sun that she had married a man named Tate. She had lived here several years, previously on Japatul Rd., where several years ago her mother was killed in a car accident.

# CHRISTMAS

Mary Carter Paints
"Buy Two and Save"

Hours 9 to 6, Friday 9 to 9 UNFURNISHED FURNITURE

240 W. Main St., EC . 444-2316

INSURANCE RATES RISE ALSO

A neat little notice with the new car policy from Arley Nunley of the Farmers Group in EC, politely says:

"According to the Consumer Price Index, hospital costs have increased to 253% of the 1957-59 average.

"US News & World Report states that auto injuries have increased 37.2% and accident deaths 11.5% in five

"In four years the cost of auto accidents to the nation has jumped from \$8.1 billion to \$14.2 billion.

"According to company figures, the size of the average auto repair bill has gone from \$125 to \$213-- an increase of 70%-- in just 10 years. So...reluctantly... we have had to adjust our rates".

Sue Noble Rogers, sister of Betty Noble, was here last week from Corona to visit their mother Mrs. Dorothy Markley, who lives with Betty in her nice new home.

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.

TEA STILL SERVED HERE

These charming women, Mrs. Lenore Lusk, at left, noted music teacher and form. er leading lady on the stage, and Mrs. Wendell Smith, poured tea during the refresh. ment period at the Woman's Club Christmas party Tuesday. It featured Be La-Force's original show, illustrated by her slides.

Way back in 1899 the clubhouse was known as the Town Hall, built by the Hall Co., made up of local stockholders. The club met in the attic room

then, later moved downstairs to the auditorium where this year's jolly party was given.

this year's jolly party was given.

These two ladies sat opposite at the large table using the pretty silver sets. The group itself was formed in 1914, as Alpine Booster Club. May Marshall was the first president. In 1927 the ABC joined the county federation of women's clubs, changed its

name to the Monte Viejas Club, then in 1933, to Alpine Woman's Club.

And they're still drinking tea nearly 70 years later! If you want to read all about Alpine's history, get Bea LaForce's book which she is now revising and republishing.

Alpine needs a repairing plumber.



To All Our Good Friends in Alpine & the Mt. Empire
Harold, Kelly, Greg & Hank

# Harman Ha

Alpine Blvd. at Tavern Road

THANKS DUE SUN'S ADVERTISERS This big issue, with many photos and news features, is the Sun's 18th annual edition for Christmas. Thanks are due to the many loyal firms that advertise; also to the odd 1100 that buy or subscribe to it's all-paid circulation in Alpine, the county, and some other states.

Editor Irvine, Alice, and the Twins, most cordially wish everyone a very bright and merry Christmas, a real happy New Year, and a 1970 filled with good fortune, health and happiness!

Don't drink before you drive. You'll be putting the quart before the hearse!

#### GREETINGS of the SEASON Meachum's

Window Coverings And Floor Coverings SALES AND INSTALLATION

444-4398

260 W. Douglas

ALPINE LUTHERAN CHURCH NEWS

By Vicar L. A. Retberg Members and friends are reminded that our congregational Christmas party will be held this Sunday, Decem ber 21. We will meet at the Chas. Smith home on South Grade Road immediately after our Worship Service. Bring a dish to pass. For more information call 445-3714. Because of the Christmas party, we will have to change the time of the rehearsal for our Children's Christmas Service. The children will rehearse from 12 noon to 1 p. m.

"O Come, Let us worship Christ the Lord." The following services will be held from now to the beginning of 1970. We hope that you will plan to attend all of them for your joy and edification. Sometimes we become so involved in the externals of the Christmas season that we forget its real purpose, that of celebrating Jesus' Birthday.

Our Holiday Service schedule: Dec. 21, 11 a.m. - Fourth Advent Service; Dec. 24, 7:30 p.m.-Children's Christmas Service; Dec. 25, 10 a.m.-Christmas Carol Service; Dec. 28, 11 a.m. -Post-Christmas Service; Dec. 31, 7:30 p. m. - New Year's Eve Service; Jan. 4. Il a. m. - Epiphany Service.

Not only is the horse just about extinct, but so are the people who work like one.

SELF-EMPLOYED--

Professional and business men. Ask me about tax-sheltered self retirement plans approved by the "Keogh Bill". Also, a legal way to deduct Life-Insurance premiums from your income taxes!

# Cardo Dailoy

P.O. Box 96 Alpine, Ca.

445-4108

New York Life Insurance Co. 232 A Street, San Diego, Ca.

232-6626

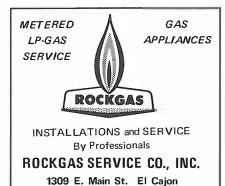


Mr. and Mrs. Bob Hale of Rock'n H Ranch, Tavern Road, who recently sold. bought a nice home in Lakeside where they still enjoy their horses, are fixing up the new ranch to suit their needs.

DEFER SCHOOL CROSSWALK REQUEST

School trustees Monday night received a communication from the Traffic Advisory Committee that their request for a crosswalk has been deferred. Supt. Browning felt that the matter will be reviewed after further speed and traffic studies are done. It had been suggested that a bridge be built over Alpine Blvd., but that is too costly.

Buy at home and save gas!







ARTER ROBERT ROB TO WISH YOU A



Peace on Earth



BROWN REALTY CO.

Bill and Charlene Brown

445-2631

2249 Alpine Blvd.

TERRY BOWLES MARRIES

Mr. and Mrs. Enic Bowles, 1942 Tavern Road, announce the marriage of their son Terry, 18, to Sandy Miller, 17, daughter of Mr. and Mrs. Joseph Miller, of Lakeside, in a formal wedding Saturday, Dec. 13 in the Calvary Baptist Church, National City, with the Rev. Ted Hix officiating.

Best man was Lincoln Timpson, bridesmaids, Leilani McGuire and Gege Geary. Ushers were Dennis Zitt, Mike Youngdale and Ray Ebbs. Angie Shipton was at the guest book, organist was Starla Hamilton, singer Marie Thomas, ringbearer Teddy Miller, no relation to the bride, and the flower girl was Linda's little sister Marcella. A reception for over 200 guests was in Fellowship "all at the church.

The young couple left for LA for a short honeymoon, will reside in El Cajon where Terry is with a Mobile Gas Station in Fletcher Hills.

Lizzy swears that she has never been kissed by a man!

"Well, isn't that enough to make any girl swear?"

Season's Greetings

AND BEST WISHES FOR A HAPPY NEW YEAR



AND FAMILY

BETTER CARE FOR YOUR PET

The SD County Veterinary Medical Assn., says that animals, like people, can suffer accidents and sudden illness. The pet owner who knows how to handle an emergency may save a pet's life. They suggest fast vet service if a pet has an accident, fight, burns, or poisoning.

The association is aga in sponsoring its annual rabies vaccination the week of Jan. 12. If yours has not had shots for two years, or is at least four months old, must have it. The charge is \$1.50, vets donating their time.

COLLEEN HRUSKA STORY From 26

tary, hopes to make time to do a newsy column for the Sun.

"Friday, Jan. 9 we are staging a night of fun" she adds, "with a potluck at 7 p.m., followed by dancing. Admission is a dish of entree, dessert or salad to serve 12, and a lot of country fun will be enjoyed".

Last Friday night the old hall was lively with a yule party for the kids. Another family fair is on the board for this summer.

BABY GIRL FOR THE SMITHS

George and Dianne Smith, of 1601 South Grade oad, are elated over the arrival Sunday at 3:10 a.m. of a baby girl weighing 7 lbs. in E.C. Valley Hospital. She is Michel, and with her mother, is doing fine.

Patient- "My wife tells me I walk in my sleep, doctor. What should I do?" Doctor- "Nothing you shouldn't."

ECONOMY LEVELS OFF SAYS MOHR

During November, says L.J. Mohr, manager, Security Pacific Bank here, local economic activity levelled off. "Record sales in stores was outweighed by declines in bank debits, construction and real estate sales", he said.

# Season's Ereetings



ere'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 Rocoso Rd. Lakeside.

# HAPPY HOLIDAYS

CUSTOM MADE WOOD NOVELTIES FOR

**CHRISTMAS** 

Smiley's Hobby Shop

3905 Hwy 80

Alpine 445-2770

26 ONE YOUNG, ONE OLD Here is

comley Colleen Hruska, lively young secretary of Descanso Boosters' Club, also of the Parents' Club, in front of headquarters, the antique Town Hall. Meetings are every 3rd Monday, 7:30 p. m.

Her hand rests on one of the ancient steel wagon

wheels used on ranches in those hey-days of farming. The wheels decorate the front porch of the old building which is being refurbished by the Bo-

The club is a year old, last June staged an old-fashioned country family



fair to raise funds for taxes, new wiring and updating, work being donated by real boosters in the town.

Mrs. Hruska, a Sun subscriber, mother of three youngsters, finds time to work for the two bodies as secre-

See next page



## PARIS MORTUARY

ELMER VIERKANT

442-4411

347 N. Magnolia

El Cajon

Best evishes



Old Fashioned

A Happy New Year

AL SMITH REALTY

Al Smith, Broker, Betty Jasencak & Archie Frogge

**Alpine** 

2530 Alpine Blvd.

Here's a late, high-altitude photo by Editor Irvine showing the Highlands, with South Grade Rd., coming into Alpine Blvd at left, showing Honey Hill, and old landmark with the South Grade Professional Building at inter-





section. East Victoria bridge in lower left where that road dips under freeway.

Viejas Lake on Palo Verde Ranch at upper right.

Irvine flies with Al Smith, each taking a turn at the wheel of the club's Piper Cherokee, Smith piloting when Irvine makes his shots.

"Why was Solomon the wisest man in the world?"

"Because he had so many wives to tell him what to do."

#### 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



Season's



#### MARCK MOTORS FORD

FROM ALL OF US

444-6114

332 E. Main St.

El Cajon

# **Christmas Greetings**



CARRELL'S

Hay, Grain & Supplies

2424 Alpine Blvd.

A man was trying to teach his wife to drive. All at once she screamed:

"What do I do? Here comes a telephone pole!"

# GREETINGS of the SEASON



Glenview Feed Co.

443-3883

13283 Hwy 80 at Los Coches McCALL SCHOOL PROGRAM TODAY

The annual Christmas program of McCall's Ranch School is at 10:30 a. m. today at the Woman's Club, says



Blanche McCall, principal. The students will present 4 skits.

It was moved to the clubhouse as the last few years have been SRO. Friends of the McCalls are invited, she adds. Some of the 40 students are flying to various states to be at home for the holidays. The young people had their tree and gifts yesterday at the school.

First Egyptian - " Who was that lady I saw you with last night?" Second Egyptian - "That was no lady, That was my mummy,"

Season's Creetings

J. H. McKIE, Jr.

Licensed Real Estate Broker Elsie Hoffman, Associate

2355 Alpine Blvd...

Alpine 

GROSSMONT CLASSES OKAYED

At Monday's board meeting the request of Grossmont College for classroom space for junior college classes to start here next semester. was granted. Community Services tax will pay for any custodial time needed.

A man's body is extremely sensitive, Pat him on the back and his head swells.

A classified ad in the Sun this week sold a banjo to a Chula Vista woman. She learned of it in a roundabout way. Being a friend of Byrl Phelps, and musical like he is in the Shrine Band, he called her and mentioned seeing the banjo ad in the Sun which he has taken for many years. Result: Mrs. Marilyn Lassman drove up with her daughter and a friend, bought the in-

ALPINE LUTHERAN (WELS)

#### CHURCH



Rev. Paul Heyn, Pastor 445-3742

2040 Tavern Rd. 1 Mile S. of Alpine Blvd.

"O, Come, Let us worship Christ the Lord." Sunday Worship 11:00 a.m. Sunday School 10:00 a.m.

Dec. 24 Children's Christmas Service 7:30 p.m.

Dec. 25 Christmas Carol Service 10:00 a.m.

Dec. 31 New Year's Eve Service 7:30 p.m.





AERO DRIVE-IN THEATRE

1470 E. Broadway, El Cajon

# Merry Christmas \( \)

THANKS A MILLION To All Our Friends & Customers



ALPINE E & R

#### **Auto Parts**

Owners "Red" & Eileen Wagner 2251 Alpine Blvd.



Bea LaForce, Alpine's noted playwrite and artist, who received plaudits for staging the anniversary show at Community Church, and last week the beautiful one at the Woman's Club. She made the costumes to fit her script, then photographed it all in slides and presented to members who were all thrilled with the realistic background and local talent she used.

SCHOOL BOARD UPS MILEAGE PAY An increase in allowance from 8¢ to 12¢ a mile was allowed by the school board at Monday's session. This is for administrative organization expense, for the first 250 miles.

A skeleton is a man with his inside out and his outside off.



owner of Kip's Cafe, purveyors of exquisite Cantonese dishes at 1058 E. Main

Kip is chef, has a capable staff and the most courteous waitresses. He has orders to go, also home delivery, and many around Alpine take advantage of this service. He knows many of his back country customers, always greets them warmly.

If you think you won't be missed, move away leaving some unpaid bills.



442-0971

1540 E. MAIN ST. EL CAJON

# Merry Christmas



#### FANFARE MUSIC CENTER

SEE OUR GUITAR DISPLAY FIRST

Use OurLaya way Plan

Open Nights Till 9

120 E. Main St. El Cajon

# 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

Lady- "My good man, does your firm allow you to take tips?' Delivery boy- "No lady, but if they asked if you gave me one, I'd lie like anything to save you.

# SECRETARIO DE RECEDENCIA RECEDENTA Greetings of the Season



#### De ANGELIS

ITALIAN RESTAURANT & COCKTAIL LOUNGE Closed Tuesday, Air Conditioned 12861 Old Hwy 80, EC 447-0842

KARARARARARARARARARARARARARARARA

ROWAN SHOWS AT KELLOGG COLLEGE Alpine's noted photographer, Bob Rowan, son of Ed and Elaine Rowan of Acacia Lane, had the honor of exhibit-



ing 50 of his fine portraits recently at a show in Kellogg Community College, Battle Creek, Mich, where he lives with his wife and child.

Bob is a graduate of Brooks' School of Photography in Santa Barbara, has exhibited here and in other places. He has a sensitive idea of his varied subjects and the composition. His show is "Faces of 69", which received a big writeup in the BC Enquirer & News, with cuts of some of his fine work. Alpine and the Rowans are mighty proud of Bob.

Advertise in the Sun, it pays!

MERRY CHRISTMAS and a

HAPPY NEW YEAR





Rudy Yarmouth \* Ray Tiber

423 E. Main

444-2141

El Cajon

HOSTESSES AT XMAS PARTY

Aiding their new president Reenie Adams. in making the annual yule party a great success were these three; from left; Nola Brabazon. Mary Westfall, and Eve Coppock.

The old audi torium, now im proved in many ways, rang with cheery voices. as it has done for some 70 years. It was built in 1899 by Benj. Arnold the town's real father, as told in Bea LaForce's interesting A1pine History,

The building had been used as a town hall and library till Mrs. Harold Flegal, only living one of the seven who started the club in 1914, conceived the idea of a social group of women to meet in the room over the library. (now unused).

Mrs. Flegal lives in Lakeside. She and her husband lived and operated

soon to be republished. a wine and grapejuice business with

their vineyard on the hill now occupied by Alpine Village Apartments.

Judge- "Have you anything to offer the court in your favor before sentence is passed?"

Prisoner- "No, Your Honor, my lawyer took my last dollar."



Merry Christmas

GLENVIEW SUPPLY Co. 443-1017

Old Hwy 80 at Los Coches

RAIN MADE BURNING POSSIBLE Fire Chief Dale Bennett says the recent downpour has dampened the brush and grass enough so that they can issue burning permits again.

#### L & M REMODELLING

Painting - Plastering - Carpentering | Roofing, Etc.

BILL & DAVE

(All Work Guaranteed)

445-4311

#### HARBISON CANYON

#### COMMUNITY

CHURCH

Pastor C.L. MacPherson
9:45 Sun, School II: Morning Serv.
7:00 Eve Serv. 7: Prayer Meet Wed.
'Old Fashioned Church Preaching
"Jesus Unrist the same yesterday, to-day and forever,"

CHAMBER OF COMMERCE COMMENTS
By Marie Featherst one

By now, we are sure you have all seen and are enjoying our beautiful lights across Alpine Blvd. at Victoria Drive. We wish to thank Al Adams and his crew from the Optimist Club for putting them up for the Chamber. It was no easy task. We also want to thank our members, without whose support and interest, this addition to the community would not be possible.

Our present plan is to add to these decorations each year until we have enough for the whole center of town. Wouldn't it be great, too, if we could get every merchant on Alpine Blvd, to put lights up across their buildings? Or, even decorate a tree or bush that might be in or near their stores?

Now would be the time to look around and see how we can improve the "Christmas Look". If we could get every home and every place of business to put up lights next year, we could be the showplace or San Diego County! There are communities that do this, you know, and what a way for free publicity!

"Johnny," said the teacher, "why don't you wash your fact? I can see what you had for breakfast this morning.
"What did I have, teacher?"
"Eggs"

NEW AND OLD

wife dinner Leo

left, outgoing pre

sident of the Al-

Manolakos, at

pine Optimist

Club, came in

from his duties

Log Cabin, to

as manager of the

shake hands with

the new president.

Hank Mathaison.

just before Hank

This aggres-

is growing steadi..

sive club which

ly with the pop-

ulation increase

here, is taking

civic activities.

part in many

sat down with

his wife.

At the husband -

**OPTIMIST** 

**PRESIDENTS** 

"You're wrong, teacher. That was yesterday."

About 85 years ago land around Alpine was planted mostly to olives, some grapes, and a few other fruits, then sold to easterners who thought they had a bonanza! Many of those old olive orchards are still here, but are not cropped, even though the olives make fine oil.



Season's Greetings
DON'S BARBER SHOP

IS NOW FEATURING

#### ROFFLER SCULPTUR KUT

Professional Styling (For Men)

COMPLETE LINE OF ROFFLER PRODUCTS

DON ROCCOFORTE

Owner

For appointment Call 445-4103

2530 Alpine Blvd.

Alpine



Mr. & Mrs. William Lidia
And

Mr. and Mrs. William Lindsey & Family

ALPINE CAFE

2225 Blpine Blvd.

Alpine



A new father was away from home and received his glad tidings in a telegram: "Hazel gave birth to a little girl this morning; both doing well." And on the message there was a sticker

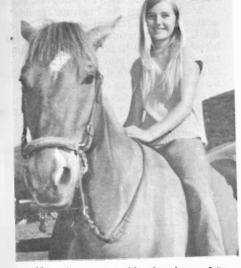
reading: "When you want a boy call Western Union."

TEAMWORK AT CENTER

This is the team that has been operating Alpine Convalescent Center since Oct. 1. J.L. Gann, administrator and Mrs. Elaine Rowna. assistant administrator, who was secretary when the W.W. Mitchells ran the center. They left to live on their farm in Arkansas, but keep up with local news with a Sun subscription.

The center is full, with 98 inmates, employes 75, mostly Alpiners. (See Sun for Oct. 24.

Teacher- "What is an octopus?" Pupil - "An eight-sided cat."



Here is Stormy, 13, daughter of Ev and Gloria Shilts astride her favorite mount. Her parents own Sleepy Hollow Ranch, have made many trails around the area which is on California Riding and Hiking Trail.

It's bad etiquette to walk between

your wife and the shop windows -- but,

boy, it's smart!

A FINE OLD to all of you!



.M. GRIECO, Realtor

465-9900

7299 University,

La Mesa

# istmask

Happy New Year

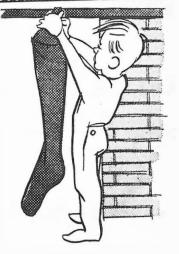
#### FLORENCE'S MARKET

2262 Alpine Blvd.

Alpine

# CHRISTMAS

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

Then there was the fellow who caught a fish in a Texas stream. The fish was considered under-sized by Texas law, so he got two other guys to help him throw it back.

Bringing you greetings and good wishes for the holidays.

RASH

#### CUSTOM DRAPERY

ALPINE

SCHOOL BOARD OKAYS MASTER PLAN

Monday night the Institute for Educational Management, an affiliate of the U.S. International University, was hired at \$3,000 to do a 3-month, longrange study of Alpine's growth and needs, then create a master plan. This was done following recommendation of the Citizens' Advisory Committee.

Supt. Browning introduced Dr. James M. Thrasher, executive director of the institute. He explained the purposes and needs for a master plan. The board, following much discussion, and Browning's approval, assented. Cost would be covered by \$2,000 from capital outlay, \$1,000 from the general fund.

LONGER DAYS COMING SOON

Today the sun rises at 6:49, sets at 4:42, according to the handy almanac on the back of each month in the nice calendar Security Bank gives out each year. The moon rises at 1:41 p.m., will be full next Tuesday. The winter solstice will bring longer days, which always pleases sunworshippers.

Carl McCall has an orchard of 85year old olive trees, some of which he has sold for landscaping in and around SD. They bear well, but none outside of food faddists eat the dried ones, most nutritious.

Now the only way to insure gifts getting there--around the nation-- is by airmail. The same goes for greetings, as the mails are under pressure, even with zip coding, says H.T. Magnussen, postmaster.

# Season's Greetings

To All Our Old Friends And To Our Many New Friends

CLIFF'S AUTOMOTIVE

1148 W. Main

El Cajon

444-4435



Margaret Lowthian gazes fondly at her beautiful stud Dondi Bar, standing at her Cahava Ranch, upper Alpine Heights Road. She also sells mares, yearlings and weanlings. Besides raising horses Margaret also raises and shows blooded Rhodesian Ridgebacks. SCHOOL ENROLLMENT RISES

Since Oct. 31, Supt. Ed. Browning reported to the board Monday night, enrollment has jumped to 790, plus 15 in special class, a gain of 19. This proves the urgent need for more space.

"So you're studying art. Do you

"Only when I have my long under-wear on."

# Merry Christmas

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

#### ALPINE REXALL PHARMACY 445-2488

2109 Alpine Blvd. Alpine

The Gift of Year-round Recreation & Relaxation is Yours At

# STALLION OAKS

Mobilhome Park -- Riding Stables
Bar-Restaurant -- Campgrounds



# Old West Motel

Santa's Swing Dance, Sat. Dec. 20

P.S. Plan now to spend New Year's Eve at STALLION OAKS

**DESCANSO** 

Mrs. Meriam Wilson, clerk at the Alpine Postoffice, flew to St. Louis recently to attend the funeral of her brother-in-law, flew home after a sad visit.

#### EL CAJON THEATRE

444-3272

#### Now Thru Tuesday

Deborah Kerr Burt Lancaster "Gypsy Moths"

James Garner Gayle Honnicutt "Marlowe"

ALL SEATS ANYTIME 60¢

#### AERO DRIVE-IN

444-8800 Now Thru Tuesday

Michael Caine - Lawrence Oliver "Battle of Britain" Omar Sharif - Jack Palance "Che"

Swapmeet 9 to 5 Sat. & Sun. 50¢ to Walk in \$2. to drive in & sell per car.



Here is Postmaster H. T. Magnussen as he delivered his "state of Alpine" farewell talk at the chamber of commerce dinner when he turned the gavel over to Dr. Robt, Burak, dynamic new president.

Concensus was that although busy with postal affairs—having worked on plans for the new building which Nixon has delayed—Magnussen did a splendid job with his various committees.

Marriage is a catalytic agent which converts a night owl into a homing pigeon.



# 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

CHARLES COBB

VFW 2275 of EC A. Jungnitsch of Alpine, commanding, conducted graveside services Monday at Alpine Gemetery for Charles E. Cobb, 69, of 446 Arnold Way, who died Dec. 11, in Navy Hospital. Lakeside Funeral Chapel was in charge. He retired from the USN as a CMM after 30 years. He was a native of Pennsylvania.

Survivors: widow, Zoia; son, George George, of Stockton, and a sister in Fla.

WINNERS TO BE ANNOUNCED

Compiled reports of 13 judges for 13 Alpine districts, all judged independently in their area will appear in next week's issue of the Sun.

For those who wish to view the lights of Alpine this week, names and addresses will be posted in the Empire and Florence's Markets, Alpine Rexall, Chamber office, library and postoffice.

--Beautification committee.



445-9531 2502 Alpine, Blvd. Pool Tables Coldest Beer Around

TO RECEPT RECEPT

Christmas Greetings



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

Alpine
CONVALESCENT
Center

445-2644

2120 Hwy 80 445-2771

IT'S A BOY FOR BENSONS

Mr. and Mrs. Doug Benson (Alpine Meat Co.) Tavern Road, welcomed a new baby boy into their home Nov. 13. The little fellow weighed 9#, was born in Grossmont Hospital, named Daniel Alfred. Bensons have two other children, Doug, 9, and Mickie Lynne, 6.

Get A Great -Great Guy Deal From



NEW CARS TO GO
HUGE INVENTORY
Credit okayed in Minute

442-0201 850 EL CAJON BLY. FRANK GREEN

Requiem mass was Tuesday in Queen of Angels Catholic Church for Franklin Leslie Green, 56, of 1065 Alpine



Heights Rd., who died Saturday after a long illness in his home. Recitation of the rosary was Monday night. Burial was in Alpine Cemetery, Paris Mortuary in charge. Survivors: widow, Mary V.; one son; one daughter, Martha B. Neill of Alpine; one sister, one brother.

Green at one time ran a feed store here with Roy Stover, worked with Paul Boardman, former Alpiner, at the PSA hangars in SD. FITS & ALICE GO FISHING

Dear Clarke: Inclosed please find check for \$6. for the Alpine Sun for 2 years.



Fitz and I miss the many wonderful friends we made while operating the Alpine Cafe since selling. I have been catching up on some fishing. Have just returned from a 5-day long-range deep-sea fishing trip fown south to San Pablo Bay-Assicion, Cedros, Benitos' silands and Sacramento Reef. The yellowtail, Bull Bass and White Fish were fabulous. The food on board the beautiful 85-footer "Red Roaster"

was out of this world!

The weather was beautiful, even fishing at night you didn't need a jacket. Am ready to go again!

Wishing you and yours a very Merry Christmas.

-Alice Fitzgerald

Thanks folks, thanks, and same holiday wishes to you. CI.

Slogan for 1970 Boy Scout Week, Feb. 7-13, is "America's Manpower begins with Boypower". The SD County Council will join with 600 others across the nation in the "Boypower 76" theme.



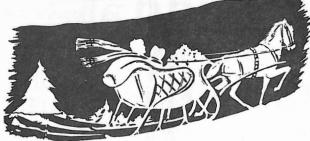
#### TEXACO SERVICE

BATTERIES - TIRES - ACCESSORIES Complete Motor Tune-Ups 445-2872

2232 Alpine Blvd.

Alpine





Red and Ether

**CASINO INN**445-9581

Alpine



FROM

#### KUHL'S WOODCRAFT

HOME OF THE WINDMILL GOPHER CHASER

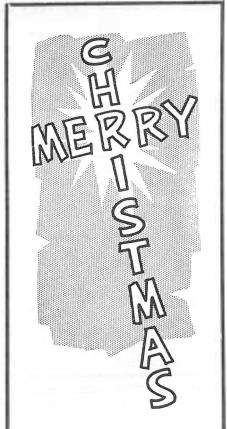
TOYS - GIFTS



Phil & Ivy Kuhl

925 Alpine Blvd.

Alpine



Here's to the New Year and the many loyal friends who gave us their patronage during the past year. To all a Happy New Year.



From Everyone At The

THE EGG HUT

2721 Alpine Blvd. Alpine

"GRANDMA' BURNS MAKES 100!

Mrs. Jeanette Hinkle's sister, Mrs. Sarah Burns of EC Convalescent Hospital, who lived for 19 years over at Agua Caliente County Park in her trailer, rounded out 100 years Wednes-

Her many friends gave her a big party on Tuesday. Grandma Burns has another sister in LA, a brother in Klamath Falls, two daughters in El Cajon and another in Santa Rosa. She counts 16 grandchildren, 35 great and "about 10 great-greats" she says.

Note- When your editor flew over to the hot springs for baths with Al Smith, we met Grandma, went swimming together, ran a photo of the scene some years ago. We always admired this lady who was so popular over there. - CI.

# Season's Greetings To All Our Friends RATLIFF LIQUOR AND DELICATESSEN 445-4462 2233 Alpine Blvd.



2233 Alpine Blvd. Alpine



Most folks have a hard time smiling about their income tax returns, but Pat Naud, manager of the H&R Block office, 2140 Alpine Blvd., has a perpetual smile for clients, as she often saves them money that, had they done the return alone, might have overpaid, thus cheating themselves. The IRS says many do that very thing by not taking legal deductions. Pat will be open on Jan 5, first Monday after the holidays.

NEW YEAR DANCE AT WAGON WHEEL Wayne Stieber, jolly new owner of that famous old Wagon Wheel restaurant in Santee says since they put in Country Western music attendance has increased every Friday and Saturday

This holiday he plans a big New Year's Eve dance and is now taking reservations at 448-8550. They have the largest dance floor in the county.

"Jones, how late do you usually sleep on Sunday morning?" "It all depends." "Depends on what?" "The length of the sermon."

## TASTY BAKE SHOP

IN EL CAJON We Specialize In

## **Decorated Cakes**

For Any Occasion On Short Notice Weddings & Birthdays

Pastries - Bread

444-3686

Merry Christmas and Happy New Year

TO ALL MY CUSTOMERS W. C. Allen

# Valley Equipment & Trailer Rentals

1 MILE NORTH OF VALLEY HOSPITAL. EL CAJON

12839 East Hiway 80 

El Cajon

Phone HI 4-2893

FOREST SERVICE NEEDS MEN

Positions paying from \$4917 to \$6176 a year are open for men who have had forestry experience in various work under Civil Service. Announcements and applications are available at Federal Job Information Center in SD, LA and other cities. No written test is required.

You're getting over the hill when most of your dreams are re-runs.

#### BULLDOZING & GRADING

YARD AND DRIVE WAYS Plowing

Small Jobs Preferred

Alpine

LOG CABIN WAS ONCE STREETCAR

In Bea LaForce's detailed history of Alpine one may learn some very interesting things about the early days here.

The first cafe began as a streetcar, bought in SD by C. A. Sherman, and hauled up the tortuous mountain road to its location where the present Log Cabin Cafe stands, with the tree growing up through its roof. That was back in 1920. Previously all that was on that site was a watering trough.

For some time the Shermans ran the cafe in the slightly remodeled streetcar before enlarging and refinishing it in the log cabin style.

The teacher had been talking about the weather. "What is it," she asked, "that comes in like a lion and goes out like a lamb?"

A little girl in the back row replied:

Possess that Peace
Hope and Sove
which is
firstmas

Alpine

Bather."

Pather."

Pather

NICE NEW FAMILY ARRIVES

Here is the lively family of J. L. Gann, new administrator of Alpine Convalescent Center, who arrived Oct. 1 to head up the place.

From left, they are; back row: Becky, Toni, Mrs. Gann, (Robbie), holding their latest addition. Nikki, now two months old; Gann, and Richard; front row: Barry and Pam.

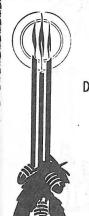
Both J. L. and Robbie are natives of Cedartown. Ga.

Their romance started when she met J. L. as he was in the Army, and at her brother's request, called to give a hello for him. They went together for six years, then married, celebrated their 18th anniversary last week.

Later Gann went in the Navy, first came to California in 1952, lived here

since then except for three years on the east coast. They have been in the county Il years, he retiring in 1952 from Navy Hospital in SD.

They love Alpine, make their home in the beautiful dwelling built by the late Archie Barrelle on Holly Drive.



#### El Serape

Delicious Mexican Food Delightfully Served in Pleasant Surroundings

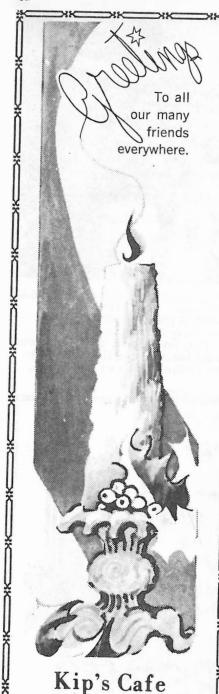
> Sunday Lunch 11:30 - 2:00 Dinner 5-9

> > Your Host Chic Griego

Wishes You A Very

1398 E. Main

El Cajon



FINE CHINESE FOOD

1058 E. Main El Cajon 442-1211

TELL HOURS AT CHATHOLIC CHURCH

The following schedule of services for Christmas at Queen of Angels Church have been announced by Father Timlin:

Confessions will be heard on Tuesday, Dec. 23rd, from 4 to 5 pm and 7 to 8 pm; and on Wednesday, Dec. 24; from 10 to 11 am, 3 to 5 pm and 7 to 8 pm.

The Parish Choir will lead in the singing of carols for half an hour before the Midnight and the 10 am Masses. The Choir for Midnight Mass and the 10 o'clock Mass on Christmas morning will be directed by Mrs. Larry Tomlinson accompanied by organists Mrs. Charles Russell and Dale Maple. The other Mass on Christmas Day at the Church will be offered at 8 am.

Because of limited space, the Pastor and congregation suggest that families with younger children avail of one of the Masses on Christmas morning rather than the Midmight Mass.

"How many times must I tell you, Willie, that you must keep your eyes closed during prayer."

"Yes, mamma, but how do you know I don't.?

#### GREETINGS of the SEASON



#### Evelyn's BEAUTY SHOP

Permanents from \$6.50 Closed Tuesday 444-4294

2030 Crest Dr.

Suncrest

MAKES UNIQUE DECORATION

Here is Mrs. Inez Braasch, of Alpine Cottages, who created an unusual yule display for the front door of the Library, which is 70 years old, having occupied the same room all that time since 1899.

With her is her 7-months old Erika, who was born in SD. She has been here three months, likes Alpine fine. She created the display from greeting cards and colorful holiday materials, which greets every visitor.

Mrs. Elizabeth West, librarian, says, they have much good holiday reading. Hours: Tuesday & Thursday, 1-5; Saturday, 10 to 2.

Apolina Santa Sant





Geo. Jurey of Irvine Trailer Estates, suffered another light heart attact Saturday evening, is making nice recovery.

Alpine needs a fixit shop.

# Merry Christmas



\* and



A Happy New Year

FROM

JIM & MILDRED RORIE

The Fiberglass Menagerie Company

2435 Alpine Blvd.

Alpine, California, 92001

The claim for Alpine's fine climate is borne out by the fact that citrus, avacados, sapotes and many other tropical or subtropical fruits thrive here, in most areas, although in some elevations they do not.

PRORUGERER REPRESENTATION GALA

#### New Year's Eve DANCE!

At The WAGON WHEEL

COUNTRY WESTERN MUSIC

SUN. DEC. 31, 1969 Santee, Calif.

MAKE RESERVATIONS NOW

CALL 448-8550

YOUR CHAMBER AND YOU

By Marie Featherstone

Your Chamber of Commerce continues to work for you. In case you are wondering what was going on again last week-end at the corner of Alpine Blvd. and Victoria Drive, the SDG &E was installing our Dusk to Dawn light, the Chamber's new contribution to our town.

This has really been a month for action. First the chamber's beautiful new Christmas decoration and now the year-round light. Your chamber has other plans for the new year, helping to beautify Alpine.

Those of you who are not members, come on, join, and get into the act. It's not only fun, it is very rewarding to know you helped!

And you newcomers, what better way to become acquainted. Call the chamber office, 445-2722, or better still, come into the office and sigh up for membership.

Well, Jack Spatz was up to his favorite pastime. As you know, we welcome newcomers with a Monterey pine and Jack has this delightful job.

These families received lovely trees this past week: Lester Barker, 1866 Tavern Road, Vern Fox, Victoria Dr., W.G. Morales and S. Pola of Greenacres Dr., Stenzel, 1702 Arnold Way and Dennis Manion, 1843 Tavern Rd.

Better is a little with content than much with contention.

**HAPPY** 

**HOLIDAYS** 

"ALPINE LIVELY OAKS"



This attractive sign just put up over the Alpine Branch, Security Pacific Bank, 2153 Arnold Way, lets everyone know that Security is here. It is quite attractive, lighted at night.

Mgr. Luther Mohr reports that business is steadily increasing with new population coming in. Alpine Village Apts. is practically filled to present capacity of 77 units, and Vista Alpine Mobile Home Estates today has 54 residents, two more due in next week, and more to come, which in a short time will fill it to capacity of 151.

The longer a man lives, the more he realizes how much his early ignorance has shortened his life.





FLYING

The Descanso Junction "Gracie & Whit"

445-9591



A Merry Christmas Prosperous New Year

New and Used

CARS & TRUCKS STREIT CHREVOLET

8000 Morningside Way

With several huge chicken ranches and one turkey breeding place, Alpine is noted around the nation for its equable climate for hens, also for rabbits-and people! If you wish details on the weather, get a summary which the Sun publishes annually, from the chamber of commerce.

MERRY
CHRISTMAS
AND
HAPPY NEW YEAR
TO OUR FRIENDS
WESTAMERICA
SECURITIES, INC.
Harold (Red) & Audrey Robbins
445-4459 or 297-2961

BURDRO RURO RURO RO RO RO RO RO RO

BAPTIST CHURCH OF ALPINE

January 1 is the date set for the beginning of Revival services at the First Baptist Church of Alpine, is due to continue through Jan. 4. Services will begin at 7 pm each evening with Hiram Catlett in the pulpit.

Hiram is a young student at California Baptist College in Riverside. He is married to the former Deenie Rix and they have two sons, Bart and Cory. Before entering CBC to study for the ministery, Hiram and his family resided on Alpine Heights Road.

Special music is planned for the services and everyone is cordially invited. The public is welcome to a Christmas program next Sunday evening, Dec. 21, 7 pm in the church auditorium. A social hour will follow with special treats for the children.

At the last business meeting, Mrs. Lee Wilson (Ruby) was elected Sunday School Superintendent. Mr. and Mrs. Wilson have moved here recently from Pacific Beach, are now living in Vista Alpine Mobile Home Estates.

Sunday School begins at 9:45 am each Sunday with Bible classes for all ages. Preaching services follow at 11 am. Gray Evans is Pastor.

FOR SALE or trade, 3-D magnetic signs for autos or trucks. M-M Plastics. 445-4525.

1968 Pontiac Firebird Hardtop. 27000 miles. Stick shift, stereo. All extras. Excl. cond. Moved to Hawaii, must sell. \$2350. 444-0571.

NATURAL VITAMINS, cold pressed oils, mayonnaise, raw wheat germ, new crop dates & walnuts. Egg Hut, 2721 Alpine Blvd.

CEMENT Mixer, good motor and tires, \$75. Wood lathe, like new \$55. Bantam trailer 4 x 6 steel box, new tires, \$75. 445-2770.

LOST GRAY GOOSE last Thursday in Eltinge Drive area. 445-3684.

VIEW PROPERTY. .62 acre on Eltinge Dr. \$4,750. 281-4117.

SEWING - Alterations. Dressmaking. Irene Smith. 445-4580.

WORK DONE, Call after 4, 445-4367.

WOMAN after Jan. 1 to live in, help woman alone light housework. Call or write PO Box 622, 445-3672.

According to Bea LaForce's history of Alpine, about 1900 a man, Wm. Stevenson, secured signed petitions from residents which gave the town on Viejas, its current name, Alpine, although then it was called Alpine Center. A man, Geo. Washington Webb, says Bea, gave it the name saying it reminded him of the Swiss Alps. (He must have seen it with snow!)

Doc: "Did the medicine I gave your wife straighten her out?" Hubby: "Yes, I buried her yesterday."

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

LARGE DISPLAY HAND Crafted Woodwork. Lamps - Coffee tables  $\frac{1}{2}$  of regular price.

SMILEY'S WOOD CRAFT SHOP 445-2770. 3905 Alpine Blvd.

PAINTING - Interior, exterior. Reasonable. Fast, neat, clean. 25 years experience, 445-2797.

PIANO Lessons, Ruth Burdett, 445-2877.

GAINES LAUNDRY & CLEANERS Free Pick up & Delivery. 463-9944.

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

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.

NEW CONSTRUCTION & alterations of any kind. No job too small. John Schumacher, 445-2173. PO Box 377, Alpine.

I'm proud of God's word. Rom. 1:16 and I testify with bumper banners. For information write Allison Hall, P.O. Box 10170, San Diego, Ca. 92041.

ALPINE MAP, shows freeway and all roads. 25¢ mailed anywhere. Alpine Sun, Cal. 92001.

Do you have a good personality? Are you enthusiastic? Can you organize? If you are this person, don't cheat yourself out of a successful career. Write 157 4th Ave., Apt. A, Chula Vista. 92010.

BABY SITTER needed for 3 hours every afternoon, 4 times a week. Call mornings. 445-4009.

#### BULLDOZING

LAND CLEARING Roads & Lots Graded 298-4858

P.O. Box 485

Alpine



is still the best . . .

SOUTH GRADE PROFESSIONAL BUILDING ALPINE, CALIFORNIA

#### Classified

30¢ a line (6 words) per line. Min. 75¢. Cash with copy to Sun.

SPECIAL NOTICES

BEAUTIFUL LIVING Christmas Trees.
Cedrus Deodara, Incense Cedar, Aleppo,
Monterey Pine. \$5.50 to \$12.
PINE ACRES TREE NURSERY
1267 Arnold Way
445-3037.

CID PROPANE, Serving Alpine and E. County, Meter, Bulk, Commercial. We handle all types of gas appliances; heaters & water heaters. 1911 Alpine Blvd. 445-2632.

PHOTOGRAPHY -- Commercial, Indust. Weddings, Pub. Rel., etc. W.W. Mc Ewen, 443-4730. (tf)

BEESON'S DISPOSAL Service. Trash & Garbage Mixed. Call 8:30 to 4:30 Mon. Fri. Serving Harbison Canyon to Mt. Laguna. 445-3029.

CUSTOM DRAPERY & UPHOLSTERING Material shown in home. 445-4010.

Someone called the Sun to know if its bookshop had a copy of "You", by Frances Wilshire, a book on self better ment and understanding. As it is out of print, the answer was no, but one lone copy was found. It is being held for that person who called.

#### LEGAL NOTICE

49230 CERTIFICATE FOR TRANSACTING BUSINESS UNDER A FICTITIOUS NAME

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

Alpine Trucking 5738 Willows Rd, Rt. 1, Box 528, Alpine, Ca. WITNESS our hand this 18th day of November, 1969

 Keith Brabazon Rt. 1, Box 528, Alpine, Ca. 92001
 Clara C. Brabazon

Rt. I, Box 528, Alpine, Ca. 92001 STATE OF CALIFORNIA

COUNTY OF SAN DIEGO SS
On this 18th day of November, 1969, before me Ginger Weseloh a Notary Public for said County and State, duly commissioned and sworn, personally appeared Keith Brabazon and Clara C. Brabazon known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same,

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

Ginger Weseloh Notary Public In and for said County and State, Alpine Sun, Dec. 5, 12, 19 and 26, 1969, #238120 REAL ESTATE FOR SALE

ALPINE HIGHLANDS, 3BR, 1980 SQ Ft. ½ acre, formal dining room, many extras, view from all windows.

SMITH REALTY

2530 Alpine Blvd. 445-2670

MISCELLANEOUS FOR SALE

CANNON Camera, case, attachments, \$85. 445-2394.

2 Wheel overload dolly, \$65. Overload springs for trailer towing, \$25. 445 2394 or 445-2415.

CHRISTMAS EVE WAS MOST DANGEROUS

Capt. Herz of the CHP warns drivers: "allow enough time to get where you're going safely, or you may not get there at all!", referring mostly to Christmas Eve. It was the most dangerous day in December, 1968, when people left work and the dinner hour. "Be extra careful" he admonishes. Here, here!

John DeMeio who worked as bartender at the Log Cabin, is now banquet manager at Hotel del Coronado, but still lives here.

#### LEGAL NOTICE

#49302 CERTIFICATE FOR TRANSACTING BUSINESS UNDER A FICTITIOUS NAME

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

Unique Gift Specialties Post Office Box 145, Alpine, Calif. 92001 WITNESS our hands this 15th day of November, 1969 1. Carl C. Pyle

Viejas View Lane, Alpine, Calif. 92001 2. Inga F. Pyle

Viejas View Lane, Alpine, Calif. 92001 STATE OF CALIFORNIA COUNTY OF SAN DIEGO SS

On this 15th day of November, 1969, before me liam G. Brown a Notary Public for said County a nd State, duly commissioned and sworn, personally appeared Carl C. Pyle and Inga F. Pyle known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

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

William G. Brown Notary Public in and for said County and State Alpine Sun, Dec. 5, 12, 19 and 26, 1969 #238120 CLUB HAD ITS XMAS PARTY

The Woman's Club enjoyed a colorful, jolly session Tuesday at its annual Christmas party with a full house.

At left is new president, Reenie Adams, beside their pretty tree, with Grace Wilcox, outgoing head who served two years.

One pioneer member is Marie Carlson, who was born in SD, moved here 52 years ago in 1917, was active in clubwork down through the years.

Their clubhouse, which also houses the library, is 70 years old this year.

An adult is a person who has stopped growing except in the middle.



WATER STORY FROM Page 1

IN RECENTANT RECENTANT

Judging by the tone of questions asked and the lack of interest in the petitions presented for signature, the plan offered by the Otay visitors was not popularly received. The petitions are however still being circulated.



Wishing you a bright and merry

Christmas

ALPINE ROCKET SERVICE

> 2042 Alpine Blvd. 445-9577

ALPINE LAUNDERETTE

2038 Alpine Blvd. 445-9577



# the Irvines Wish You, All the Joys Of the Holiday Season



Irvine Twins, Cecile & Celeste



Alice & Clarke Irvine

Best evishes for a Happy Old Fashioned CHINIST MAS and many of 'em! BUTLER DRILLING COMPANY Kenneth Hittle

RETURN POSTAGE GUARANTEED Second Class Publication ALPINE Sun Rt. 1, Box 189 Alpine, Ca. 92001

DORIS N FULLER PO BX 411 ALPINE CAL

