

America's Tiniest Newspaper

Alpine Sun

Christmas Greetings

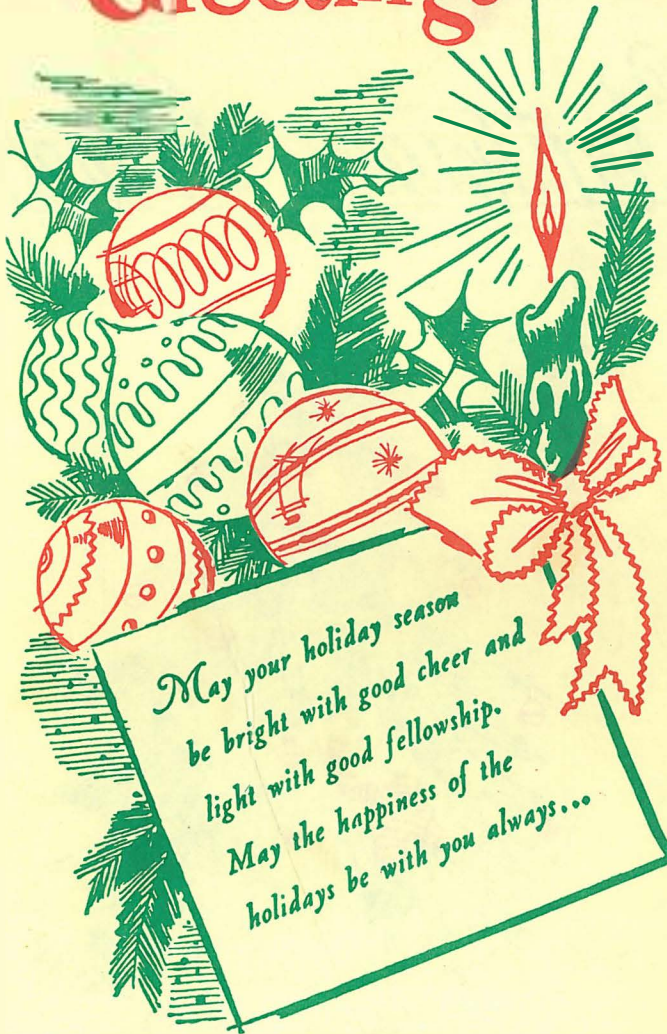


May the true spirit of the First Christmas shine brightly in your heart today and every day.

1970

BEST wishes
Clarke & Alice Irvine

Greetings



May your holiday season
be bright with good cheer and
light with good fellowship.
May the happiness of the
holidays be with you always...



SECURITY PACIFIC NATIONAL BANK

ALPINE BRANCH

America's Tiniest Newspaper



ALPINE SUN



Our 19th Year

Vol. 19 No. 51 Alpine, Ca. 92001 Friday, Dec. 18, 1970 445-2415 10¢

MICHIGAN COUPLE BUY HERE

Escrow just closed on the sale of 1 1/2 choice acres with three rentals at 1851 Alpine Blvd. formerly owned by Mr. and Mrs. Jens Barslund. The new owners are Mr. and Mrs. Neil F. Connolly from Detroit. They have four children at home and four married, living in Detroit. Paul, 15, attends El Capitan, Dale, 13, Kathleen Marie, 8, and Laura Marie, 7. They attend Alpine School.

Connolly plans several improvements to the property. Sale was by Charlene Brown of Brown Realty here.

HOME FEDERAL HERE JAN. 2

Plans are almost completed for Home Federal to open their mobile office on land leased from Kapsala's Restaurant. The parking will go through from Alpine Blvd. to Arnold Way, with approximately 50 x 100 feet for the entire enterprise.

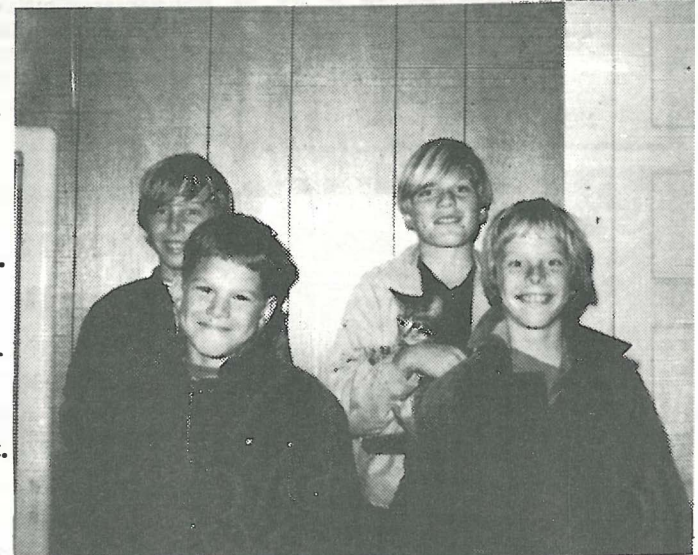
Allen Reed, senior vice-president, is in charge of buildings and branches, selected Alpine because of its fast growth.

The building, housing the mobile unit, will be completed in February with Paul Fordem, manager, here once

LADS ENTERTAIN ALPINERS

This quartette of energetic youngsters made the rounds in Alpine Wednesday night singing carols to help finance their Christmas shopping.

After singing several popular Yule numbers, Celeste Irvine snapped this happy picture. Back row; Barry Stanton, Paul Branton. Front, left, Mark Loper and Russell Stanton.



DECORATIONS JUDGED SUNDAY

Phyllis Liner, in charge of the annual Christmas Decorations Contest, says "help light the lights of Alpine for Christmas. Judges will go around Sunday and make their selections.

weekly to take care of Alpine's many depositors.

The business end of the lease was handled by Neda Hill Realty.

OPTIMISTS TO RAFFLE BIRD

If you haven't already bought your raffle tickets for a 20# turkey donated by Al and Renie Adams, contact any Optimist member for some. They are \$1. each with drawing at the Dec. 23 meeting.

SD COUPLE BUILD

Mr. & Mrs. Russell Thibault of SD and two children are building a new home in the Highlands, hope to occupy it as soon as completed, with LeRoy Peterson as contractor.

Sale of the land was by Betty Jasencak of Al Smith Realty.

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

AERO DRIVE-IN

444-8800
NOW THRU TUESDAY

James Caan
"Rabbit Run"

Jason Robards
"The ballad of Cable Hogue"

EL CAJON THEATRE

444-3272
NOW THRU TUESDAY

Alaskan Safari
Cougar Country

NOW ALL SEATS 60¢

EL CAP NEWS

By Mrs. J. H. Ogden

At a recent El Cap PTA Board meeting Dr. Austin Sellery, district superintendent, discussed the financial problems and the proposed needed building program facing the Grossmont District. He would like to meet with as many people as possible in the coming weeks. Call the district office if you have a group of citizens who wish to discuss these important problems with Dr. Sellery. He works for you!

Back at El Capitan High the ASB and seniors are planning a Xmas dance to be Dec. 19 at the Drew Ford Bldg, in La Mesa. The PTA will furnish punch and cookies. Mr. Brimhall and classes need 3000 coffee cans (prefer #3 size) to plant pine trees for the burned mountain areas. Students are also collecting ornaments for the people of Harbinson Canyon area who lost their homes in the fire.

The PTA and ASB would like to thank the interest citizens of Lakeside, Alpine and Harbinson Canyon for their wonderful support of events. It has been a very good year! We wish everyone a happy holiday and look forward to a MOVING 1971!

Magnificent Magnavox

The most beautiful
table model

COLOR TV
with Total Automatic
Color System

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\$429⁵⁰

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*Best wishes
for a Happy*



Old Fashioned

CHRISTMAS

and

A Happy New Year

**AL SMITH
REALTY**

Al Smith, Broker,
Betty Jasencak & Archie Frogge

Alpine

2530 Alpine Blvd.

445-2670

EDITORIAL

WHAT WOULD THE WORLD DO IF CHRIST APPEARED?

If such a miracle manifest itself just what would the world do? Would he excuse the countless mistakes people have made and will continue to make? Would he condemn the followers of the Bible who have questioned many of his claims, and miracles?

Jesus founded his teachings on Christian

principles, which has brought his name before countless generations in glory and honor. What would his reaction be to those who would deliberately destroy this nation in order to bring about their own selfish money-mad ambitions.

No human alive would or could guess what his actual words would be. He was not a timid soul. He always gave praise where it was due and he condemned evil with all his heart. His courage was undaunted and he denounced narrow-mindedness, selfishness and all of the weaknesses in man.

The earth is still the same, the people, the mountains, the oceans, vast plains and most wildlife are still here. But what of the smog, crowded cities, wars, young people using dope, campus unrest etc? I doubt very much if his presence here would change the destructive direction into which the world is headed.

"A second coming" would certainly shake the very foundations of this old globe and he probably would be hailed by many, stoned or slandered by a few and eventually assassinated by a radical who's interest would be only to eliminate anyone who could or would bring peace to all.

Note: In the absence of Editor Irvine, who has never missed a timely editorial in the 19 years we have published the Sun, I have tried to pick out a subject related to Christmas that would give readers something to think about I hope I have succeeded. AI.

CARD OF THANKS

Words can't express my appreciation to the people of Alpine for their help, offers of help and messages to me and my family during Clarke's illness. An especially big thanks goes to Dale Bennett, his wife Kathleen and their boys for the beautiful bouquet sent to Navy Hospital for Clarke.
-Alice Irvine & daughters



Alpine's Fine Weather

High 67, Ave. High 67
Low 53, Ave. Low 36
Rain Wed. Season 4.81

Where the Sunshine Spends the Year

ALPINE SUN

America's Tiniest Newspaper
445-2415 or 445-2394

2255 Tavern Road, Alpine, Ca 92001

Published Weekly on Friday

10¢ per copy, by mail \$3. a year

Clarke Irvine, Editor & Publisher

Alice Irvine, Art and Composition

2nd Class postage paid at Alpine

Est. Jan. 1952, Adjudicated Nov. 59
in Superior Court, #238120.



WESTERN CHRISTMAS

CARDS

And Gifts

Creations From

BLAIR HOUSE

Descanso 445-3676

10% DISCOUNT

With This Ad

Farmers Insurance Group

LOW RATES FOR ALL YOUR INSURANCE

329 E. Main St., El Cajon Al Agostini 444-2101

Christmas

1970



To wish the meaning of Christmas
deeper, its friendships stronger
and hopes brighter for you.

Betty Noble - Neda Hill

TOM - NEDA - BRUCE - CHUCK - ERIC

NEDA HILL REALTY

445-2818

445-5206

Cor. Tavern & White Oak Dr.



**AL SMITH
OFFICE BUSY**

Betty Jasencak and Paul Dillow are busy in Smith Realty office handling many transactions for him. Smith is Assistant Manager at Gillespie Field. He spends one day a week here, has a competent staff to take care of his growing business.

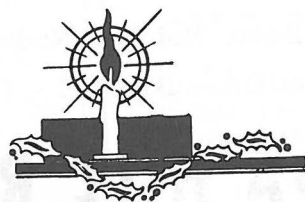
NUTCRACKER SUITE SLATED

The California Ballet Company will present the traditional "Nutcracker Suite" in four performances in Russ Auditorium Dec. 26-27 at 2:30 and 8 p. m. each day. Tickets from all Metro ticket agencies.

ACACIA CLUB ENJOYED DINNER

Last Thursday members of Alpine's Acacia Club met at Fuller Hall with Mrs. Floyd Norse and Flora Hill as hostesses. They prepared a delicious ham dinner which all attending enjoyed.

*Merry Christmas
and
A Happy New Year*



Alpine Beauty Salon

2142 Alpine Blvd.

Alpine

445-4031

TO ALL MY FRIENDS, SINCERE WISHES FOR:

A Very Merry Christmas

And A

Happy New Year

OF HEALTH AND HAPPINESS



CHARLES E. WEST

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REPRESENTING:

THE TRAVELERS & U. S. FIDELITY & GUARANTY

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445-5165



HORSE TALK

By The Double C's

Time again to wish all our readers a real Happy Christmas and a wonderful New Year.

Everyone is so busy shopping and going to parties they don't have time to ride, so our news is rather short this week.

Margaret Lowthian is retiring her famous Baby Blue after her 1071 foal is born, will be her 13th and Margaret feels she has done her best. She will use her for riding and just for pleasure from now on. She is expecting 5 babies this Spring, has 16 now on the ranch so will have quite a stable full in a few months.

Horse enthusiasts, don't fail to see the nex exhibit in the Museum of Man building, Balboa Park, on the horse and its effect on our lives. It includes an antique blacksmith shop. examples

of Indian, vaquero, cavalry and mid-1800 cowboy equipment, carriages and also features the present day horse and how he is used for recreation. The display is simply fabulous. A real must on your list of things to do in San Diego.

Want a 3-year old thoroughbred gelding that is gentle. He would make a good jumper or good riding horse. \$400. takes him but without tack. If interested call Mr. Crownover, 445-4004.

Evette Kluczewich bred her mare Pilar to Don Buck, her Uncle's registered buckskin stallion. Pilar is due in August.

CHURCH PUTS ON PLAY

The young members of Bethel Assembly Church, Arnold Way, are presenting a Christmas play using the youth of the congregation directed by Gary Pitman at 7 p. m. Sunday in the church. "The public is invited says Pastor M. L. Buttram.

El Cajon Radiator

"MARSH" LARSON, OWNER

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Season's Greetings

TO OUR MANY FRIENDS IN THE MT EMPIRE

YOUR COMPLETE FASHION SPECIALTY SHOPS

Famous
Brands

Evelyn

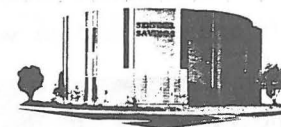
Extended
Credit

WIGTON'S

smart apparel



TO OUR ALPINE FRIENDS



SENTINEL SAVINGS

AND LOAN ASSOCIATION

Mission Valley

1900 CAMINO DEL RIO SAN DIEGO 10 CALIFORNIA 297-5081

GREATHOUSES ENTERTAIN KIN

Mr. & Mrs. Dale Greathouse are entertaining his sister and husband, Mr. & Mrs. Roy Ronsey of Walsh, Colo. who are here for the holidays, will spend part time with their mother Mrs. Ira Greathouse, in Chula Vista, who underwent surgery last week, is doing fine.

From Gerome, Kdaho came Mr. & Mrs. Gene Cheffey, Dale's youngest sister and husband, and Carol's sister Pat Hodgeson is arriving from LA Wednesday, will stay till New Year's day.

Mrs. Homor Spear, 2115 Arnold Way, is confined to her home seriously ill.

Flinn Springs

Meat Processing

KILL - CUT - "U" WRAP

DEER PROCESSING

GUY'S MARKET

Jerry Stewart 14328 Old Hwy 80

443-1578, 443-9500

McCALLS ATTEND CONFERENCE

Blanche and son Brian McCall just returned from attending the annual conference of the Calif. Assn. of Private Camps at the Edgewater Hyatt House in Long Beach. The conference was concerned with the many facets of working with the youth of our country in bringing to them meaningful experiences in summer camp life and activities.

The association, one of the outstanding organizations of its kind in the country maintains a membership of over 50 private camps in California, Arizona, Colorado, Utah and Washington.

All members adhere to the rigid standards for membership and all must belong to the American Camping Assn. before they may join the Calif. Assn. of Private Camps.

McCalls Ranch School has always been a member, is one of the best in the state.

Character on the street car: "I don't have anything to worry about. My wife takes care of my money, and my mother-in-law tends to my business. All I need to do is work.!"



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

GREETINGS

Mr. & Mrs. Murray Muncill, Owners

Log Cabin Cafe

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

2205 Hwy 80

445-2243



TO ALL MY FRIENDS IN ALPINE
AND NEIGHBORING COMMUNITIES

R.S. BEGGS

Licensed Building Contractor

444-2423

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.

Guy's Market

GROCERIES
Produce & Meat
14328 Old Hwy 80
443-1578, 443-9500

Alpine LUTHERAN CHURCH

2040 Tavern Rd.
445-3742

Rev. Robt. Hellmann

Services 9 A.M.
Sunday School 10:15 A.M.

CATHOLIC SERVICES SCHEDULED

Father Timlin announced the following schedule of Christmas services at Queen of Angels Church:

Confessions to be heard Wed. Dec. 23, from 4 to 5 pm and 7-8pm and Thursday, Dec 24 from 10-11 am 3-5 pm and 7-8 pm.

The Parish Choir will lead in the singing of carols for half an hour before the Christmas 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 Parish Folk Choir will sing at the other Mass on Christmas Day which will be offered at 8 am.

Owing to limited space, the Pastor and congregation of the church suggest that as many people as possible, especially families with children, avail themselves of one of the Masses on Christmas morning rather than the Midnight Mass.

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".

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

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442-3027

SEASONS Greetings



Peace on Earth
Good will towards
MAN.



from

Alpine Area

ART ASSOCIATION

Christmas Greetings



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

Richfield Service

445-5118

Grant R. Hilderbrand, Owner

DON'T CUT THAT TREE

If you have had a strong desire to cut a beautiful Christmas tree while driving through the mountains, better think twice. It is against the law, punished by a large fine. Federal and state forestry officials say it is illegal to cut any tree in any national forest in So. Calif.

If you wish a living tree, there are numerous Christmas Tree Farms, several located right here in Alpine, that you can go and select any style, size and price you wish.

By dialing "0" and asking for Western Union operator #25, you can get information on the name and address of the tree farms nearest you.

Wonder why it's called an Income Tax Return? What you send in with it is never coming back.



Thank you for your patronage during the past year. We are looking forward to serving you in the future.

The best to you and yours during the holiday season.

C & S Furniture

2357 Alpine Blvd.

Alpine



CLARKE -- GET WELL

Joe Collins and Staff, the developers of Alpine Hills Housing Development wish to take this opportunity to thank Clarke Irvine and his fine staff for publishing Alpine's "personal" newspaper.

In our opinion the Alpine Sun contributes much in creation of the Country atmosphere that we of Alpine Cherish.

MERRY CHRISTMAS TO ALL



A TIME OF WINE AND ROSES

By Betty Moore

When Victor C. Perry of Bishop, CA bought the property at 2115 Olivewood Lane, Alpine, CA, little did he realize that his purchase included a historical monument. A memento of the days of wine and roses.

Pushing through bolted doors, dust and cobwebs, Victor Perry stepped into the 19th century. Family treasures dated to days when huge iron cauldrons hung in the fireplace, clothes were stamped by

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Larry DeLong 445-3892

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FRAKES **ROOFER**

No Job Too Small

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Class A Asphalt Shingles
(4 Years in Alpine)

Free Estimates 445-4323

a wooden plunger in a barrel, and wine jugs encased in wicker baskets.

The watchful eye of William Kettner gazing resolutely from the political hand-bill fastened to the wall, dated 1916, asking for re-election to Congress. "Voters register here," testifies to the importance the building once held in community affairs. Dead bats hang from the beams.

A brace of two hundred twenty six gallon vats, stand silent, watch, as time, termites and dry rot loot the once prosperous winery. Old cards cling in desperation to the bulletin board; names, addresses, contacts for business. People long gone, moved and forgotten.

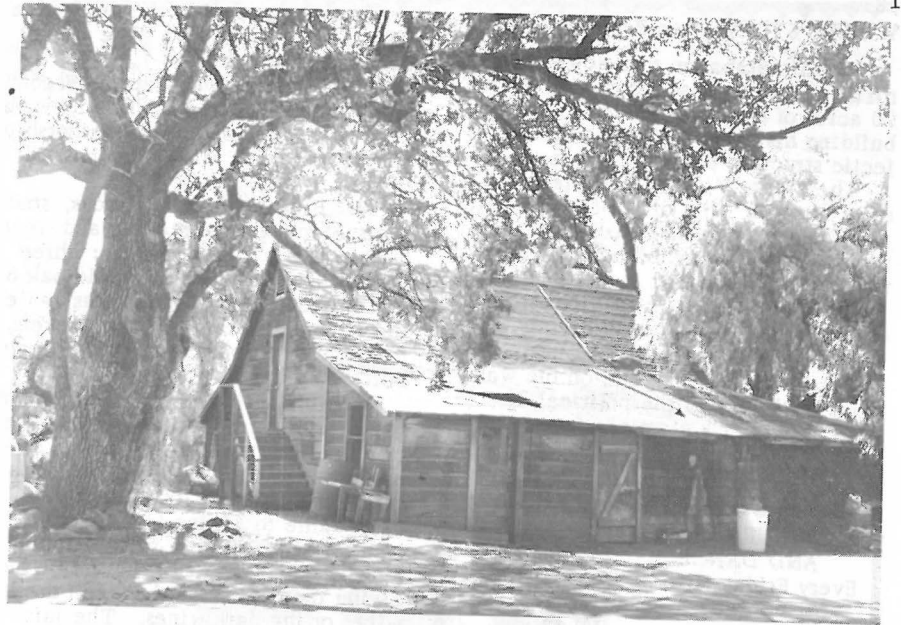
1885 saw Captain George P. A. Brabazon, an Irishman retired from the English Army, settle his family in Alpine.

Locating in the area for health reasons, the family found abundant spring water, clean air, rich soil and acres of vineyards yielding large harvests of grapes. Alpine was considered one of the most flourishing grape sections in the country.

Fig, pecan and citrus trees grew in abundance around a townsite consisting of one store and a post office.

Weary travelers welcomed the sign, "Grape Juice," greeting them at the

More on 17



Old Winery on Olivewood Lane is landmark oldtimers knew well. Photo by John Titus, Alpine Art Chalet.

entrance to town. The long, hot pull up the winding road on Arnold Way, gave the words added measure of importance.

More on 18

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

VALLEY HEALTH FOOD STORE

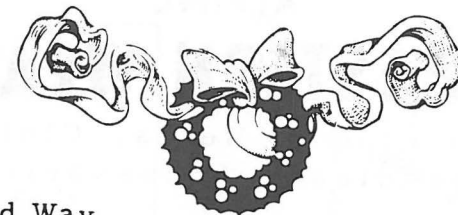
W. L. HOUGHTON, Owner

133 Prescott ElCajon 444-8447

Wishing You
A MERRY CHRISTMAS

ALPINE REALTY COMPANY

Anna Jerney - Carolyn Vanek



2175 Arnold Way

445-3310

WINERY STORY From Page 17

Captain Brabazon tore down the primitive building that stood adjacent to 20 acres of heavy producing vineyard, building his home and erecting the majestic structure that now stands.

The Monte Vino Winery drew customers from all parts of the United States and Canada. Big and modern for that period, it was a combination of industry town hall and general meeting place.

The huge vats, the spacious storage room and racks of wooden barrels, mute testimony of a once thriving business. The handbill and plaque on the wall, quiet testimony of the political discussions held over a glass of wine. The

artifacts uncovered in the dust, give rebirth to another day. The winery stands for posterity.

Upon the death of Captain Brabazon, the business was sold by his widow, and held its' repute under the sponsorship of the new owners, Mr & Mrs. Harold Flegal, 1913.

Mr. Flegal purchased books, studied the subject of wine making and went to work. It was a new venture: three presses, two grinders and solid oak 50 gallon barrels. The juice was hauled to the winery in heavily laden buckets, fermentation completed, the Flegals bottled by hand.

Prohibition interfered with the making of wine, grape juice became the principal business at that time. Sales mounted; starting the first year with 1,000 sales, the amounts rose steadily. Customers came to Alpine from every state in the Union. Before prohibition each guest was served a small cup of wine free; giving them a choice between the light wines or the dark wines. The juice extracted from Rose of Peru, Zinfandel and muscatel.

More on 45

STALLION OAKS
 AMATEUR CONTEST
 AND DANCE
 Every Friday Nite at 9
 PRIZES
 Descanso
445-4179



Merry Christmas

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ALPINE WESTERN WEAR

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Alpine Rexall Bldg. 2111 Alpine Blve.




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SENSAR ELECTRONIC ANTENNAS

SR-20 (Solid State) 49.88
 SR-10 34.88

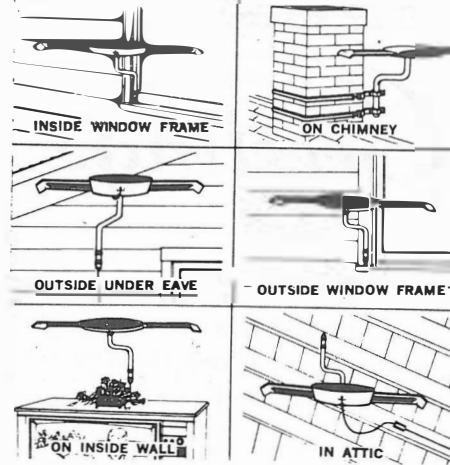
SENSAR CABLE

CX-100 14.51
 CX-75 11.39
 CX-50 9.31
 CX-15 5.25

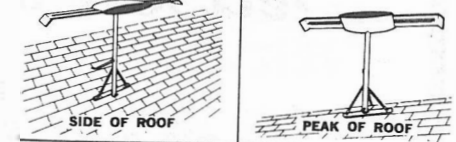


SENSAR MOUNTS

SWM 3.88



SRM 5.88



STM 7.88

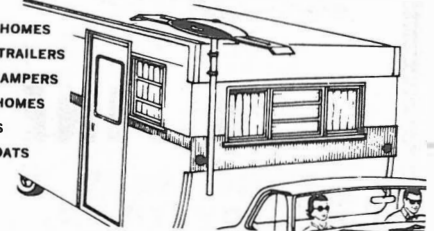


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 CRUISERS
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CHRISTMAS DECORATIONS UP IN ALPINE

For the second year Alpine has put up a beautiful lighted street decoration across Alpine Blvd. It shows up at night, gives a real holiday air to town.

FLAME-PROOF YOUR HOUSE WITH B-A-R F L A M E

Proven & Tested by UCLA, Disneyland, L. A. Fire Dept., So. Pacific Co., approved by the State of Illinois, and many national testing laboratories.

Nominal Cost For Sure Protection
For Shingles, Shakes & Wood Siding

Brian McClellan

Call 445-4456

Free Estimates

Alpine

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

SDG&E MERGES

The SDG & E Company announced today that it had acquired all the properties of the Mt. Empire Electric Cooperative in southeastern SD County.

The two utilities had reached an agreement on the acquisition terms in May, escrow was opened in October, closed this month.

The purchase price of \$1,691,000 was based on an evaluation of the 1122 member cooperative system by Bechtel Corporation. Any purchase funds remaining after the payment of various liabilities will be divided among co-Op members in a manner to be determined by the Empire Board of Directors.

Joseph Sinnott SDG & E president, said that integration of the two systems will permit greater operational efficiencies in the Mt. Empire and will result in much lower electric rates for customers there. Some rates may be lowered as much as 60%, he said.

The Sun received a homesickness-producing postal from Mary Barker, popular teller of Security Bank here: "Visiting my brother, Lt. Col. Frank Dixon and family at Schofield Barracks, Oahu. They are showing me all the wonderful sights on these beautiful islands. Having a marvelous time. Will be back to work on Nov. 23. Please say "hi" to all my friends in Alpine".

The card showed five surfers riding a big one in the clear blue water and the unpolluted fresh air! Aloha Mary, welcome home!

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."

Most people can see both points of view-- the one that is wrong and their own.

Greetings



CHATEAU MINIMART

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

445-3139

4008 Willows Rd.
at the Interchange



A Merry Christmas



Happy New Year

FROM GENE, THELMA & JUNE

Alpine Hardware & Dept. Store

EDITOR IRVINE IMPROVES

Clarke Irvine, Editor and publisher of the Alpine Sun, is in Naval Hospital, recovering slowly from a fall he sustained in his home Dec. 8th. A blow on the head caused partial partial paralysis with loss of speech but at present time he had regained part of it.

He is in Building 5, Ward 2 of Navy Hospital, Balboa Park, in case his many friends here would like to send him a card or letter.

EARL'S GULF STATION

Complete Lube Service, Dorman Recaps, Truck Tire Service, Any place, Any time. Batteries and Accessories. White Gas and Block Ice.

We Give S & H Green Stamps
2151 Alpine Blvd. 445-4188

Sam Liner

YOUR ALPINE DATSUN REPRESENTATIVE

PICK-UPS, SEDANS, WAGONS

Large Selection Premium Used Cars & Trucks

For Personalized Service Call

Off. 282-2164

Res. 445-3016



a Joyous CHRISTMAS

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

Al and Alice, Ray Bauman,
Bob Fisher, Al Willis, George
Kochel and Joe Monoz

AL HINKLE LUMBER

ALPINERS VISIT PILGRIM PLACE

Bob and Theresa McCan and Iillian Lyman recently went with the Guild from Community Church to Pilgrim Place in Claremont to attend their annual bazaar. Pilgrim Place is a home for 300 retired Christian workers where they are kept busy in the Recreation Center with all kinds of craft work. The bazaar featured all kinds of hand-made items made by residents there.

Ina the afternoon members gave a play depicting the life of the Pilgrims before and after their arrival in America. The play was beautifully costumed and staged professionally. All attending say it made a very inspiring day to see older people conducting themselves so constructively.

Mr. & Mrs. Rex Murdock, 3034 Olive View Road drove over to Phoenix to enjoy the sunshine, had to return earlier than expected as they ran into colder weather than Alpine had.

4H TACKLES DRUG PROBLEM

4H organizations throughout the country are giving high priority to drug education programs and has enlisted the assistance of its national 4H sponsor, Eli Lilly & Company in the development of a drug education program.

"Knowing the facts about drugs, the consequences of experimenting in addition must receive major attention in a drug program," says Norman C. Mindrum, director of the National 4-H Committee. "And a program designed to prevent tragedy must draw from a broad base of knowledge, utilize a wide range of methods and enlist the support of qualified people everywhere. That is the kind of program we are working on in 4H," Mindrum said.

During the National 4-H Congress in Chicago, drug abuse received the attention of 1,600 of America's top 4H'ers.

4H clubs everywhere accept their responsibility in providing a strong drug education program, which will help members pass on information to other teens and in turn educate the youth to the many dangers drug abuse can bring to them.

LITTLE LEAGUE REGISTER

Tomorrow starting at 10 in the Youth Center grounds, officials of Little League will be on hand to register all boys interested in joining this organization.

At noon the drawing for the clothes dryer will be picked out of the barrel and the lucky ticket holder does not have to be present to win.



CASINO INN

445-9581

Red & Ethel

Alpine

Joyous Greetings

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

Harold, Kelly & Greg

ALPINE
SUN
PUBLISHED
BY
ALPINE
SUN
PUBLISHERS
ALPINE
CALIFORNIA

Alpine Blvd. at Tavern Road

445-2967



The merriest
Christmas

Warm and sincere
holiday greetings.



Meachum's

WINDOW & FLOOR COVERINGS

444-4398

260 W. Douglas, El Cajon

GLOBETROTTERS HERE IN JAN

The famous Harlem Globetrotters will make their annual visit to SD in the Sports Arena Friday night, Jan. 29. This famous basketball team will be presenting their 45th season, meeting the New Jersey Reds here. They will feature such court wizards as Meadowlark Lemon, Freddie Neal, Leon Hillard, Jack Jackson, Bobby Mason and Bobby Hunter.

"This season's team will be the finest in the history of the organization," general manager George Gillett said. "These guys get funnier every year and the fans love 'em". Tickets go on sale this week at the Sports Arena box office.

Alpine needs a ready-mix concrete service.

LEGAL NOTICE

52509 CERTIFICATE FOR TRANACTING BUSINESS UNDER A FICTITIOUS NAME
It is hereby certified that the undersigned is transacting business in El Cajon, County of San Diego, State of California, under a fictitious name or a designation not showing the names of the persons interested therein, to-wit:
Mobile Motor Service
110 Stephanie Lane, El Cajon, Calif. 92021
WITNESS my hand this 11th day of November, 1970
I, Michael Clarence Bigger
110 Stephanie Lane, El Cajon, Calif. 92021
STATE OF CALIFORNIA
COUNTY OF SAN DIEGO ss
On this 11th day of November, 1970, before me Lorraine Dittler a Notary Public for said County and State, duly commissioned and sworn, personally appeared Michael Clarence Bigger known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.
IN WITNESS WHEREOF, I have hereunto set my hand & affixed my official seal the day and year in this certificate first above written.
Lorraine Dittler
Notary Public in and for said county and state.
My Commission Expires January 18, 1973
Alpine Sun, Nov. 27, Dec. 4, 11, 8, 1970 #238120

Season's Greetings

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



**KAPSALA'S
RESTAURANT**

2139 Alpine Blvd.

445-2414

MOSIERS MOVE HOME IN

Here is the new dwelling Jack and Dorothy Mosier moved into their lot, White Oak Drive after September's fire burned them out. House is new, had three bedrooms, will be fine when completed.



Advertise in the Alpine Sun, it pays.

Advertise in the Sun, it pays!

DR. FRANK J. BORNOWSKI D.C.

General Practice

Sundays & Holidays By Appointment

Closed Wednesday

1981 Arnold Way

445-2169

Merry Christmas

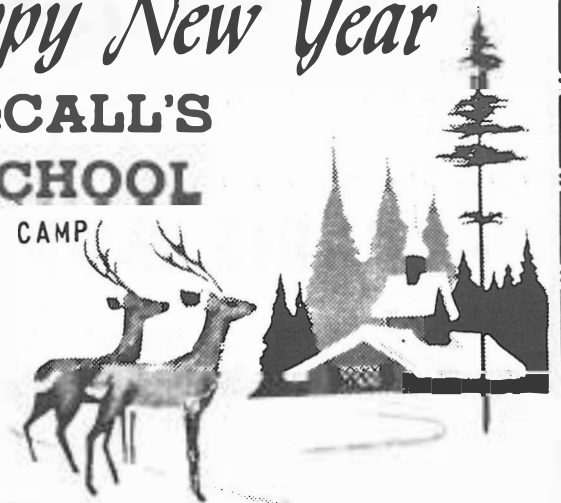
and

A Happy New Year

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

Carl & Blanche McCall
And Staff

Grades 1 through 11
Second Semester Jan. 25
Day Students Welcome



445-2676



HOSS SENSE

By Cynthia McTaggart

THE AMAZING LEVIS

Way back in 1849 Levi Strauss left New York for the gold rush country. Instead of money for a grubstake, he brought rolls of cloth. He figured he could swap it for money when he arrived. Cloth was at a premium in San Francisco and by the time he was off the ship he had sold all but a roll of canvas.

Levi met an oldtime miner and during their conversation the man told

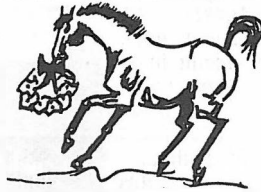
him that you couldn't get a decent pair of pants that would last. Levi got the idea to make a pair of pants for the miner from his canvas, the tailor figured he was crazy, but if he wanted pants from canvas he would make them.

The miners' pants took a lot of punishment and he went around bragging to others and soon everyone was looking Levi up to make them a pair of pants.

He wrote his brothers back east telling them of his fortune and they began shipping him more canvas. As soon as the cloth arrived he had them made into pants and put all the profits back into more canvas.

He soon realized that he had stumbled upon a gold mine and that the mine was pants instead of gold!

Levi began taking orders and soon



MERRY CHRISTMAS

See next page

ALPINE COMMUNITY

Church

(United Church of Christ)

Roger Larson, Ph.D., Minister
West Victoria Drive, 445-2110
Sunday School 9:45 a. m.
Morning Worship 11:00 a. m.

Season's Greetings

PARIS MORTUARY

ELMER VIERKANT

442-4411

347 N. Magnolia

El Cajon

HOSS SENSE From Page 26

he had several working for him. His two brothers joined him and in 1853 opened up their first company store. It wasn't too long before miners all over the West would walk into a store and say, "Give me a pair of Levis".

Another development of the Levis were the pockets. Pieces of ore would shred a pocket in no time. One evening a miner with a little too much to drink came to a tailor named Davis in Virginia City. He said "fix these pockets or else. The tailor though "I'll fix him and he used rivets to complete the sewing. When the miner got his pants he didn't bother to check them. Upon returning several months later he told the tailor how well he liked the job and how well they had held up. The tailor on a hunch began doing this with all the pants. They held well.

The tailor visited Levi and told him of this new finding and Levi drew up a patent with Davis, who was given a high ranking position with the company.

They began using denim material

with orange thred. They used heavy 10-ply No. 3 cord. There are 47 individual sewing operations to make each pair. One reason that Levis have lasted over the years is that Levi-Strauss demanded the toughest material or the finest quality.

Today as we all know the Levi firm is going strong. They have made over 200 million pairs and over 150 thousand riveted overalls. They are also guaranteed that if they rip they will be replaced.

Ever since my twin sisters and I started riding, we have bought this sturdy garment at Alpine Western Wear, also at Alpine Hardware.

One good tum stops the snoring.

ERNIE'S SEPTIC TANK CO.

Licensed Contractor

New Installation and Repairs

Phone 469-8448

8240 Alton Dr.

Lemon Grove



DOUBLE TALK

By Cecile & Celeste Irvine

By the time you read this Celeste and I will be jetting to St. Louis, Mo. with a singing group called "Young Californians." We left SD Wednesday by jet on American Airlines, first stop Oklahoma City, then on to St. Louis, Kansas City, Denver and finally Colorado Springs. We are leaving the group there to fly to Portland and down to Medford to spend Christmas with our sister Cynthia, her husband Bill, and two children Julie and Scott.

We would have cancelled because of Daddy's serious accident last Tuesday but had signed a contract and couldn't cancel. We really didn't want to and Daddy is in good hands with Mama visiting him every day and all of his friends being so nice and helpful.

Cynthia flew down Sunday to be with Mama, bringing her two kids and we just had a wonderful visit. Daddy was thrilled to see her, even though his condition wouldn't let him show it very much.

We want to take this opportunity to thank everyone who called, sent cards and flowers and were so considerate of him. It just made us feel so good. And

we want to wish all our readers a most wonderful Christmas ever.

Little Rachelle Gustafson, 11 celebrated her birthday Friday with a memorable slumber party at her home in Palo Verde. Twelve little friends from the Convent of the Sacred Heart came, spent the night and had a fun time that they all enjoyed.

Yvonne Randall flew home Dec. 2 to be with her family on Christmas. She had spent several weeks visiting Maxine and Charlie Cabella and son, Joey.

Anyone seen a big gray male cat with a flea collar on? He belongs to Lou Nix who rents a cottage from Don Bates. If you have her pet, please call 445-5566.

Charles Miller is tutoring a class in Chemistry at Grossmont College, is the son of Mr. and Mrs. Bob Miller, Japatul Valley.

Steve Brown is thrilled with his 4-wheel drive Willys Jeep he just bought, says "now we can drive through the creek that crosses our property with out stalling or wading across."

Mary Ann Rash sold all of her pedigreed Basset hounds she recently had us mention in our column. Their male and female are champions, so it isn't any wonder she sold them all.

JOYOUS CHRISTMAS



EDWARD F. NEWBECK

"Builder of Quality Homes"

445-5172

1929 Ranchito Lane

Alpine, CA 92001

HOW COUNTY FARED IN FIRES

Since 9-25-70 when the 2000-acre Tecate fire started smoking up the area the record shows, besides the 6,000 acres in Mexico, this appalling: Slaughterhouse Canyon Fire near Ramona, 9-25-70 30 acres; Poway Fire- 9-25-70, 200 acres; Laguna Fire, 4 miles E. of Pine Valley, N. of Int. 8, 9-26-70, 175,425 acres, 382 homes lost, 3 fatalities; caused by downed power line.

Bonsall Fire, 9-26-70, 25 acres, caused by children playing with matches. San Marcos Fire, 9-26-70, 100 acres; Olivenhain Fire, 3 mi. E. of Escondido, 9-26-70, 174 acres, children playing with matches;

Boulder Fire, Cleveland Natl. Forest, 9-28-70, 12,700 acres, caused possibly by hunter; La Posta Fire, 50 mi. E. of SD, 10-1-70, 10 acres, campfire.

CENTER TO BE ENTERTAINED

Tomorrow at 1:30, Volna Rue's School of Dance, Poway, will put on a performance for Alpine Convalescent Center. Ruby Wilson's granddaughter, Cathy Dull, is a student teacher with the group.

**A FINE OLD
CHRISTMAS**
to all of you!



N.M. GRIECO
Realtor

465-9900

7299 University,

La Mesa

HOW'S YOUR TAIL LIGHT ASKS CHP

Capt. V.J. Herz of the SD area reports that many vehicles with defective tail or signal lights are a real highway hazard though drivers may be unaware of the condition. If your dash-lights go awry, look for trouble in signal or tail lights. Be safe, is the motto.

BROWN REALTY CO.,

HOMES - RANCHES - ACREAGE

445-2631

2249 Alpine Blvd. Alpine

Merry
Christmas



Valley TRAILER
SUPPLY

442-0971

1540 E. MAIN ST.

EL CAJON

DOINGS AT ALPINE VILLAGE
By Odessa Cracola

Gene and Marie Worsham spent a couple of days in Idyllwild. They came home via Palm Desert and El Centro, enjoyed the warm weather.

Bob and Martha Marshall just returned from Arizona and Utah where they spent part of his vacation.

Henry and Ada Drotleff recently entertained Mr. & Mrs. John Gaydosz and children of Glendale, Ariz, were former neighbors.

Lucille Gardiner spent Thanksgiving with her daughter and family, Mr. & Mrs. Andy Lewiston of Tavern Road.

Zou Wiestling spent Thanksgiving with her son Josh and family of La Mesa.

Lloyd and Ann Sherman spent Thanksgiving at the home of her sister, Ellen Hawks of SD. Their son, Nate Sherman and family of La Jolla were also guests.

Ellen and Marian Gillen celebrated their first wedding anniversary, Sat. Nov. 28th.

Mrs. W. S. MacDonald, 20 Alpine Village Drive, has joined the parade of new cars started by Don Hill and Jack Purdie.

Mr. & Mrs. Duane Cracola welcomed Charles and Mildred West to Alpine Village this past week. They came from the Alpine Apartments, formerly were residents of New York. They also were happy to have Joseph and Clara DeNoncour from Rhode Island move into Apt. 2.

Ken and Fern Smith spent Thanksgiving with their son and wife, Mr. & Mrs. Kenny Smith of Mission Bay, also celebrated their 43rd wedding anniversary.

Jack and Sophie Purdie spent Nov. 24 at the home of their daughter and husband, Mr. & Mrs Charles Campbell of Japatul Valley.

Shorty and Sue Fuller are still in San Rafael visiting their son who is quite ill. Duane and Odessa Cracola spent a

weekend in Las Vegas resting up and enjoying the fine sunshine. While they were gone Ada Drotleff took care of the office for them.

Kate Hollingsworth has returned after being gone since the big fire in September. She visited relatives in Maryland, spent a month enjoying the beauty of the east then went on to Mississippi to visit other relatives and friends before returning home.

Margaret Bennet has settled in her new home in Syracuse, Utah, happy to be near her daughter. She spent most of her life in So. California but is happy with the change.

Mr. and Mrs. Bud Miller had their daughter and husband, Mr. & Mrs. Ed Hernandez and children over to Thanksgiving dinner.

Marie Thrapp, her son Paul Anderson and her sister Margaret Holbrook had delicious Thanksgiving dinner at the Chief's Mess at the US Naval Station in SD.

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

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

THANKS, FOLKS, THANKS!

Dear Mr. Irvine: I am enclosing \$3. for one more year of the Alpine Sun. And, please mark me off your list when this year is over.

The reason is I cannot stand to read like I used to and that makes it bad for me. I am sorry that it is this way, but us old guys have to take things as they come and make the best of it.

So, please mark me off the list when the year is over. As ever,

---Wallace Bondurant

Note- Dear Subscriber: We, too, are sorry to be losing you at the end of 1971, but that's the way it is. Thanks for the renewal. He is the father of former Alpiner, Nikki Menconi. -Ed

Alpine needs a septic lines builder and service.

ALPINE TV

445-2134

2351 Alpine Blvd. Alpine

McKie Realty

P.O. Box 398, Alpine
2355 Alpine Blvd. 445-2217

LISTINGS WANTED

"Before You Sell or Buy See McKie"



Merry Christmas

to One and All



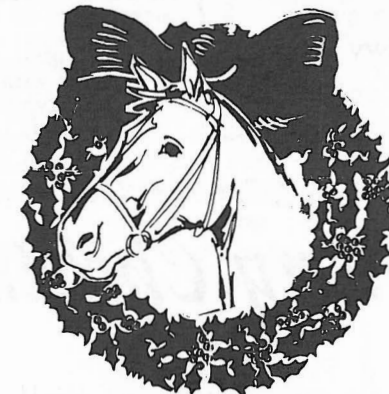
CID PROPANE CO., INC.

Ron and Sandy Leitch, Owners

1911 Alpine Blvd.

445-2632

Christmas Greetings



CARRELL'S

Hay, Grain & Supplies

2424 Alpine Blvd.

445-4436

Alpine

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

POWAY COUPLE BUY SHADYROCK

Mr. and Mrs. Charles Walton, of Poway, have opened Shadyrock Ranch as a place where service boys can come and find the true meaning of Christian living.

The Waltons moved from Poway last month to have more room for their own boys ranging in age from 17 to 23. They have housed over 165 service men, sleeping 33 at a time. When asked how they provided space, Walton replied, "they sleep in bags on the living room floor. We do not receive financial assistance from anyone but would appreciate discarded clothing, musical instruments or anything else that is usable and good." The ranch is in need of lumber, technical help in electrical work and building materials, or whatever contributions the community can give.

"Our purpose is the Christian Family Ministry, giving these boys a chance to learn the meaning of Christianity, and you would be surprised at the letters we get from those leaving here to go overseas.

Charles Walton was born and raised in El Centro, is associated with Southern Baptist Church. Mrs. Walton was born in New York, but lived 22 years in Austria, her family is still there.

Who does all the cooking and work? Mrs. Walton keeps the home going while Walton works for Montgomery Ward.

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

COMMUNITY CHURCH COMMENTS

By Theresa McCan

Sunday, Dec. 20 at 7:30 pm the "Pageant of the Shepherds and the Kings" will be presented with slides, commentary, and music by the church choir.

The script and photography is the work of Mrs. Bea LaForce. By means of slides the Christmas story is simply and appealingly presented with a cast of local people in the beautiful Alpine setting.

A Christmas Eve Candlelight Service will start at 11 pm on Thursday, Dec. 24. The service will close at midnight with the Christmas message ringing from the church bell.

The youth group meets Sunday evenings at 7:30 pm in the church lounge. A progressive dinner has been planned for Dec. 22. The group is planning other interesting activities. Young people of the community are invited to join this group. There is time to participate in the Christmas carolling.

The following people were received into the church fellowship in December.

Mr. and Mrs. Howard Ramsey, long time residents of Long Beach, moved to Alpine in May and are now at home in a dozy apartment at Alpine Village. Both are retired; Evelyn from many years as secretary with the Long Beach police department and Howard from the city recreation department. Mrs. Ramsey is an active member of the Women's Guild.

Mr. and Mrs. Alexander W. Nason, residents of SD County for many years, have been in Alpine two years.

Mr. and Mrs. George Haydon with their four year old daughter. Both were raised and baptised by Dr. Larson as teenagers. Recently they took over sponsorship of the youth group

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



Peace, joy, and all the
blessings of Christmas be
yours this holy season.

EGG HUT

Herb & Donna, Ben & Lunette
Garland

445-5475

2721 Alpine Blvd.

Alpine

Season's Greetings from

KUHL'S WOODCRAFT

"HOME OF THE WIND MILL GOPHER CHASER"

Phil & Ivy Kuhl

925 Alpine Blvd.

Alpine

445-3700



Merry Christmas



Scotty's

ALPINE SHELL SERVICE

Gas - Oil - Tires - Batteries - Tune-Ups & Brake Service

Mechanic on duty 8 a. m. to 12 p. m.

Tavern Road at Interstate 8

445-4242

Merry Christmas

THANKS A MILLION
To All Our Friends &
Customers



ALPINE E & R
Auto Parts

Owners
"Red" & Eileen Wagner
2251 Alpine Blvd. 445-4964



UNIQUE GREETING AT LIBRARY
Mrs. Elizabeth West, Alpine's busy librarian, stands by the very unusual Christmas decorations made last year by Inez Braasch, who posed beside it with infant daughter in 1969 Sun. She created the display from greeting cards provided by Mrs. West, plus bits of holiday material.

New library hours: Mon. 1:30-5; Tues. 1:30-5 & 6 to 8. Thurs. 1:30-5; Fri. 1:30-5 and Sat. 10 to 2. Christmas comes on Friday, so library will be open both the day before and the day after the 25th.

IRVINE DAUGHTER FLYS HOME

Cynthia Irvine McTaggart and two children, Julie, 3 and Scott, 1 1/2, flew down from their home in Medford, Ore. to spend a week with her family and to see her father, who is ill in Navy Hospital. She will fly home next week to be with her husband Bill and family on Christmas.



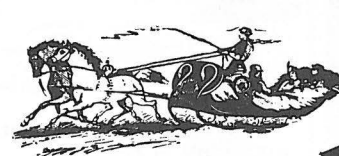
MRS. BROTHERTON FETED

The baby shower given for Lana Brotherton by Billy Armbruster and Sharon Gage was quite a success with Glo Newton, Peggy Benson and Deanna Anderson winning prizes for games played. The new baby, expected in January, received many beautiful and useful gifts.

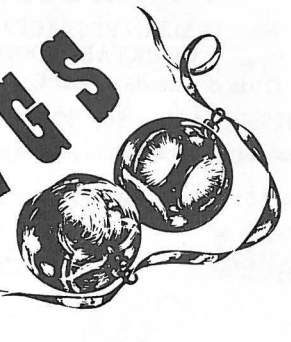
CARD OF THANKS

"Thank you all for the kind sympathy shown me during the illness of my wife Emma and after her passing. Also thank you for the cards, flowers and notes. It has made it a lot easier on me to have such wonderful friends and relatives.
---Chas Sherburne

Season's



GREETINGS



AERO DRIVE-IN THEATRE

1470 E. Broadway, El Cajon

444-8800

Merry Christmas



FANFARE MUSIC CENTER

SEE OUR GUITAR DISPLAY FIRST

Use Our Laya way Plan Open Nights Till 9

120 E. Main St. El Cajon

447-2555

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."

Greetings of the Season



De ANGELIS

ITALIAN RESTAURANT
& COCKTAIL LOUNGE

Closed Tuesday, Air Conditioned
 12861 Old Hwy 80, EC 447-0842

LANDSCAPE CANYON

County officials are planning to improve 1/2 mile of Harbinson Canyon Road from Patrick Drive to St. George Drive in a park-like manner.

County supervisors authorized county engineer Howard M. Taylor to buy properties along the winding road between the two drives for park purposes. They hope to buy up the land at market value where most of the houses burned, adding nearly 5 acres to Ironsides Park which would make it a real addition to the canyon.

Most residents are in favor of selling their small lots to the county and the supervisors authorized a transfer of \$30,000 for park land purposes and a professional appraiser will be hired to give honest estimates.

MAYBEES BACK FROM U. S. TOUR

A terrific 10,000 mile trip by automobile covering the US and Canada, and taking 2 & 1/2 months, has just been completed by Orrin and Mona Maybee.

They had planned the jaunt for the past two years, to be able to visit all relatives and old friends, so started out by traveling up the California coast. From there they drove on across the US and back home Nov. 24th to enjoy Thanksgiving with oldest daughter and her family who live in Victorville. "Was a delightful 10 weeks and this was so much fun we've promised ourselves to do it again, perhaps in the spring," they both say.

George: "You know, Mary I'm not much to look at."
 "Aye agreed mary, but you'll be at work most of the day."

ELECTRIC COSTS SPIRALLING UP

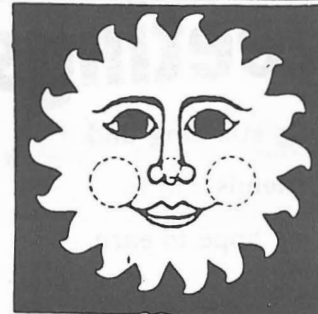
Inflationary pressures, the most significant variable cost in producing electric power, says Pres. J.F. Sinnott, of SDG&E, is fuel, which has caused the firm to forecast it would have to invest over \$550 million in private capital for new plant facilities by 1975, primarily because of population growth in its service territory.

Sinnott said that power alone will need nearly 1/2 billion, major expenditures being more than \$270 million for generating capacity and over \$210 million for transmission and distribution facilities.

Already this year the firm added a record number of customers in the first 10 months; 19,494 new electric users, 9,335 new gas users. He concluded by saying that the firm would have to invest over \$1 billion by the end of this decade.

Recently back from Bermuda, Miss Barbary Humphries, owner of Barbary Kennels, Alpine Heights, has been fighting a siege of the flu, is now back on the job. She is an expert dog handler, attends biggest shows around the nation and abroad.

Alpine needs a convention hall!



VISTA ALPINE

MOBILE HOME ESTATES

For descriptive brochure, reservation,
 Write 2400 Alpine Blvd. Alpine, Cal.

445-2276

Ira & Lydia Hargrave, Mgrs.

2400 Alpine Blvd. Alpine

Alpine needs a public swim pool.

FIRST BAPTIST

CHURCH

OF THE WILLOWS

Not affiliated with the N.C.C.

3520 Alpine Blvd.

REV. DOUG SCHACHT - PASTOR
 466-7769

Sunday School	9:30 A.M.
Morning Worship	10:45 A.M.
Evening Service	7:30 P.M.
Wed. Eve Bible Class	7:30 P.M.
Choir Practice Wed.	8:30 P.M.

Merry Noel

Wishing you a Happy
wonderful holiday.



MILLER'S

GARAGE

1925 Alpine Blvd.

Alpine

445-4927

447-0355



to you and yours



Merry Christmas

Bob and Iris Wilson

BUT THE CAT CAME BACK!

After an absence of 4 years, a 23-year old persion cat belonging to Mrs. Katherine Black returned home. The circumstances surrounding the cat are unusual and very interesting.

Way back in 1947 Mrs. Black was given two kittens by a friend and although she was not fond of cats, decided to keep them, promptly named them Molly and Tommy. She had them neutered and because she was operating Tappy's Motel at the time on busy Hwy 80, Molly got out and was killed.

During a fight with a bobcat, Tommy got an ear torn that always remained separated. "He wasn't really a scrapper" Mrs. Black says, " but he could hold his own when he had to. "

In 1966 Mrs. Black's daughter Mrs. Virginia Fuson, took him to her home in SD but it was all strange to Tommy so he escaped and was not found. Mrs. Black advertised, even offered a reward of \$100. for his return but no one seemed to have him or know where he was. A year later , Mrs. Black sold her motel and moved to her new dwelling on Eltinge Drive where she is residing now.

The day after Thanksgiving, she took a walk down Alpine Blvd. to visit the purchasers of her motel, Mr. & Mrs. John Cardosa. Enroute she saw an old cat with gray hair and thought to herself " that surely looks like my Tommy" After picking him up, she saw his torn right ear and said "it is my cat". She took him to her neighbor, Mrs. Marjorie Breeded, who had also been fond of him and she recognized him at once.

Mrs. Black always kept him in the Utility room at night and let him out during the day but said only on Sunday would he make a straight line for Louis Landt's building when he knew no one would be there and disturb his hunting. Not another time would he take that little jaunt, he was at home weekdays!

Tommy, now 23, is happy to be back

More on 39

TENNESSEE TREE SERVICE

* * *

WE TRIM TREES, HEDGES AND WEALTHY WIDOWS!

Stumps removed our specialty
Free Estimates - Fully Insured

444-6174

Christmas Greetings

To our faithful friends of long standing and
to our cherished new friends and to
those whose friendship we hope to earn,
we extend greetings of the season

THE

HAPPENED



FIRESIDE CENTER



600 BROADWAY

444-3129

EL CAJON

**FAMOUS
23 OLD CAT
RETURNS**

A gray persion owned by Mrs. Katherine Black returned home after a 4 year absence. He was more than happy to snuggle in her arms, secure at last.



at home and in the arms of his original owner, Mrs. Katherine Black. Where he was and what he did during his 4 years of being away is anyone's guess, or how he made his way back to Alpine will remain a mystery.

MOBILE LODGE SOLD

The Flinn Springs Mobile Lodge, 14595 I-8 was recently purchased by a partnership known as the Flinn Springs Mobile Lodge. Sellers were Vern Brinlee and Mr. & Mrs. Milford Shears.

Universal Boot Shop

ACME ROUGHOUTS

**145 W. MAIN
El Cajon**

FEATURING WESTERN & MOD

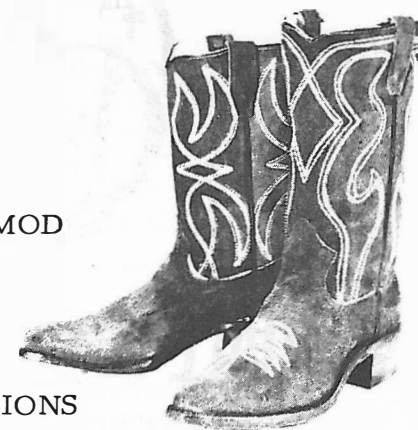
BOOTS FOR MEN

BOOTS OF ALL DESCRIPTIONS

444-3842

**TERRIFIC
WORK BOOTS**

Bankamericard & Mastercharge



WILSONS TO ENJOY REUNION

Because their family has grown out of all individual homes, the Lee Wilson clan, they live at Vista Alpine, have rented the Women's Club for Christmas Eve and day to put on a real family reunion. Mrs. Wilson says "some are coming from as far away as Florida." She also mentioned that it will be the first time in over 8 years they all have been together and a wonderful time is expected.

Alpine needs a fixit shop.

TOPS ENJOYED PARTY

Thursday at 11 am in Mrs. John Swanson's home, 2930 Olive View, the Tops Club enjoyed their annual local Christmas luncheon with Mrs. Bertha Landt, president, in charge.

The group, although small, has grown here, is hoping for new members. Contact Mrs. Landt, if interested in "Take Off Pounds Sensibly."

"A fine is a tax you have to pay for doing wrong. A tax is a fine you have to pay for doing okay."

Seasons Greetings

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

STOCKTON PUMP & MACHINE CO.

12860 Old Hwy 80

444-2672



DALE'S CARPET SERVICE

Luxurious Carpets & Fine Furniture

AT DISCOUNT PRICES

1297 Broadway

444-7314

El Cajon

ASTRAL GROUP THANKS THE SUN

A much appreciated note from Mike Sullivan, publicity man for the SD Astronomy Assn., writes a cordial note: "I want you to know that your paper has really done more for our club than some of the bigger ones. Take the last time we advertised in the Sun for example: It brought us at least four from the Alpine area alone. These seemed to enjoy the program deeply, and this is what we are after. Of course Jamie Smith who works for Rexall Pharmacy in Alpine, attends all meetings, and is an important member of the board of directors. I am sure you can see what a great help you have been, and speaking for the entire club, I want to say Thank You Very Much. I hope you can keep up this fine work, because, not only the SDAA benefits from it, but also it brings Alpiners into this enjoyable science. Dr. Norris was a huge success, and we hope to have him back in the future. We would also enjoy having you attend our meetings when you get a chance."

Note- As the site they used in the Highlands being due for building, they went to Ramona and Palomar for their star parties. We hope they will return to some site here soon. -Ed.

THERE ARE two times in a man's life when he doesn't know anything about women—before marriage and after marriage.

ALPINE TV

445-2134

2357 Alpine Blvd.

Alpine

Merry Christmas

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

**ALPINE
REXALL PHARMACY**

445-2488

2109 Alpine Blvd. Alpine

CHRISTMAS SPECIALS TO

Look your Loveliest



- WIGS
- FALLS
- WIGLETS
- CASCADES

Synthetic & Human Hair Wigs

BankAmericard ● Layaway ● Master Charge

EL CAJON STANDARD BEAUTY SUPPLY

357 N.
Magnolia

442-5675

El Cajon
Shopping Center

A man of six feet eight inches applied for a job as a lifeguard. "Can you swim?" asked the official. "No, but I can wade."

Season's Greetings

To All Our Friends



**RATLIFF
LIQUOR**

AND DELICATESSEN

445-4462

2233 Alpine Blvd.
Alpine



TOYS FOR TOTS GROW

The boxes placed around Alpine by Betty Noble, retired Marine, to collect toys for tots is slowly being filled. Here Mary Barker, a teller at Security Bank here, places a gift in the box. This is the 23rd annual drive, "looks like it is going to be the greatest" says Betty.

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: "Father."

MERRY CHRISTMAS

TO ALL THE FINE FOLKS IN THE BACK COUNTRY

ELCAJON TV CENTER...
695 N. 2ND AVE. CITY OF EL CAJON

Next to Freeway on Second St.

444-9404

HANLEYS CELEBRATE 50th

Mr. and Mrs. Jim Hanley, who have just returned from Santa Isabella, celebrate their 50th wedding anniversary tomorrow. They met in Vancouver but he was born in Spokane and she in Oregon but both raised in Washington.

The Hanleys first came to live at Irvine's Trailer Estates in 1964, later moved to Santa Isabella, are now back in Alpine for a short stay, hope to make it permanent some day soon. Jim was a Locomotive Engineer, also was chief engineer for a 400 bed hospital in Spokane.

Both love Alpine, will make it their home if they can.

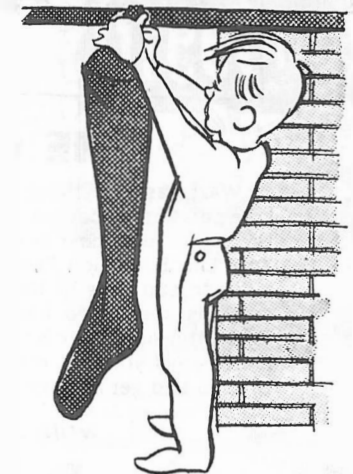
ALPINE VILLAGE HELPS FAMILY

Residents of Alpine Village have adopted a family for the Christmas season. They chose one that lost everything in the September fire and also with a large family, 7 children in all. Mr. and Mrs. Cracola, managers at the Village, collected \$100 that will go toward making the family have a wonderful Christmas.

It's bad etiquette to walk between your wife and the shop windows-- but, boy, it's smart!

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



Have a year that's happy
as can be and a year
that suits you perfectly.

TASTY BAKE SHOP

444-3686

144 E. MAIN

EL CAJON

Mother, a strict disciplinarian, to her small, fearful daughter seated in the dentist's chair: "Now, Sue, if you cry, I'll never take you to the dentist again."

TIP'S
Barber Shop
 Weekdays 8 to 6, Sat. 8 to 5
 Saturday 8 to 5 Closed Monday
 445-5434
 2530 Alpine Blvd. Alpine



PARK PERMITS DENIED

County supervisors turned down three permits for mobilhomes in the Flinn Springs area. Main reason was opposition from park owners already there, saying there are just too many.

First request was for a 252 space park requested by Jack Howard for 43 acres of land at the corner of Old 80 and Oak Creek Road. Second was denied Mr. & Mrs. Robt. W. Martin, 14373 Hwy 80, and third was for only 20 spaces at the intersection of Lake Jennings and Hwy 80.

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



THE GOOD LIFE!

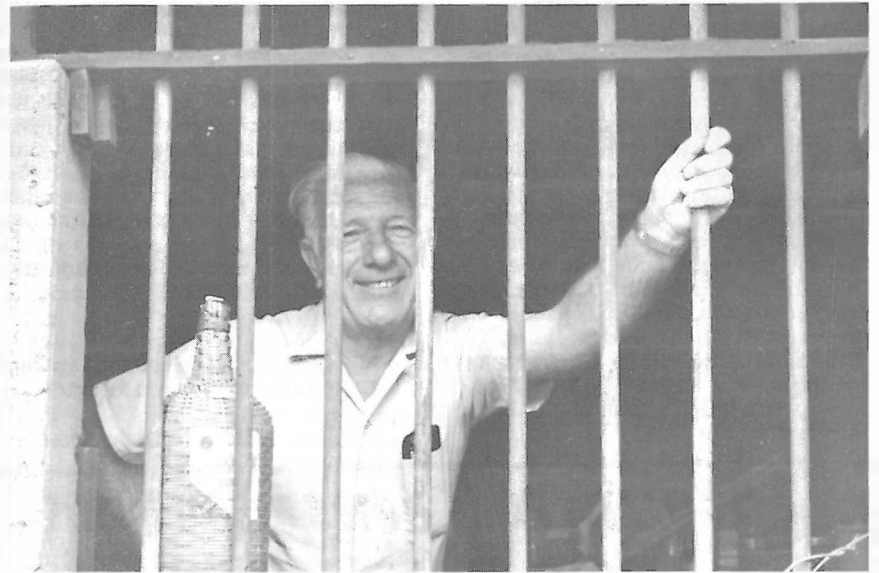
Ur Wazt has everything a man could want. Beautiful wife. Pedigree pet. And, of course, his son, Ur Junior, who's away at college. Ur Senior pays most of the college bills with money from a New York Life Education Plan. The day he graduated, Ur Senior decided to start one of those economical plans. He wanted to be sure his son would have the same educational opportunities. Smart thinking! Your New York Life Representative can show you many ways you can make good use of modern life insurance. Drop in and get acquainted.

write . . . phone . . . or visit

Charles Wesley

2351 Alpine Blvd. Alpine, Ca. 445-5467
 445-4108

Life Insurance / Group Insurance / Annuities / Health Insurance
 Pension Plans



Vic Perry, new owner of winery peers out from behind bars put there to keep out potential tasters. Photo by John Titus, Alpine Art Chalet.

"Why are there so few women after-dinner speakers?"
 "Because very few women can wait that long."

WINERY STORY From Page 18

Business flourished until 1945 when the winery was sold to Mr. Steve Arimenco. Mr. Arimenco kept the building only for storage, then sold the property to Mr. & Mrs. Homer Spear, retired citrus farmers from Imperial Valley. Little by little the relic became lost in the pages of time and neglect, it became nothing more than a dilapidated old barn to be burned down.

Victor Perry purchased the Spear property from Anna Jerney, Alpine Real Estate. As Mr. Perry stated, "I planned to tear it down."

Illness prevented Mr. Perry from completing his plans. Could it be the old winery will see a better day?

**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



Pine Acres
TREE NURSERY

Carl & Marjorie Rose

1267 Arnold Way 445-3037

CHORAL CLUB ENJOYED PARTY

Thursday members of SD Choral Club enjoyed their annual Christmas party at the home of Mrs. Delber Chipman, 7111 Eldridge Ave., SD. A buffet luncheon was served.

Decorative wall hangers were auctioned off and they also enjoyed a gift exchange. Entertainment was provided by Mrs. Myron Schonbrun who sang "Sweet Little Jesus Boy," and "Are My Ears on Straight," and "Schroeder," from the musical play, "Charlie Brown." Mrs. Schonbrun was accompanied on the piano by Mrs. Paul Maschner.

Mrs. Eleazar Mendoza, chairman of the party, was assisted by Mrs. Fred Huson. Mrs. Alex Nason of Alpine is president of the club.

FARMERS, NEED HELP?

Roy Burnert, county supervisor for the Farmers Home Administration, announced today that established farmers and ranchers in the county who were recently burned out can get emergency loan funds for their immediate needs.

These funds may be used for the purchase of feed, seed, replacing equipment and livestock or other essential farm expenses.

Applications for these loans may be made by calling 293-5577.

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

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

AUTOMATIC TRANSMISSIONS

IN LAKESIDE

Pixley's Auto Repair

All Work Guaranteed

9786 Los Coches Rd. Lakeside

All Major Credit Cards Honored

443-4731 448-1030

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****START CENTER FOR INDIANS**

On Wed. Dec. 9th a meeting of interested citizens met and discussed a Rehabilitation Center for American Indians in this area.

Present at the kickoff meeting were 14 interested citizens who formed their first committee, and adopted the name of "Indian Rehabilitation Council". Purpose is a center for Indians with an alcohol or drug problem.

The proposed center will be operated and manned by Indian personnel, based on their culture, religion and beliefs.

Area #5 Coordinator, Harold Chaipos, opened the meeting and introduced Vernon T. Johnson, from the Inter-Tribal Council and director of the Cal. Indian Alcoholism Program. Also present were 3 recovered alcoholics and one former drug user.

Committee members are now in the process of locating a suitable house or building with some acreage. Announcements are being printed to inform the Indian population in Alpine, Campo, Barona and Pala communities.

Next meeting is Dec. 23rd at 7 in Alpine Assembly of God Church.

MORRIS E. CARTY

Funeral services were Friday in Lewis Colonial Mortuary for Morris E. Carty, 85, of Olive Wood Drive. Burial was in Glen Abbey Memorial Park. Survivors: widow, Lula; two sons, Fred and Mike; four daughters Marie Stephen, Mary Venable, Grace Miller and Beth Hudnall; two step-children, Gene Tackwell and Gladys Lowery; 11 grandchildren; 22 great-grandchildren.

MERRY CHRISTMAS TO ALL**Value Village**

Now A Store in El Cajon

CLOTHING - FURNITURE - APPLIANCES

1445 North Magnolia

Profits for Retarded Children

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



With friendly thoughts
and wishes too, that
Christmas brings the
best to you.

Charles & Betty Shorter

2812 Alpine Blvd. 445-3763

Carl and Blanche McCall are celebrating Dec. 18th with a party for all students and faculty starting at 10. Karen Zimmerman and Karen Rosenberg are directing a play to be presented, and other entertainment will provide all with a happy party.

The world owes us a living, but it's sometimes hard to collect it.

BULLDOZING
 LAND CLEARING
 Roads & Lots Graded
 298-4858
 P. O. Box 485 Alpine

MORE FREEWAY SLATED

The County has just allocated \$5,200,000 to assist in the financing for extending a 4-lane Interstate 8 Freeway project 6 miles east in the Cleveland National Forest from Japatul Valley Road to 5 miles west of Laguna Junction, southeast of Pine Valley. The project includes completing the interchange at Japatul Valley Road, constructing an interchange at Pine Valley and bridge across the creek. Estimated cost, \$22,100,000 of which \$6,300,000 had been budgeted in the 1970-71 and \$10,600,000 will be budgeted in the 72-73 fiscal years.

Sweet Thing: "Oh, darling, I'm so discouraged. Everything I do seems to be wrong."

Boyfriend: "Mmm. Well, what are you doing tonight, angel?"

**WESTERN SHOP
 READY FOR
 SANTA**

If you have not already paid a visit to Alpine Western Wear, don't miss seeing the beautiful array of gifts for your family and friends with horses. Besides a large line of boots, tack and saddles, they have western wear in all sizes. Here Don Harris, who runs shop with wife Yula, smiles happily. Says "business has been good."




UNITED CRUSADE SHORT



Although the United Crusade Campaign only reached 91% of its goal, the final total of \$5.5 million was reported by campaign leaders at their Tuesday meeting. General Chairman Leonard Zanville called it a "victory for this year of severe economic distress."

EMMA SHERBURNE

Funeral services were Monday in Lakeside Funeral Chapel for Emma E. Sherburne, 74, of Apt. 5, Alpine Village. Survivors: husband Charles, three daughters; 13 grandchildren; 6 great-grandchildren. Burial was in Alpine Cemetery.

MERRY CHRISTMAS and a 
HAPPY NEW YEAR

"Quality Clothing For The Men In Your Life"
HOWARD'S MEN'S SHOP
 ED HOFFMAN, Mgr.
 108 West Main St. 442-1646 El Cajon

 **HAPPY** 
HOLIDAYS

**"ALPINE LIVELY OAKS"
 Club**

 Wishing you
 a
 bright and merry
Christmas

**ALPINE,
 ROCKET SERVICE** 
 2042 Alpine Blvd.
 445-9577

**ALPINE
 LAUNDERETTE**
 2038 Alpine Blvd.
 445-9577



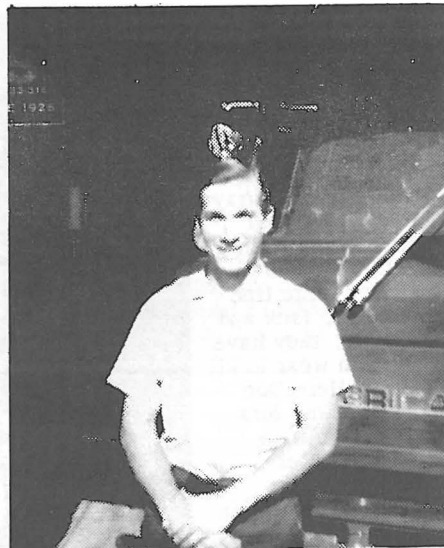
Greetings

Happy holidays to all of you from all of us this year.



Nutrition Center

Your Health Food Store
162 E. Main 442-7212
Mr. & Mrs. H. A. Gillies



FROSTY WINS DEGREE
Forrest Kuhn Jr., 19, is now a full-time fireman for Alpine's busy department. He graduated last Wednesday from the Miramar College Fire Academy. He enrolled in the six-week academy course to obtain college units for a degree in fire science.

LUTHERAN CHURCH SERVICES
Christmas Eve Alpine Lutheran Church, 2040 Tavern Road will have their Children's Christmas program. On the 25th at 9 a. m. will be the Christmas Day service conducted by Robt. Hellmann, pastor.

Merry Christmas

Happy New Year

Flinn Springs Country Store 14860 Old Hwy 80



A COMPLETE
ANTIQUÉ
SHOPPING
CENTER

FURNITURE - JEWELRY - GLASS ART - CHINA - CLOCKS - BOOKS
LAMPS & HUNDREDS OF KITCHEN ITEMS.

Paul Kress, Owner

Reta Kress, Janitor

SANTA COMES TO ALPINE
Santa, that genial fellow all youngsters love to meet, will be here Dec. 19 and 23rd to talk to all good little

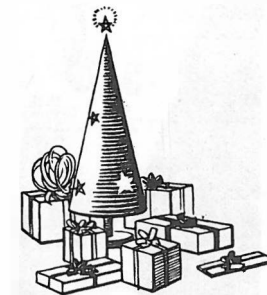


boys and girls. He will be found in the Woman's Club parking lot from 10 to 12 and 1 to 3 both days, will give out candy and talk to each child personally. And if you are in need of some delicious baked goodies, a group of mothers raising funds for school supplies will be there with a big bake sale. "Come, bring your children, and stock up on cookies, cakes and other holiday sweets" say members of the committee.

BEA LAFORCE SHOWS SLIDES
The Woman's Club was delighted to see Mrs. Bea LaForce's slides of the Christmas Story that she made herself in her home and the surrounding area. Lenore Lusk was the Narrator and Mrs. LaForce was assisted by Mrs. K. D. Faucett. Hostesses were: Lois Rood, Dorothy Ronski, and Kathleen Bennett.

"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.?"

BEST WISHES FOR A
MERRY CHRISTMAS
And A
HAPPY NEW YEAR



W.L. WEEKS
Construction Co.

Alpine 445-2226



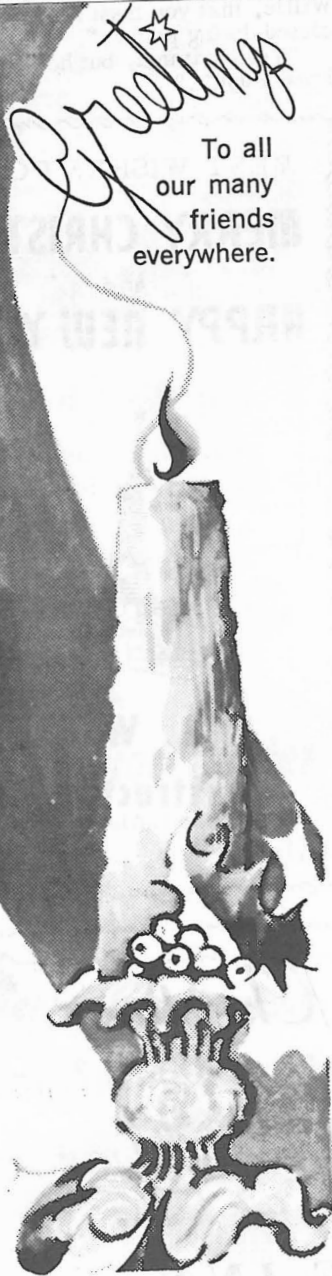
A Merry Christmas
and
Prosperous New Year

ALPINE INN

Buster McDonald, Owner

2225 Blpine Blvd.

Alpine



To all
our many
friends
everywhere.

Kip's Cafe
FINE CHINESE FOOD

1058 E. Main El Cajon 442-1211

ALPINE VILLAGE ENJOYS PARTY

Tuesday night residents of Alpine Village enjoyed their annual Christmas party with Mr. & Mrs Duane Cracola as hosts. Party was sponsored by owners, Auren and Jean Pierce.

Entertainment was provided by Joyce Baird playing bagpipes and dancing, Phil Hall and his musical group consisting of Phil and his saw, Lucille Gardiner, piano; Floyd Taylor, guitar, Ralph Castater, saxophone player. He won the 1969 Senior Citizen state contest as outstanding entertainer. Also entertaining were the Irvine Twins, Cecile and Celeste.

All say dinner and party were best ever and a gala time was had by everyone present.

A farmer wrote to a vet for free advice, stating, "I have a horse who sometimes walks normal and at other times had a limp. What shall I do?"

The vet replied, "The next time he walks normal, sell him."



CLUB ALPINE

445-5550

2502 Alpine, Blvd.

Pool Tables

Coldest Beer Around

Nothing will discourage long walks for physical fitness as much as the mid-skirt!

Commercial - Residential - Mobile

AIR CONDITIONING

Rosko Refrigeration

SALES AND SERVICE

445-3836

9926 Hawley Rd.

El Cajon

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

1018 E. Broadway

El Cajon 442-3301

Awnings - Cabanas - Screened
Enclosures for Mobilhomes
Patios - Residences

Alpine Representative
Lee Widmer, 445-4171

WHAT IS AN INSURANCE POLICY?

By C.E. West

It's just a batch of stapled papers. Or is it? Let's see now, you can't eat it, wear it, it won't warm, shelter or transport you, and it certainly isn't an object of art. But, when you need it, you'd better have it.

Briefly, it's a promise. A promise on the part of the insurer, that in consideration of the premium paid, the policyholder will be compensated for loss of property, income or expenses incurred due to sickness or injury; he negligence claims settled; or his beneficiaries paid for loss of his life.

There are other types of insurance, of course, but these generalities will serve to remind you of the advantages contained in those batches of papers you're billed for periodically. Keep them in a safe place, and have your agent check them with you at least once a year.

Two men were looking at a photo of Lollobridiga. I don't find her so unusual, said one. Take away her hair, her eyes, her lips and some curves and what do you have? My wife, said the other.

Merry Christmas



and



A Happy New Year

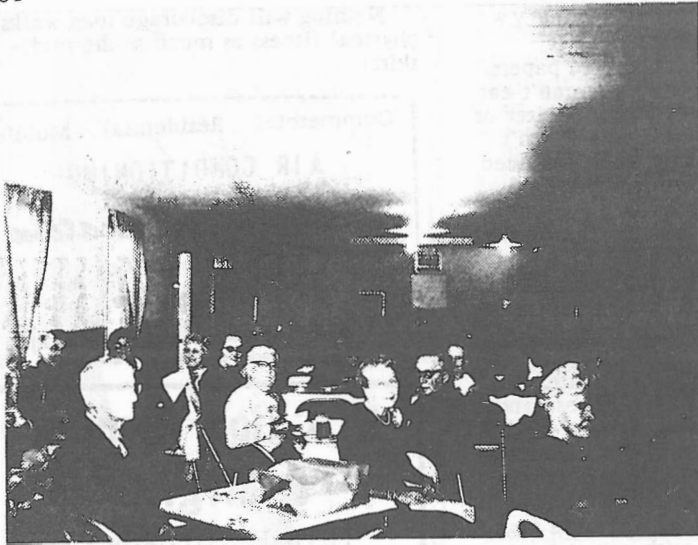
FROM

JIM & MILDRED RORIE

The Fiberglass Menagerie Company

2435 Alpine Blvd.

Alpine, California, 92001



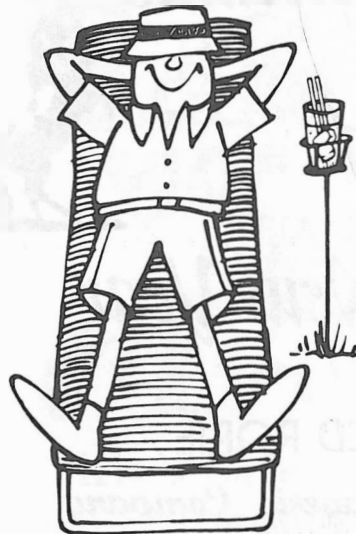
SENIOR CITIZENS ENJOY PARTY

Here is part of the Lively Oaks Club snapped during their Christmas Dinner Monday noon. All had a wonderful feast with election of officers following.

Radiator Running Hot or Leaking?
LAKESIDE RADIATOR
443 - 2824
 9764 Los Coches Rd., Lakeside, Ca.
 W.J. "Herk" Herchenroeder, Owner

SANDELLS BACK FROM VACATION

Mr. & Mrs. Fred Sandell, Eltinge Dr., are back from a 2 and 1/2 month driving vacation that took them to most of the southern states and to the East Coast. They visited relatives in Texas, Minnesota, Louisiana and New Jersey, had a perfect trip, reported gorgeous weather and no car problems.



ESCAPE

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

 **Pacific Telephone**
 PART OF THE NATION WIDE BELL SYSTEM

EMPTY GUN KILLS LAD

While playing with what they thought to be an unloaded gun, James L. Judge, II, son of Michael Judge, a retired Navy Lieutenant Commander, was killed instantly when hit in the chest by an "unloaded" 22-caliber pistol at his home in Clairmont.

Judge and his family only recently bought the riding concession at Stallion Oaks, spent weekends there operating the business, had enjoyed being in the country and was fixing up the stables for an expected lively business this spring.

Both boys were well versed in handling guns, thought it was unloaded and were playing with it when the accident happened.

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

SCHWEISSES TO ENJOY REUNION

A delightful annual Christmas reunion will be at the home of Mr. & Mrs. Dick Clark, a niece of JoEllen Svensson and granddaughter of Carl and Retta Schweiss.

Attending will be their daughter JoEllen and 4 children, her sister & brother Gay and Jeanne Earickson, their children Chris & Cindy Earickson who are expecting before Christmas, plus numerous other relatives of the Schweisses.

BEN W. NOVELL

Funeral services were 10 am Monday in EC Mortuary for Ben W. Novall, 60 of 2400 Alpine Blvd. with burial in Alpine Cemetery. Survivors: widow, Mary; three sons, Fred of SD, Charles of Alpine and Bennie of San Jose; six grandchildren; three brothers; one sister.

Pacific Ambulance Service



442-0514

24 HOUR RADIO
DISPATCH SERVICE



442-0424

Everything for the convalescent patient in the home
 24 HOUR MEDICAL OXYGEN SERVICE
 111 South Marshall El Cajon

*A Merry Christmas
 and
 Prosperous New Year*

New and Used
CARS & TRUCKS


STREIT CHREVOLET

8000 Morningside Way

460-1311

Wife: "Dear, tomorrow is our 10th anniversary. Shall I kill the turkey?"
 Hubby: "No, let him live. He didn't have anything to do with it."

MERRY
Christmas
 1970



Greeting you and wishing you happiness at Christmas.

RASH
CUSTOM DRAPERY
 ALPINE



BUILD UNIQUE MAILBOX
 Mr. & Mrs. Bob Gustafson, Palo Verde, have had an exact replica of their home reproduced by Ben Montijo, Hwy 80, Johnstown, for a mailbox. Photo by Celeste shows box installed in front of their home, even has tiny livestock around it. Will create much interest from passers-by.

Policeman to driver going the wrong way down a one way street.
 "Hay, where do you think you're going?"
 Driver: "I don't know, but I must be late-- everybody is coming back."

HAPPY HOLIDAYS
RANCHO
 Mobile Homes of Distinction
 444-3163

Floyd Watkins, Owner
 We Trade For Anything!


1234 E. Main
 El Cajon, Ca.

ALPINE POST OFFICE BUSY
 Miriam Wilson, an employee of 17 years, smiles happily for Sun lensman, is grateful people have been considerate and mailed early.
 Postmaster H. T. Magnussen says "the railroad strike didn't really bother us too much but we are glad it is over." Girl in window is Celeste Irvine's friend, Janice Douthit. Fine decorations up in lobby of PO were arranged by the new route man, Carl Seamster.



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

GREETINGS of the SEASON



Evelyn's BEAUTY SHOP
 Permanents from \$6.50
 Closed Tuesday 444-4294
 2030 Crest Dr. Suncrest

Buy at home and save gas!

MERRY CHRISTMAS



MONTIJO WOOD ART VILLAGE
 All Types Rustic Art
 MAIL BOXES - LAMP POSTS
 443-2908
 13549 Hwy. 80 Johnstown

Classified

50¢ a line (6 words) per line.
Min. \$1. Cash with copy to Sun.

SPECIAL NOTICES

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

LIVING CHRISTMAS TREES. Superior field grown. \$2 a foot.

PINE ACRES TREE NURSERY
1267 Arnold Way 445-3037

PHOTOGRAPHY - Commercial, Indust. Weddings, Pub. Rel., etc. W. W. McEwen. 443-4730.

LIGHT Hauling, trash and cleanup. Very reasonable. 443-6490. (12/24).

DICK IS BACK in EC Laundry and Dry Cleaning While You Shop. Clean and press - Complete Drapery cleaning Service. Coin laundry. Free Dry. 3 sized washer, 10#, 16\$ 25# rug washer. **NORGE VILLAGE,** 360 N. Magnolia. Open 7 days a week. 444-9861. (12/18)

KUHN TAXIDERMY Studio, 1865 South Grade Road. Alpine. 445-4757.

Don't complain about getting older; many are denied the opportunity.

Bethel Assembly of God

1929 Arnold Way

THURSDAY Bible Study 7:30 pm
Sunday Services, 9:45 a. m.
Regular Evening Service 7 p. m.
Youth at 6 p. m.

M. L. Buttram, Pastor
445-5537 - 445-5508

FINE BUSINESS CARDS, blue or black embossed, \$7.50 per 1000, cash. post-paid. With red, \$8.50. Also fast service on rubber stamps. The Sun, 2255 Tavern Road. Alpine. 445-2415.

READY TO FINISH Furniture. Fun and savings at MARY CARTER PAINTS, 242 W. Main, El Cajon. 444-2316.

BEESON'S DISPOSAL Serv. Trash & Garbage mixed. Call 8:30 to 4:30 Mon-Fri. Serv. HC To Mt. Laguna. 445-3029.

WANTED

Baby sitting job. Ask for Mary. 445-4757.

OUTSIDE WORK Wanted. Gen. Labor. Any kind. 2616 Alpine Blvd. 445-5366 (12/18)

CHILD CARE Wanted. Infants to ? Anytime. Licensed. Play yard. 445-3067.

EXPERIENCED Practical nurse desires home care for invalid in their home. Alpine. 445-5366.

Ken and Alene Hittle and daughters Mary and Charlotte are spending the Christmas holidays with his mother Mrs. Lucille Ott at her home in San Marcos. Daughter Cathy and husband Brian Bilkey and son Kenny drove down for Thanksgiving, will spend the holiday at their home in Vallejo. With Mary will be her husband Frank Clemens and children Lorraine and Ripley, and Charlotte will bring husband Oren Davis and children Mark and Lora.

Support your home town businesses.

Season's Greetings

ROAD OILING - BLACKTOPPING - SEALING

445-2188 **ALPINE TRUCKING** 445-2416

Sand - Rock - Tractor Work - Granite

MISCELLANEOUS FOR SALE

LIVING CHRISTMAS TREES
Beautiful dense Monterey Pine in containers. 5' or larger. \$2.75 a foot. **COOTS CHRISTMAS TREE FARM**
11264 El Nopal, Lakeside. (12/18)

3 YEAR old thoroughbred gelding, very gentle, sound. \$400. 445-4004.

KIDS-- Wide selection of gifts for Mom, Pop or Teacher. \$1. or less. **ALPINE ART CHALET,** 1321 W. Victoria.

GERMAN Shepherd pups. 6 weeks on Xmas. Mother AKC. \$15. & \$20. 445-4568.

FREE XMAS PUPS - Two 3 months old Labrador pups to good homes. 445-2015.

FOR RENT

3 Bedroom Furn. House. Lakeside area. 443-4004 after 4.

STUDIO for rent. \$75. Utilities paid. (rear Club Alpine. 284-6258-445-2537.

SPECIAL NOTICES

BARE ROOT and Citrus Trees Second Week in January. Closed Dec. 24 to Jan. 2.

PINE ACRES TREE NURSERY
1267 Arnold Way 445-3037

YARNS, KNITTING and craft supplies, Gifts. Open Sat. Sun, Mon & Tues. 10 to 5. Creations from **BLAIR HOUSE,** Viejas Grade Road to Park Dr. Descanso. 445-3676.

MINIATURES, old photos, copied and enlarged. Better than original. \$4. for 4 copies. Alpine Art Chalet, 1321 W. Victoria.

OVERSEES- National - Local job information. The Merlin Center can help you. 1040 10th Ave. 239-5339. (tf)

COMPLETE TYPEWRITER Service. Call Jim. 445-5146. (12/25)

2 LEVEL ACRES on South Grade Road. 445-5295 or 445-2134.

HELP WANTED in Alpine, Part-Time counter saleswoman, one should do alterations. Call Mgr. 443-5714.

SPECIAL NOTICES

PIANO Lessons. Ruth Burdett, 445-2877

GAINES LAUNDRY & CLEANERS
Free Pickup & Delivery. 463-9944.

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

TRUST DEEDS bought and sold. Call Don Bates, 445-2537.

WORKING PARTNERSHIP in small business wanted. Call evenings collect: (213) 473-4074.

ELECTRICIAN. 445-5239.

CONCRETE WORK- Pour & Finish Patios, driveways, slabs, etc. **Block Masonry.** Fencing. 445-2030. (12/11)

WELDING - PORTABLE AND SHOP. 445-4972. (1/1/71)

We're not a Lebanese Nursery, but we will have Beirut trees first week in Jan. **Manzanita Nursery,** 2634 Alpine Blvd.

George Lengbridge

FOR TV SERVICE

ANY MAKE - ANY COLOR
Most Repaired
While U Wait

445-3885

50 Years of Know-how
from Crystal Sets (1920)
to Color TV (1970)
14 Years in Alpine



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



Irvine Twins, Cecile & Celeste



Alice & Clarke Irvine

*Best wishes
 for a Happy*



**Old Fashioned
 CHRISTMAS**

and many of 'em!



BUTLER DRILLING COMPANY

Kenneth Hittle



ALPINE

SECOND CLASS PUBLICATION

Alpine Sun
2255 Tavern Road
Alpine, Ca. 92001

W B VIGNEAULT SP 32
RT 1 BX 614
ALPINE CA 92001



Season's Greetings

"For God so loved the world,
that he gave his only begotten Son,
that whosoever believeth in him
should not perish, but have ever-
lasting life". - John 3:16

ALPINE TV

Howard & Rose Marie Range

445-2134

2351 Alpine Blv.