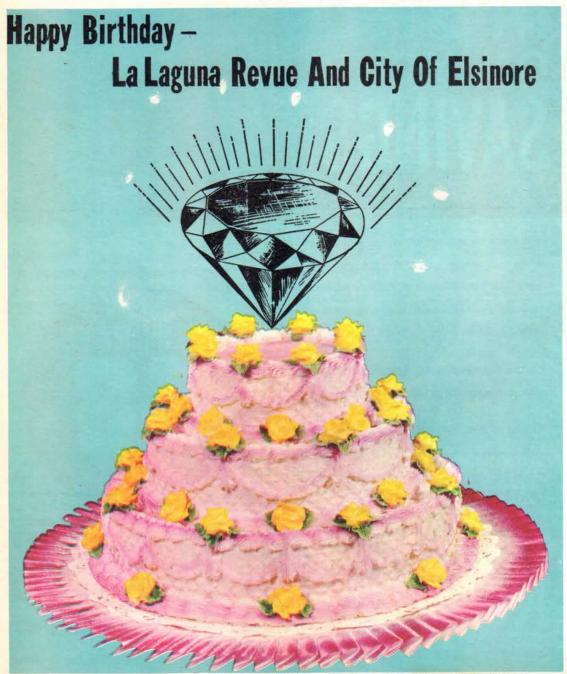
La Elsinore-Perris Valleys

Laguna Revue

VOLUME III, NUMBER 1

NOVEMBER 1963

35 Cents



A Monthly News-Magazine Devoted To The Recording Of Events Occurring In The Valleys of Alberhill, Elsinore, Lakeland Village, Sedco Hills, Wildomar, Murrieta, Temecula, Aguanga, Anza, Perris, Quail Valley, and Sun City

38.4% MORE ON YOUR SAVINGS



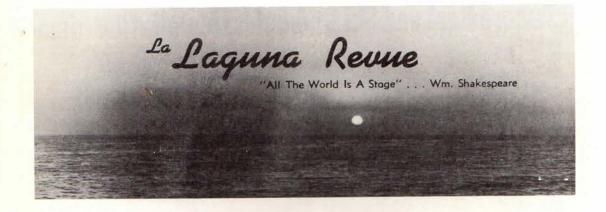
At Corona Savings current annual rate of 4.8% paid on insured savings, your money actually earns 38.4% more than paid by banks or similarly insured savings accounts . . . and the return of your principal is insured up to \$10,000 by an agency of the Federal government.

Corona Savings is a legal depository for sales tax, church, corporation, credit union and trust funds.

Corona Savings will gladly transfer your account from anywhere in the world, free of charge. Change now... get 38.4% more on your savings. Funds placed by the 10th earn from the 1st.







H2O TO FLOW

Lake Elsinore will have water

Out of the twenty-four issues of La Laguna Revue published, twenty of them have had a story on Water for Lake Elsinore.

Our headlines have read like a barometer that has gone completely out of whack. Some read: "Just have patience, there will be water in Lake Elsinore"; "Lake Ready for Water"; "It's a sad story, mates., Water for Lake hinges on insurance question." And then there was "Love's Old Sweet Song, Water for Lake Elsinore," and finally in October, 1963 we asked a question, "Will there be water when the new year comes?"

Now we can really get down to the meat of things.

Yes, there will be water in Lake Elsinore, probably by April of 1963, because on Monday, October 21 a \$750,000 loan was approved by the State Small Crafts Harbors Commission, \$250,000 for the construction of outlet facilities to permit water to flow from the aqueduct into the San Jacinto River and down through Railroad Canyon to Lake Elsinore.

The balance of the money, or \$500,000, will be used to buy the water from the Metropolitan Water District.

The Division of Beaches and Parks

hopes to repay the loan through lakeuse fees but if revenues fall short the Elsinore Recreation Park District and Riverside County have made arrangements to give financial aid to insure repayment of the loan.

It will take 30,000 acre feet of water to fill the lake (an acre foot contains 325,000 gallons) and Metropolitan announced it will have enough surplus Colorado River water during the corring winter to fill the lake.

Man-made ditches will take the water from MWD's aqueduct for a short distance, and then water will pour through the San Jacinto Riber bed into the lake. The water is expected to begin flowing about February 1 and by April, enough water should be in the lake to open it to the public.

So get out your bathing suits, polish

your skis and join in the fun.

And for all of the businesses-minded people Lyle Watson, supervisor of the Lake Elsinore Recreation Area, announced that the State Division of Beaches and Parks has published forms with which to make out applications for concession rights. Leave your name with Supervisor Watson and it will go on file at Sacramento and they will notify you when bids are requested for various concessions.

Elsinore Boat and Ski Clubholds installation dinner



Seated at the head table, which is adorned with the trophies the club has earned in various events, are from left: Gretchen Hodges; Karen Chaffin; Commodore Norm Chaffin; Master of Ceremonies and Installing Chairman Kenneth Freeman; Outgoing Commodore Fred Stokes, and Bonnie Brown, Outgoing First-mate.

The Rainbow Cafe in Rainbow was the center of a gala affair as the Elsinore Boat and Ski Club held their annual installation of officers on Wednesday, October 23.

This meeting was a dual celebration for this is one of the many organizations who are really looking forward to water in Lake Elsinore, for even without the

water in the lake this club has a membership of approximately thirty families.

Officers for the 1963-64 year are Norman Chaffin, commodore; Louise Gwinn, propchecker (activity chairman); Mable Cook, first mate (secretary-treasurer); Toni Stewart, beachcomber (membership); Warren Enochs, vice commodore.

Board members are Dr. Richard Cavanaugh and Fred Stokes.

The next regular meeting for the club will be held on November 27 at the Sedco District Clubhouse. Any persons interested in joining this active club is asked to get in touch with Norman Chaffin or any other officer of the club.



On the left side of the table we have Pat and Anita Luck with Dorothy and Caroll Spear (new owners of the Laguna Drive-Inn in Elsinore). Across the table from right to left (this is tricky, folks), George and Charlotte Fawcett; Red and Mary Henderson; Jim and Mable Cook; Evelyn and Kenneth Sater; Margaret and Warren Enochs; Mr. and Mrs. Farnsworth and almost out of the picture we have Bonnie Brown.



In the above photo are some of the members and their guests for the dinner just about to embark on their salads. From left we have Chuck and Kathryn Psase; Marian and Milt Papini; Louise Gwinn, newly elected activity chairman; M. D. (Bingo) and Elizabeth Haskell and Lyle and Gretchen Hodges.

DIAMOND JUBILEE PROGRAM SCHEDULE

FRIDAY, NOVEMBER 15

After 12 Noon - Homecoming Parade, Main Street

8 P.M. — Homecoming Game; Elsinore vs. Perris; Top Dog Trophy, Game at Elsinore Football Stadium

After the Game - Carnival Time

SATURDAY, NOVEMBER 16

8 A.M. — VFW Breakfast

10 A.M. - Major Street Parade (3 hours) with Bozo and Billy Barty

12 Noon — Rotary Barbecue Lunch at Carnival Grounds

12:30 P.M. — Official Annniversary Ceremonies; 5 foot Birthday Cake

Cutting

Welcome from Mayor and Council

Guest, Danish Consulate General

Song Premiere Presentation . . . "Elsinore"

Time Capsule and Giant Stopper Placement in Lake

Pouring of Waters

1:30 P.M. - Sky Diving Exhibition by Skylark Aviation

2 P.M. — Premiere Opening of Mad Museum . . . 1001 Funny Inventions and Crazy Collections

2:30, 3:30, 4:30 P.M. — Fractured Flickers Theatre

3 P.M. - Time Trials of Nutty Yacht Races and Surf Wagon Rally

4 P.M. - Can Stacking Contest.

Bizarre Art Demonstrations at Mad Museum

5:30 P.M. — World Champion Eating Contest on Stage 7:30 P.M. — Mad Ball Street Dance; Master of Ceremonies Billy Barty

9 P.M. — Costume Parade and Contest

10 P.M. - Gala 30-Minute Fireworks Display

Skydiving Exhibition with Flares

SUNDAY, NOVEMBER 17

7 A.M. — VFW Breakfast

All Morning — Worship

Real Estate Tours of Elsinore

Mineral Baths

Horseback Riding

12 Noon - World Champion Eating Contest

1 P.M.—Sky Diving Exhibition

Glider Exhibition

Mad Museum Opens

2:30, 3:30, 4:30 P.M. — Fractured Flickers

1:30 P.M. — Jubilee Stage Show; Master of Ceremonies, Bill Burrud

Finals Can Stacking Contest

Three Generations Beauty Contest

Outstanding Citizen Award

Hootenany

Billy Barty

Unicycle Act
3 P.M. — Grand Prix of Nutty Yachts

4 P.M. — Carnival Continues

La Laguna Revue TELEPHONE 674-2617

Published monthly at 138 North Main Street, Elsinore, California, by Roger Mayhall Second Class Postage Paid at Elsinore, California
Subscription rates: California, one year, \$300; outside of state, \$3.50; foreign, \$4.00

ROGER L. MAYHALL, Publisher

Garey W. Carr Editor Dolores Mayhall Associate Editor

VOLUME III

NOVEMBER 1963

NUMBER 1



Sun Photo

Leandro Perez, Casey Jones, Jim Francisco, Bill Kratsch, Jay Guler, Mayor Tom Bartlett, Gordon Harrison, Al Tillman and Lyle Watson are all admiring the completed yacht which is entered in the nutty yacht race.

Join in the fun: Elsinore's Diamond Jubilee Celebration

This is it, folks. Just get ready for the count-down, from the date this issue was set on the stands there is only 15 days left until the big celebration.

Get out your calendars, mark these three days—November 15-16-17. Let the work go, and join the fun for this event will Never, never come again. We are only 75 years old once.

For all of you living in Australia, Russia and places such as that and could not get here for the event La Laguna Revue will have full photo coverage in the December issue so that you haven't missed out on all the fun entirely. Those we do not see in person, we will see in the December issue of the magazine.



With entries like this, the race is certain to be a success. From left we have Jessica Finnell, Pat Moniot, Shirley Doe and Morna O'Day.



Lagura Revue - November 104

Now Pacific Magnetic Corporation



La Laguna Revue Photo

In the year 1957 the Romoland School was emptied of its pupils and the old school located on Highway 74 was put up for sale.

H. Lawrence Mills, the

president and founder of Pacific Magnetic Corporation, purchased the school in 1958 and converted its 12000 square feet into a complete electronic plant



La Laguna Revue Photo

H. Lawrence Mills, president and founder of Pacific Magnetic Corporation. On the desk in front of Mr. Mills is a toroid transformer.

that now employs 35 trained personnel.

Its basic business is the manufacture of transformers and instrumentation equipment. At present the firm is turning out about 8000 toroid transformers per month for Oregon Technical Products, a division of Textron. This transformer is a small gadget, about the size of a quarter, and it is for use in Land Mine Detectors, nine per detector.

PMC did the original design and development work on the Abort Sensing Instrumentation System for the Mercury space capsule program, that is used to detect any malfunction in the initial stages of blastoff and abort a capsule's orbit. The instrument was responsible for aborting a capsule at Cape Can-



La Laguna Revue Photo

Bob Mills looks over the intricate mechanism that Bob Guthrie holds in his hand. This part fits the Twic on the counter, which was designed by PMC.

averal prior to America's first orbit flight, thus averting a possible tragedy in the space shot program. It has also turned out such products as a magnetic amplifier for the booster system of the Air Force's Atlas rocket, power supplies for the instrumentation system of the Minuteman rocket and what is known as a proportional magnetic amplifier for controlling temperature, this on behalf of the United States Salinity Laboratory in Riverside.

The schoolhouse that once housed pupils may be remembered on the exterior by valley residents, but once you enter the main office you realize that this is no longer a school, but a business. The glass entrance opens into a corktiled reception room with ultra-modern furnishings, wood and glass paneling, with Gloria Burnley of Hemet as receptionist.

To the right is a conference room and the executive suite. Other rooms are set aside for coil winding and assembly, an engineering laboratory that is equipped with drafting facilities, test benches, test meters and such. There is

a metal fabrication and machine shop and an electro-plating department. In the direct center of the main building is a well-ventilated and lighted instrumentation systems assembly room that houses the toroidal winding mechanism, which Pacific Magnetic designed itself to automatically test transformer coil as it is wound.

This machine eliminates the usual hand turning process that is used by other companies and is time consuming and costly. The machine, which Mr. Mills referred to as "Twic," is now

Continued on Page 49



La Laguna Revue Photo

Here we see the "Twic" in action. It sets on top of the coil winding machine and when the winder gets the correct amount of coil on a disc, the mechanism of the "Twic" stops the winder and the disc is removed. Operating the machines is Ruby Post of Homeland.

Business and Professional Women have luau



La Laguna Revue Photo

The Business and Professional Women's Club recently met at the home of Caroline Heckman on Waite Street in Elsinore for their first meeting of the year. Members and their guests were attired in clothes typical of the Islands, for this luau. The room where the meeting was held was decorated with bamboo, palm trees, shells, fish net, flowers and many other items that cave one the teeling of being on the Hawaiian Islands. The food served for the event followed the motif of the evening Joining in the festivities were: top photo, Nettie Bushman, Mrs. Middleton, Opal Connor, Ethelynne Coles, Gloria Overdeer, Doris Wallace, Wanda Stokes, Caroline Heckman, hostess, Clema Mitchell, Minnie O'Brien and Frieda Holtan. Bottom photo shows President Fritzi Gediman, Doris Palmer, Margaret Enochs, Carol Tanner, Melvern Ferguson, Dorothy Dodson, Effa Newton, Jerry Adams and Dorothy Freeman. Attending but not in photos, Kay Gilbertson

La Laguna Revue Photo



La Laguna Revue - November 1963

Page Seven

High on a hill with Garey Carr, citizen

By DOLORES MAYHALL

Associate Editor's Note: Garey Carr is now on a six-months leave of absence as editor of La Laguna Revue and during his absence it has been my pleasure to edit the magazine and it has also afforded me this opportunity to introduce to you readers who know Garey Carr as editor. Garey Carr, citizen.

This month we will visit at the home of Alice and Garey Carr on Kalmia Street in the town of Murrieta.

To reach the Carr home one drives up the long sweeping drive, through the gate and lo, you are in the huge lot reserved for parking.

The Carrs have a welcoming committee for all guests, his name is Jack, and the minute you turn off your motor Jack, a large collie dog, steps beside you and escorts you directly to the front door.

Once inside the door you

are in a large foyer and to your left is the massive livingroom with its blue carpeting and muted pink walls and in one corner a baby grand piano. On the top of which is the golden medal that was awarded to Garey in 1961 by the Freedoms Foundation at Valley Forge for "outstanding achievement in bringing about a better understanding of the American Way of Life." Deeper into the living room is an organ and when played by Mrs. Carr



La Laguna Revue Photo

Mr. and Mrs. Carr seated by the fireplace. On the mantel is a pair of Chinese cloisanne temple bottles and in the center is a temple piece of the Taoist Regime in brown cinnabar. The beautiful carving on the bowl depicts the history of mortals with the mother seated. Others, including the eight immortals, are following Shou Lao, God of longevity, who represents Lao Tzu, founder of Taoism, the oldest religion of China. Lao Tzu was born 605 B. C. and both Buddha and Confucius were his students. Show Lou, nearly always seen on a water buffalo, is always depicted with a bump on his forehead, to indicate deep thinking. Show Lou is followed over the bridge of life and into the temple for purification and then reaches the fir tree, symbolic of immortality.



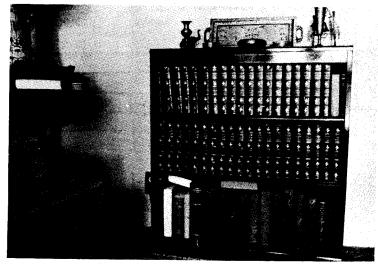
La Laguna Revue Photo

Mrs. Carr is seated in a corner of the living room which is the favorite of many guests. The soft blue of the carpeting extends throughout the house as do the muted pink walls and draw drapes. The chairs are done in blue and the sofa and side drapes in deep red to blend with mahogany in the furniture. The lamps are an old English teapot and sugar bowl in moss rose design which came from England over 100 years ago and were given to Mrs. Carr by her grandmother.



La Laguna Revue Photo

The dining table and chairs of solid mahogany have been in the family for many years, also the teacart. The old English tea set in Queen Ann design was a gift to Mrs. Carr by her husband on their 25th Wedding Anniversary. At the opposite end of the room is a breakfront filled with many precious mementos.



La Laguna Revue Photo

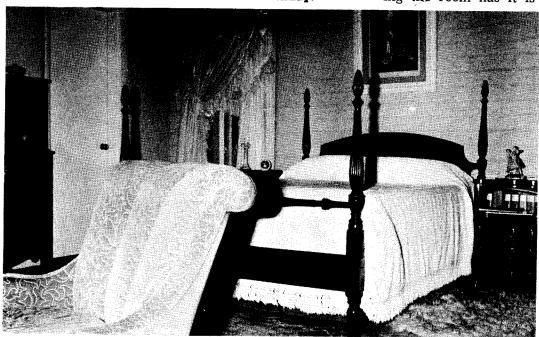
In the study the upper two shelves of the bookcase are filled with the complete works of Charles Dickens and are illustrated with engravings from the original plates. As a boy Dickens was Mr. Carr's favorite author, (and still is) and his mother presented him with the set on his 18th birthday.

it seems to come to life and the entire house is filled with the "sound of music."

As one sits in front of the fireplace in that room you can see that Mrs. Carr, who designed the entire house, had just one purpose in mind when she set her plans on paper, a home, not just a house.

The study of the home is very unusual as it doubles for a second bedroom with connecting bath. In this room is the Carrs' collection of "Dickens."

A family room and combination breakfast nook are located in the back of the house and overlooks a grove of olive and fruit trees. This is the room where Garey wrote his stories for La Laguna Revue and with the quiet atmosphere and homey feeling the room has it is no



La Laguna Revue Photo

The picture above the colonial bed is Jacob's Dream by Ferdinand Bol (1616-1680), favorite pupil of Rembrandt. The original is hanging in the Dresden Art Gallery. Franz Hanfstaengl, engraver of Munich, was commissioned by the Saxon government to make reproductions of all the engravings in the gallery and the work was finished in 1850. This is one of those reproductions and reached the United States through his agent, Frederick Keppel, an authority on etchings.



La Laguna Revue Photo

The fireplace, opposite the bed, is flanked on each side with a channel back chair for evening comfort.

wonder they were so well written.

And speaking of being well written here is a little background on Garey Carr, citizen.

He is the son of a pioneer family. He and his mother, Margaret Garey Carr, were both born in Los Angeles. His grandfather, Thomas A. Garey, left Ohio in 1849 with a covered wagon train via New Mexico, After many harrowing experiences with the Indians he and his bride arrived at the El Monte trading post in 1852. He became one of California's earliest horticulturists (see Webster's Biographical Dictionary and Encyclopedia). He was president of the board that founded Pomona and the main street, north and south, in that city still bears his name - Garey Avenue.

The best and fastest way to tell all about this active

Continued to Page 49



La Laguna Revue Photo

At the dining end of the family room Mr. Carr is holding a copy of La Laguna Revue. The hutch is filled with colorful cranberry ware.

Life Hagazine Stands Elsinore On Its Head



HEADSTANDER AT RIGHT IS FIRE CHIEF JIM CO

TOWN STANDS ON HEAD

MEMBERS OF U. S. FORESTRY DIVISION & FRIEND



IN THEATER LOBBY, TICKET TAKER COLLECTS FROM CUSTOMER



STUDENTS OF ELSINORE HIGH SCHOOL DO HEAD

To millions of Americans last week the workseemed a world turned upside down. We and the high emotional tensions created by ation's most exciting Presidential campalife out of focus. Even familiar things workstury look. In Elsinore, Calif., a young editor named Hub Crehan set out to correct dition by calling on the people of American

LIFE'S PHOTOGRAPHER (LEFT) & THE MATE







Wars

y this

as the people of Elsinore in celebrating National Week, Oct. 21-28,

an efficial written by his publisher in the "that gave Crehan his impulse. "Why?" he

The bethought about it, the more it seemed - a led dea to keep feet on the ground, a good

idea to lift heels in the air. People nowadays, he decided, adhered too closely to the status quo; they not only spoke in clichés, they saw in clichés. The old slogan "Hindsight is better than foresight" should be amended to "Bottomsight is better than topsight." To combat subversive activity, the U. S. should try "inversive activity." So in his weekly column, "Purviews," Mr. Crehan trumpeted this message: "Down

with the Dome. Junk the Jitters with Bottoms Up." Support soon came from other towns and cities in Southern California. Crehan's cry even found an echo Southern Cantornia. Creman's cry even found an echo as far east as Pennsylvania. But for the most part it was the people of Elsinore (shown on these pages) who downed their domes. Crehan was not discouraged. "In a revolutionary organization," he philosophized, "numbers are secondary, the program matters most."

KAY LESLIE FEEDS A MALTED TO COUNTERBOY TED ANDERSON

ASS'T. POLICE CHIEF BARKER TAKES INVERTED AIM









Henry Boontjer, Fire Chief of Elsinore



Students of Elsinore Union

On November 4, 1940, Life Magazine published the article that we have reproduced on Pages 12 and 13 of this issue. We decided to find people of Elsinore in as close to the same status in life as the people of 1940 were and to set them straight and upright, for the people of Elsinore are no longer on their heads, we are all walking on Cloud 9.

La Laguna Revue Puts Elsinore Back On Its feet!



Members of the Forestry Division back on their feet and ready to go.

Harvey G. French, Assistant State Forest Ranger: John Ferguson. Forest Fighter Foreman and Louis A. Daniel, Forest Fire Truck Driver.



E. D. Patterson, owner and operator of the Lake Theatre in Elsinore with Frances Bluemel. Pat has been standing a long time by keeping the latest movies at the theatre.



Jerry and Kaye Gilbertson owners of the Lake Elsinore Valley Sun. Here are two people who are not only or their feet but on the ball as well.



h h school on the school campus



T. C. Jones, owner of Daisy's Fountain & Grill, Main Street with Ted E. Nelson of the Elsinore Firestone Dealer Store and Bud Park are three men who are only too glad to stand up in their town.

La Laguna Revue Photos



wo Galer, City Adminison and Mayor Tom C. all top men in Elsi-City Governmennt.



We've got Minnie O'Brien up on the counter (she's been on her feet all day) and with her is Marilou Jones, T. C.'s one and only partner at Daisy's.



Chief Walt Bittle stands under the new sign leading to surrounding towns.

Hi, neighbor!

See you after Elsinore's 75th Anniversary Celebration at

DEL WEBB'S ULI



City

California's newest ACTIVE Retirement town

Just a 10 minute beautiful drive to where people "overfifty" (partners may be any adult age) LIVE AS THEY PLEASE . . . and enjoy complete recreational and creative facilities.

- Championship Golf Course
- Riviera-size Swimming Pool
- Shuffleboard
- Lawn Bowling
- Putting Green
- Complete Town Hall
- Fully-equipped Arts & Crafts Center
- Agricultural Project
- Modern Shopping Center and sensibly-priced HOMES and COOPERATIVE APARTMENTS

Scores of future ion Citians have already purchased their home-sites. If YOU plan to become 1 privileged resident, we suggest you r ake your choice now,





Write for FREE Full-Color "Story of Sun City
 P. O. Box 100 — Sun City, California

N

DEL E. WEBB CORPORATION

AT DUNCAN'S PONY FARM AT SAGE



Bill Weber and Tom Duncan in Hamburg, Germany, where they also purchased horses on their buying trip in February, 1961.

When Bill Weber of Romoland and Tom Duncan of Downey flew to London, England, in February of 1961, little did they realize that less than one week later they would be the proud owners of "Zack," an Appalossa pony.

Tom Duncan is the owner of Duncan's Pony Farm located just 14 miles south of Hemet on Highway 79

in Sage. He and Bill are partners on the imported rony end of the business.

The farm consists of 3,200 acres of the most beautiful, green countryside one could hope to see and roaming over the hills and in the valleys are about 300 ponies. all well cared for and all of them extremely friendly animals.

It began approximately

eight years ago when Tom started this pony farm with just one pony, but as the years have passed he not only has a few hundred ponies, but some of the finest breeds in America.

An Appy, which is the shortened name for the Appalossa, is a spotted pony, bred down from the Arabian size to the size of a Shetland pony and has seven or eight generations

of Appy in him.

The pride and joy of the Duncan Farm is "Zack," who has taken a winner's ribbon each and every time he was showed. In 1962 at the Lakeside Horse Show he was the reserve champion over all breeds of horses and at the Victor-ville Fair he was showed three times and took three firsts. This is quite a record for a pony not yet six years—entered six times and six firsts.

The Duncan Pony Farm is a commercial business where borses are bred and each year around the 18th of May a public auction is held and the ponies sold.

Trainer and manager of



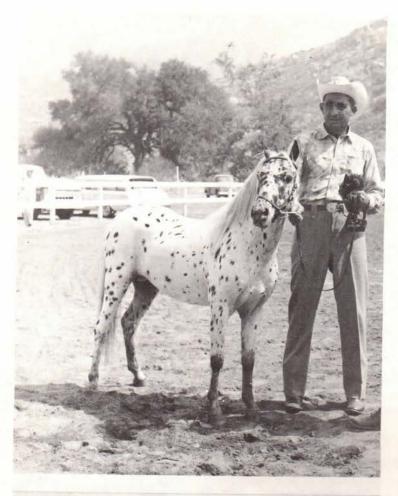
La Laguna Revue Photo

Ronnie Cisco is holding one of "Zack's" offspirngs, "Sweetheart." Notice on the extreme end of the horse, near the top, a perfect shaped heart.



La Laguna Revue Photo

Just a few of the colts sired by "Zack." In the background is the sign you see going north on Highway 79.



Here is "Zack" with Bill Weber just after Zack won the Reserve Champion over all breeds of horses at the Lakeside Horse Show last year.

the farm is Lloyd Sisco who lives on the premises with his family. Lloyd is a very firm but gentle trainer and before any of the ponies were brought out to be photographed they were groomed from top to bottom.

Beside the Duncan house at the farm, there are living quarters for the manager, and a trophy room so filled with trophies and ribbons that one can hard-

ly see the walls.

Beside the Appys they have Crescent Golden Penny, Graver's Roval Rex and Crescent's Golden Charm L. All of the ponies are not registered, some are grade ponies, but be it grade or registered, each one there acts like a thoroughbred.

Visitors are welcome to the farm on weekends and the one request is that the gates be closed at all times after entering the grounds.

Tom Duncan is the president of the Western Shetland Pony Breeders Association and is married to Frances Duncan. They are the parents of two girls. Betty Jo and Shirley. Mr. Duncan is the owner of

Welcome Friends

To Elsinore's 75th Diamond Jubilee Celebration

From

Guenther's Murrieta Hot Springs

Just A 10 Minute Beautiful Drive To Rest And Relaxing



es

f

La Laguna Revue Photo

Bill and Lloyd at the Farm with "Zack." Note how the ears are always alert, as if listening.



La Laguna Revue Photo

Here is Graver's Royal Rex and as we were to discover the greatest ham of all times, Spot, the bird dog. Wherever the camera pointed you could be assured that Spot was somewhere in its view finder.



La Laguna Revue Photo

A corner of the trophy and ribbon room at the Duncan Farm.

Duncan Industries in Downey, but spends his weekends at the farm.

Bill Weber lives in Menifee Valley with his wife Helen, and their children, Carol Ann and Tommy. He recently opened up his own plumbing business in Perris.

Couple honored at shower

Linda Papini of Elsinore and her fiance, Al Campos of Anaheim, were the honored guests at a wedding shower on October 5. Hosting the event were Mr. and Mrs. James Withrow, who invited friends of the couple to a steak fry at Lake Elsinore Recreation Area.

Guests attending were Mr. and Mrs. Carr Farnsworth, Mr. and Mrs. Warner Stewart, Mr. and Mrs. Jerry Stewart, Mr. and Ayers of Corona and Dan Baxter of Elsinore.

TRANSMISSION SPECIALIST

We're thoroughly experienced in every phase of automatic transmission adjustment and repair. You can count on our precision.



We Give Orange Stamps
LABOR & PARTS
FINNELL'S SERVICE
Hwy. 74—Meadowbrook

For Your Skydiving Pleasure



Left to right: Ed Huffman, Dick Myron, John Granados, Elias Gonzalos, Roy Fryman, Larry Perkins, and Norm McFarland (in the cockpit).

join the gang at Skylark Paracenter the most famous Skydiving Center in America, operated by the Cy Perkins' family.

The Twin Beech is the latest addition to the jump fleet of aircraft, 3 Howards, 1 Cessna 180 and Cessna 172

LARRY PERKINS IS AVAILABLE AT ALL TIMES TO TEACH YOU THE ART OF PARACHUTE JUMPING.

"Where Else Can You Have So Much Fun - For So Little?"

SKYLARK FIELD

YOUR FRIENDLY SKYLARKERS — CY, FLORENCE AND LARRY LEE
Route 2. Box 501 Phone 674-2500 Elsinore, California



GERMAN FILM CREWS SHOT WATER SAFETY

Germany is apparently interested in our retirement system for recently a German film crew was at Del Webb's Sun City and shot photos of the water safety class for a documentary film on "Retirement in America." Other sequences included general scenes about the community, an art class, the model homes, information office, beauty salon and a specially staged show held in the Town Hall. They interviewed many of the German-speaking Sun City residents. The crew was made up of K. M. Eckstein, director; Kurt Drews, cameraman; Gehart Drews, sound engineer; and Patricia Naggiar, research writer.

15 Acres on lake. Buy this before water.

10 Acres on lake. A real buy.

100-Foot frontage on lake.

Smith-Sanders engagement announced

Mr. and Mrs. Don Smith of Val Verde announce the engagement of their daughter Anna Jean to Robert Sanders, son of Mr. and Mrs. Roland Sanders of Perris.

Both Anna Jean and Robert are graduates of the Perris Union High School. Anna Jean is at present a student at Cal Poly in San Luis Obispo. She has been active in 4H work, earning the All Star award this spring and a 4H scholarship to Cal Poly last year.

Robert attended Cal Poly for three years and was very active in the 4H, having received the All Star award in 1958 and the Diamond Star award in 1960. He sailed in October from San Francisco to Australia where he will spend six months as an International Farm Youth Exchange student.

75 Feet on lake. Small house. Nice house on lake. Can't miss. These and many more. See us

BEN F. PHILLIPS, REAL ESTATE, Ph. 674-3265

TED MERRILL, BROKER — Chaney and Lakeshore Drive





California Water & Telephone Co.

Moreno 653-2101 • Elsinore 674-2111 • Perris 657-3111 • Hemet 658-2233

And they lived happily ever after



Mr. and Mrs. Charlie Bailey, 1913 . . . the former Laura Ellen Morrison

Once upon a time, around April of 1913, there was a hard-time social held at the Presbyterian Church in Pomona. This was destined to be the social that brought together two young people, Laura Ellen Morrison and Charlie Bailey.

This meeting resulted in a wedding, held on October 14, 1913 at the home of the minister where Laura Ellen was employed as a housekeeper.

Fifty years have passed and on Sunday, October 13, 1963, friends and relatives of the Baileys gathered together to celebrate their golden wedding anniversary.

The affair began at the Bailey home located at Scott Road and Highway 395 in Menifee Valley when the family all met for the beginning of a gala affair. They escorted the guests of honor to their car, which decorated with tin cans, "just married 50 years ago" posters and colored streamers. As the couple drove down 395 to the Menifee Community Center a stream of autos with horns blowing followed.

At the center, numerous guests were waiting to greet the couple as they

NEW HOMES -:- REPAIRS -:- REMODELING

WESLEY J. MARSHALL GENERAL BUILDING CONTRACTOR

FRFF ESTIMATES

Phone Elsinore Evenings 674-2654

LET US BUILD YOU A NEW HOME OR REMODEL
YOUR PRESENT ONE



walked into the hall which was appropriately decorated for the occasion, A money tree and many gifts of gold awaited their arrival, as well as a fourtiered cake. This was the big wedding they had missed fifty years ago, put on by the children of that union. The Baileys are the parents of three children, Luther, Gladys M. Setser and Ida Mae Freeman of Wildomar. They have ten grandchildren and two great-grandchildren.

They moved to the Menifee Valley and their present home in 1915. At that time the house had three rooms, no electricity and no water in it. The house shows TLC (Tender Loving Care) given it by the couple and it, like the Baileys, has seen a long, full life.



... deserve the finest medical care possible. The health of your growing children may depend upon it. That's why we suggest regular family checkups by your doctor. You will enjoy far greater peace of mind and help assure the good health of those you love. And whenever you need a prescription filled we're always ready to serve you.

YOUR (Rexall) PHARMACY

Elsinore Pharmacy Free Prescription Delivery Elsinore Area

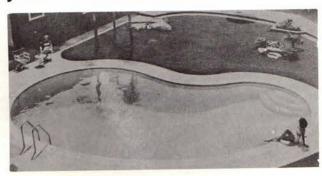
We are as close as your telephone" . . 674-3121



La Laguna Revue Photo

Mr. and Mrs. Charlie Bailey, 1963

Just For Fun



In Fabulous Fiberglas

Built In Four (4) Days

Vince Glenn

Phone 657-2144

Evenings: 657-4153:

Serving The Valley With Quality Insurance For Over 20 Years

English properties and the contract of the Con

George P. Fraley

GENERAL INSURANCE

129 East 4th Street

Perris, California

Telephone 657-2663

Complete Service For **New And Remodeled Homes**



largest selling TV!

The DEN MATE . Model 12127

THE DECORATOR CONVERTIBLE SERIES NEW DFF-R-ON'TIMER automatically turns set on up to 13

Maytag's reputation

for dependability

* Multi-Cycle

MAYTAG



Electric Range **KMC 30**

Top Loading Portable

Same famous lifetime "Guided Action" Power Wash Arm, Dual Filter Guards, and Flo-Thru hot-air dry system found in Kitchen Aid built-in dishwashers. Double-wall construction for cool, quiet operation. Large family-size capacity. Dishes come out clean SPECIAL ATTRACTION ON ALL APPLIANCES

WE GIVE S&H GREEN STAMPS

PLUS...

SHEET METAL WORK GUTTERS DOWN SPOUTS

* All-Fabric

portable dishwashers

KitchenAid Imperial



Halo-of-Heat® DRYER MODEL DE-101

Multi-Cycle, All-Fabric drying at Safe, Low Temperatures - Big Capacity Drum - Safety Door - Zinc-coated cabinet protected against rust - Ends "Hot Spots"

we are your

and bright.

CALIF. STATE LICENSE CONTRACTOR

HEATING AND AIR CONDITIONING

Telephone 657-3864

East First Street —

Happy birthday story



La Laguna Revue Photo

Here he is, our La Laguna Revue baby. You first read about him in the December issue of 1961 announcing his birth on November 16, 1961. Then in November of 1962 we showed our little fellow crawling up the steps of his home. • Well, here he is, going on his second birthday and so are we. In this picture, Gary Reed Van De Walker of Elsinore, has just shown us that now he can walk up the steps. Happy birthday, Gary, we'll see you next year.

Local student wins award

David March, a student at Elsinore Union High School, received honorable mention in the California Real Estate Association's annual statewide Essav Contest on "The Home Is the Heart and Hope of the Nation," it was announced by Clint Joseph, president of the Lake Elsinore Valley Board of Realtors.

The awards were announced during the 59th Annual Convention of the California Real Estate Association at the Biltmore Hotel in Los Angeles on September 24.

David was presented a gold trophy as an award by the Lake Elsinore Valley Board of Realtors.

First place winner in the contest was Sheila Arnold, a senior at Pacific High School in San Bernardino.

SECURITY FIRST NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Perris Branch 181 E. 4TH STREET 657-2151 Sun City Branch 26920 CHERRY HILLS BLVD. 657-3191

A golden affair for the Tabaks



La Laguna Revue Photo

Rose and Mike Tabak seated in front of the golden money tree and the cake with the inscription "Happy 50th Anniversary, Rose and Mike." As Rose and Mike Tabak drove into the driveway of their granddaughter's home on Sunday, September 22, little did they realize that along with their immediate family some twenty friends would be on hand to help them celebrate their fiftieth wedding anniversary.

The Tabaks are residents of 126 Seventh Street in Perris and are the proud parents of Mrs. Paul Kraychir who in turn is the mother of Paul R. Kraychir and Mrs. Jim Pratt, mother of little Jimmy Pratt. That's right, a four generation family, all of Perris Valley and all the result of the union that took place fifty years ago in Cleveland, Ohio.

The day for the event turned out to be one of golden beauty and the money tree, which was the centerpiece for the table,



La Laguna Revue Photo

Four generations: back row, left to right: Mr. and Mrs. Tabak, Mr. and Mrs. Paul Kraychir, Mr. and Mrs. Jim Pratt and son, Jimmy. Front row is Marie Pratt and Paul Kraychir.

was a golden branch, to which was attached 50 sildollars individually wrapped in gold foil. Along with the money tree the Tabaks received many gifts, each symbolic of the golden event.

The dinner was served buffet style and the menu was of Hungarian foods and pastries. (The staff photographer and associate editor each showed a noticeable increase in weight that day.)

Mr. Tabak is semi-retired from his trade of builder. His ability extends not only to carpentry and cabinet work, but to cement and metal work as well.

Chostner sisters in spotlight

Virginia and Judy Chostner of Poe Street in Elsinore were the guests of honor at a party given in their honor on Saturday, October 19, at the El Cerrito home of Mr. and Mrs. Gilbert Wilson.

Mrs. Gladys Chostner, former Elsinore resident. and the Wilsons announced



La Laguna Revue Photo

Many friends joined the Tabaks on this golden anniversary.

the engagement of Virginia to Gib Wilson. A cake of two hearts side by side with the names of the young couple on the top of it was the symbol used for the engagement announcement. Alongside of the cake was a set of keys for the newly engaged couple and outside in the Wilson driveway was their gift from the groom's parents, a Dodge. No date has been set for the wedding.

At the stroke of midnight all of the remains from the were engagement party

cleared away and a white cake with pink frosting elephants coming out of a cocktail glass was set as the new centerpiece and Judy's twenty-first birthday party was underway.

The parties were a huge success and both girls shared the spotlight on their night of nights.

Gib is a member of the United States Forestry Department at Anza; Virginia is a cashier at the Lake Theatre and Judy is secretary at Mayhall Print Shop.



PORTRAIT

by Sudolph San

Specializing in

WEDDINGS - CANDID Baby & Glamour Photography

FSTABLISHED SINCE 1948

OPEN 9 - 5:30 WEEKDAYS 9 - 12:30 SATURDAY

RE 7-3761

700 EAST GRAND BLVD.

CORONA



HOW TO PLAN YOUR ENGAGEMENT AND WEDDING

Something from the Jewelers is always something special



Dietrich's Diamond Shop

(DIAMOND IS OUR MIDDLE NAME)

(DIAMOND IS OF

113 North Main

Elsinore, California

AUTHORIZED BULOVA JEWELER

*Waterproof as long as cose, crystal and crown are intact. Certified waterproof by The United States Testing Co., Inc. All prices plus tax.

When You BUILD



GALAXY

Built by -:

Perris Valley Development Corp.

234 "D" Street Perris, California

Phone: 657-2144 Evening: 657-4153



More Quality

FOR YOUR

MONEY:-

OVER ONE HUNDRED AND FIFTY ATTEND SUN CITY DINNER MEET



La Laguna Revue Photo

The Perris Valley Chamber of Commerce sponsored a dinner meeting on Thursday, October 17 at the King Arthur Room, Kings Inn, Sun City, for the Second Perris Valley Economic Development Conference.

Above are pictured some of the attending guests with Jack N. Savage at the speakers' rostrum. Mr. Savage was a member of the Conference Committee as well as Rev. Luther P. J. Steiner, V. E. Babcock, Louis R. Boettcher and Marvin Funk.

Speakers for the evening

were Honorary Chairman Fred C. McCall, Supervisor of the Fifth District; Fred J. Reinhardt, Industrial-Research Manager of the Riverside County Board of Trade who spoke on "A Look at the Future": Gilbert G. McCov, whose speech was based on "Recreation Potentials of the Perris Valley," and Stary Gange, special consultant to the Southern California Gas Company, who answered the question "How High Is Up?"

The entire affair was in cooperation with the Riverside County Board of Trade.



La Laguna Revue Photo

A four-generation family. Laura and Charlie Balley, Ida Mae and Kenneth Freeman, and Ginger and John Gwinn. In the front row we have Shannon and Cindy Gwinn.

V E T E R A N S C O L U M N



By CHRISTINE WRIGHT

"Be like a bird that, halting on its flight Rests on a bough too slight; And feeling it give way beneath him, sings Knowing he hath wings."

—Anon



The late Frank A. Strobel served fifteen months in France with Co. G 4th Dep. Bn. Signal Corpe, from July, 1918 to Sept. 1919. In his managery, his granddaughter, Bettye Lea Bosley, presented one hundred dollars to the Veterans of Foreign Wars, Post 1508 and Auxiliary. Frank was a member of VFW Post 1508 and a lifemember of the American Legion.

Miss Bettye Lee Bosley's late grandfather inspired her to take up nursing as a career. She has attended



Miss Bettye Lea Bosley, granddaughter of the late Frank A. Strobel, who gave the hundred dollar bill to the VWF Post 1508 and Auxiliary, for his memorial. Mrs. Ruth Strobel, widow of the late Frank A. Strobel, a 25-year member of the Ladies Auxiliary, Veterans of Foreign Wars.

the University of Colorado, Flagstaff State Teachers College and last February graduated from the Arizona State College. Bettye is now serving her internship at the Arizona State Hospital in Phoenix. Twentyone years ago she was born in Alhambra, California.

She designated that the hundred dollar bill she presented to the Veterans of Foreign Wars, Post 1508 and Auxiliary, in memory of Frank A. Strobel, her departed grandfather, would be used for a cabinet in which to place the many citations and trophies earned by the members.

Frank A. Strobel passed away in the Long Beach VA Hospital last February 22nd. In November of 1954 he retired after 36 years' service with the Department of Power and Water in Los Angeles. His widow, Mrs. Ruth Strobel, a 25-vear member of the VFW Ladies Auxiliary, was appointed in 1955 by the County Board of Super-

visors as Trustee of the Wildomar Cemetery District. Serving on the Board with her is another VFW member, Elizabeth Pfaff, and Betty Turner.

Mrs. Strobel was a policewoman for many years, was in the Intelligence Department during the war, and also worked Undercover for the FBI. She is now living on a three-acre ranch in Wildomar on Elm Street.

To wed in Indio

Mr. and Mrs. La Mar Whyte of Springfield, Idaho, announce the engagement of their daughter, Kathry, to Ronald W. Hales, son of Mr. and Mrs. F. Herbert Hales of 216 N. Kellogg Street in Elsinore.

The bride-elect is a graduate of Aberdeen High School and attended Brigham Young University.

Ronnie is a graduate of the Elsinore Union High School where he was an active participant in athletics. He graduated from Brigham Young University in 1963. He served a mission for the Church of Jesus Christ of Latter-day Saints in Argentina and Chile. He is at present teaching at Snake River Junior High School in Blackfoot, Idaho.

The couple have chosen November 23rd for their wedding which will take place in the Idaho Falls Temple of the Church of Jesus Christ of Latter-day Saints.

ARLIS HEIFRIN

repairs

Typewriters
Adding Machines

209 D Street, Perris

Thirty La Laguna Revue — November 1963

New car showing at Lakeside Chevrolet Co. and



La Laguna Revue Photo

Everyone loves a Chevy, be it the Chevy II or the Chevelle or any other model one can think of. Here we find five fellows, all students of the Elsinore Union High School, admiring a new car. Sitting in the driver's seat is Larry Divine with Dennis Finnell at the door. Checking out the most important item, the engine, is Lloyd Mansfield, John Conlee and John Finnell.



La Laguna Revue Photo

The House party at Hodges Ford in Elsinore was quite a success. Looking over one of the Galaxie 500's are the Kenneth Freemans of Wildomar. It is pretty hard to make up one's mind on what to buy when you have to choose between the Thunderbird. Fairlane, Falcon and the Galaxie. As if that weren't a hard enough choice, imagine the decisions one must come to when you have to select the color. In the doorway, top right, we find Lyle Hodges who can help solve any of the above problems.



HAPPY BIRTHDAY ... ELSINORE



The Elsinore area was one of the first areas to receive central station electric power when Calectric completed its 240 mile-long transmission line from Bishop to Riverside County in 1913.

Today we serve a variety of customers in the area — agricultural, industrial, residential and commercial — and we're ready with the power capacity to meet the growth that a full lake is certain to bring.

We're proud of the part we've played in past growth and we look forward to a further teaming of electricity and water.

CALIFORNIA ELECTRIC POWER COMPANY

Menifee Valley resident celebrates 95th birthday

The gentleman of the Milton household reached his 95th birthday on September 5, 1963. These 95 years have been full ones for Elmore Milton of Menifee Valley.

He was born in Lafayette, Wisconsin in 1868 but was taken to Missouri when he was eight months old. He grew up in Car Junction, Missouri where he was married to Maude on June 24, 1898.

In 1906 he became a mail man in Los Angeles and from that position he advanced to the parcel post division. He retired in 1933 from the post office after putting in 28 years and 6 months.

In 1946 they moved to Menifee Valley. They live in a stone house which overlooks the Valley with a view for miles in all directions. The home is comfortably furnished and decorated by countless art objects hand painted by Maude.





La Laguna Revue Photo

Elmore and Maude Milton on the patio of their home

Mr. Milton was honored on September 22 with a birthday party held in his honor by friends and relatives.

The Miltons have one daughter, Margaret Sawyer, who is the assistant librarian at the San Bernardino High School.

Maude will celebrate her 86th birthday on April 3, 1964. She was a member of the American Women's Division Service during World War II and drove a truck for the organization.

Here we have it, two people who were married on June 24, 1898, have one daughter and have been active in many organizations and are still going strong.

Tommy Morrow does sell Insurance

LA LAGUNA REVUE DEALERS OF THE MONTH



La Laguna Revue Photo

Evelyn Roderick

This month we would like you to meet Evelyn Roderick, owner and operator of Crossroads Cafe, Riverside Drive and Rice Road in Elsinore, and Wanda and Al Accet-tura, owners and operators of the Sunshine Ranch Market on Railroad Avenue in Elsi-

In their place of business is a stand and they will gladly take care of you when you are in need of those extra copies of the magazine.

It is interesting to note that the Accet-turas were one of the first subscribers to the magazine when it began two years ago, and although Al sells the magazine in his store, his personal copy arrives in the mail.

Below is a listing of all of the other La Laguna Revue dealers:

Burnham's Market, 24741 Washington. Murrieta. Mel Miller.

Crossroads Drive Inn, 16830 Rice Road,

Elsinore. Evelyn Roderick.

Duke's Corner, Quail Valley. Beulah

Duke. Elsinore Barber Shop, North Main St.,

Elsinore. Fred Dominguez and Bill Butler. Elsinore Rexall Pharmacy, 141 N. Main St., Elsinore. Dick and Dwight Connor.

Elsinore Public Market, 159 N. Main, El-Harry and Kenny Lee and Harry sinore. Davis.

Farmer's Market, 16851 Rice Road, Elsi-e. Earl Tate. nore.

Gahagan's General Store, 14832 Lake St.,

Grand Avenue Pharmacy, 17741 Grand Avenue, Elsinore. John Burke.



La Laguna Revue Photo

Wanda and Al Accettura

Guenther's Murrieta Hot Springs. Hugo and Bud Guenther.

Kings Inn, 26901 Cherry Hills Boulevard, Sun City. Hollis Hammond.

Kirk's Variety Store, 406 D Street, Perris. William Frazier.

Lakeland Vista Market, 17623 Grand Avenue, Elsinore. Clayton Stocker.

M & M Market, 15987 Grand Avenue, Elsinore. Eddie Misner.

M & M Market, Temecula. Frank Farris. Meadowbrook Market, Meadowbrook. Lon and Mary Finnell.

Ortega Oaks Market, 15887 Grand Avenue, Elsinore. Joe Jeffries and Joe Jeffries

Perris Rexall Pharmacy, 318 D St., Perris. Bob McCafferty.

Ray Bezansen's Cafe, Washington, Mur-

Rite Spot Cafe, Temecula.

Seitz Liquor Store, 142 N. Main, Elsinore. Joe Seitz.

Shipley's Market, Anza. Sportsmans Cafe, 2088 Railroad Avenue, Elsinore. Lowell Henes and Dick Bulawa. Sun City Rexall Pharmacy, 26936 Cherry Boulevard, Sun City. Dale Wilterding, Sunshine Ranch Market, 990 Railroad

Avenue, Elsinore. Al and Wanda Accettura.

Temecula Liquor Store, Temecula. Tontz Country Store, 32473 Almond St.,

Sedco. Clarence and Jeanette Tontz.
Wildomar Store, Highway 71, Wildomar. Betty and Wyman Turner.

Mayhall Print Shop, home of La Laguna Revue. 209 D Street, Perris, and 138 N. Main Street, Elsinore.

Page Thirty-four

SUN CITY LIONS ELECT OFFICERS

First officers of the Sun City Lions Club were elected at a luncheon meeting recently.

Chester Madison was elected to be the first president of the newly formed group. Ward M. Harman was elected secretary ond

Don Webster, treasurer.

Edward Bowlus was named extension chairman and will direct the planning of a charter night to be held soon.

The meetings will be held on Wednesdays during the luncheon hour at the Kings Inn.

Another first for Sun City

California Water and Telephone Company will soon be providing cable television antenna service to Sun City residents, according to Dale B. Eckrote, division manager.

Acting in response to a request from the Del Webb Corporation to consider providing TV antenna services to the areas where reception is relatively poor with a home antenna, Eckrote stated that this venture would be another "first" for Sun City and the California Water and Telephone Company.

Construction of the facilities will begin immediately and will provide users with reception of all seven Los Angeles channels.

READY TO

Crest Craft Sport Runabout

SPECIFICATIONS:

Length	14'
Beam	69"
Weight	290 lbs.

Steele Rawlins -:- Clayton Brewer Wholesale Distributors and Manufacturers

CREST CRAFT

231 "D" Street

Perris, California

HERE'S the SCOOP!

Complete Line Of Home Furnishings

- CARPETS
- LINOLEUM
- DRAPERIES
- UPHOLSTERY
- WINDOW SHADES

oute of Style

SERVE YOU

OPEN FRIDAYS UNTIL 9P.M.

Phone 657-3191

New sign for "Wreck" Center



La Laguna Revue Photo

The Elsinore Recreation Center and the Recreation Center Cafe have a new sign adorning the top of their establishments located on Graham Avenue in Elsinore.

This sign is the first major indication of progress being made on the exterior of the buildings in Elsinore. At night when the lights go on, the sign can be seen for miles around and gives one the impression of being in the big city.

Verda Martin, owner of the cocktail bar, and her son Tom Martin Jr. and his wife Irene are now in the process of completing the interior decorating, which will be more on the Tahitian style motif.

In the dining area Mr.

FACTORY AUTHORIZED SALES & SERVICE

Reg. \$219.95 Laundromat -\$10066

Appliance Center W Heating And Air Condition

171 E. First St. 657-3864 almost completed the remodeling of the dining room. This is quite a place to see and to spend an evening of dining, and on Saturday evening, dancing or just to sit around the piano

bar and enjoy a cocktail

and Mrs. Henry Burke, owners and operators, have

Jaycees need members

with friends.

The Elsinore Valley Jaycees will be looking for all young men between the ages of 21 and 35 to become members of their worthwhile organization.

This group, headed by President John Cantacessi, is primarily a civic group using all of their monies to benefit groups such as Cub Scouts and Little League.

Meetings are held at Little Italy on Riverside Drive. Sign up now and join in the fun with the Javcees.



APPLIANCE DEALER

CALIFORNIA ELECTRIC POWER COMPANY



FASTER **ECONOMICAL**

ELECTRIC

CLOTHES

DRYING

15

SEE YOUR LOCAL ELECTRIC



SINCE 1946

Papini Plumbing Co.

121 S. MAIN

ELSINORE

DUMP TRUCK and TRACTOR SERVICE

118 North Main Elsinore 674-3325 674-3512

- Lot Leveling
- Top Grade DG
- Fill Dirt
- Top Soil
- Black Top (Hot Mix)

Be certain to include Zip Code numbers on all correspondence

Pat Luck opens new tire shop

MAYTAG

FACTORY AUTHORIZED SALES & SERVICE

Special \$19966

Valley Appliance Center Heating And Air Condition

171 E. First St.

657-3864

Pat Luck, owner and operator of Lakeside Tire Service on Graham Avenue in Elsinore, has recently opened up his second shop. It is called the Pat Luck's Hemet Tire Service and is located at 162 North San Jacinto Street in Hemet.

Both shops will give oneday retreading service, front end alignment and wheel balancing.

Will build on your lot a modern and beautiful-2-bedroom home. From \$4,850.00 and up 1½-Story elegant and daring design, from \$5,350.00: and up.

See models and custom homes under construction

DICK CRUSE, BUILDER

31121 Riverside Drive Elsinore — 674-2003



CONGRATULATIONS CITY OF ELSINORE ON YOUR 75th ANNIVERSARY

From

Perris Valley Chamber of Commerce

Telephone 657-3555

413 "D" STREET

County offices now at Civic Center

The Perris Civic Center on North D Street is the new home of the Perris Justice Court and the Riverside County Welfare Of-

After twenty-two years the old building on South D Street, which housed the court house finally became too small for the business at hand.

The new quarters are decorated with natural wood paneling, with wellpadded armchairs for jury members, seats for spectators, as well as new desks, chairs and tables for the judge and staff.

Judge C. R. Wilkerson will continue to preside over the group as he has done for the past seven years with the able assistance given him by court clerks, Mrs. John Garat. Mrs. Jack Randolph and Mrs. Doris Parson.

As well as the court room, there is space provided for the clerk's office, the judge's chambers and an office for Constable Mike Buchko. Next door there are ten small offices for Mrs. Walter Taylor, supervisor of welfare for the

Anna Jean Smith tops in state safety competition

Anna Jean Smith, now in the Perris Panthers 4-H Club, has been named California winner in safety in the 4-H Club Recognition and Awards program. She will receive an expenseraid trip to the National 4-H Club Congress in Chicago December 1-5. Her trip is being sponsored by General Motors.

Anna Jean, 18, has been active in all phases of club work. She has had several agricultural projects. cluding a beef project for six years and has been a junior leader directing the safety activities of the Perris Panthers. She prepared monthly safety programs for the club, stressing safety in handling horses, camp safety and disaster first aid. She directed the preparation and distribution of safety telephone stickers,

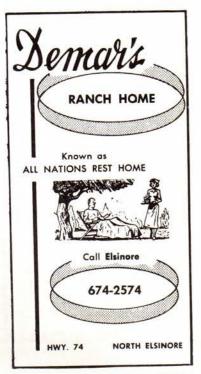
district, and her five social workers.

Eventually the building and safety, agriculture, health and sanitation and assessor county branch offices will be added.

An open house for the county offices will be held Watch the Perris Progress for further reports as to date and time.

listing emergency numbers. Anna Jean says, "Through our 4-H Club activities each member has become a more safety conscious citizen.

Continued to top of next page



Pachanga Hot Springs

We offer you Sulphur Baths, Chiropractic Diet, Massage, Electrotherapy. Colonic, Physiotherapy, X-ray pictures.

DR. T. M. LUKOVICH CHIROPRACTOR

Hours 9 to 5 (No Home Calls) Sunday 9 a.m. to 1 p.m. 301 N. Spring 674-3440 ELSINORE, CALIFORNIA



ACREAGE - LOTS - HOMES - RANCHES

FANI LUCAS REALTOR

SEDCO HILLS 32-308 MISSION TRAIL (OLD HIGHWAY 71) ROUTE 2, BOX 70 ELSINORE, CALIFORNIA



Valley Lake & Estate

M. ROBI FRANCISCO, Realtor

15-519 Grand Avenue Elsinore, California Phone 678-2133

Buy Today for Profits Tomorrow

\$1. THE SECTION SECTIO

674-2904

striving to make our community a better and safer place to live."

Don Smith of Markham Street, rural Perris, Anna Jean is the 1963 All Star

Daughter of Mr. and Mrs. girl for Riverside County

and was winner of a 4-H scholarship this last spring. She is presently a freshman at California State Polytechnic College at San Luis Obispo. She has been active in community and school activities, also serving as church organist. member of the Perris High School band and president of the California Scholarship Federation at Perris High School.

LOTS

ACREAGE

Richey Realty

C. H. (BOOMER) LEE Manager

15891 Grand Avenue - 678-2141 South Side of Lake (Ortega and Grand)

SPECIALIZING IN LOS ANGELES and RIVERSIDE COUNTY PROPERTIES

BUSINESS

Burdette White wins international award

Burdettte White, superintendant of the Perris Union High School District, was awarded the Diamond Star Award — the highest recognition given by the Nature Division of the Photographic Society of America for international exhibiting of nature photography, at the Society's annual international convention held in Chicago on October 5.



CONGRATULATIONS CITY OF ELSINORE ON YOUR 75th ANNIVERSARY

Rufus Hook Dodge

Your Valley Dodge Dealer 225 "D" Street Phone 657-3121 Perris, California

Celebrating Our 50th Anniversary From one corner of the Valley to the other it's

SEITZ LIQUOR STORE

142 N. Main

Elsinore

TIGER'S CORNER

Quarterback Club of Elsinore

The Elsinore High School Quarter-back Club is composed of a group of men interested in the football fortunes of the Elsinore football team. The members meet on Monday mornings at 7 a.m. for breakfast and a business meeting. Ralph Torn serves as president of the group, and Tom Butler is secretary-treasurer. During the meeting the coaches discuss the previous week's game. Each week the group selects a "player of the week" on the varsity and junior varsity teams, and these players are invited to breakfast the following week.

The Quarterback Club purchased a special projector which enables the coaches to analyze the play at a slow motion speed. Another project includes the purchase of film for motion pictures of the varsity home games.

Any prospective "grandstand" quarterbacks are invited to attend the Monday morning meetings in the high school cafeteria.



Quarterback Club President Ralph Torn presents Ralph Gerew with the Alonzo Stagg medal for having been selected as "player of the week" for the Yucaipa-Elsinore game.



Fullback Bob Taylor is congratulated by President Ralph Torn as having been selected as "player of the week" for the Capistrano-Elsinore game.



President Ralph Torn presides over the Monday morning meeting.



Members of the Quarterback Club selected Ralph Arviso as "player of the week" for his fine effort in the San Jacinto-Elsinore game.



Coaches Peyton and Ortiz prepare to show and narrate the Corona-Elsinore football film. Movies of the varsity football games played at home are taken by Don Hales.



Albert Buenrostro was selected as "player of the week" for his fine line play on both offense and defense in the Corona game.



Yell King Nicky Mendoza is flanked by varsity cheerleaders Karen Ruchti, Janet Berry, Mickie Papini and Sandra Barnes. Tiger mascots for this year include Ruth Munoa and Patty Wickerd.



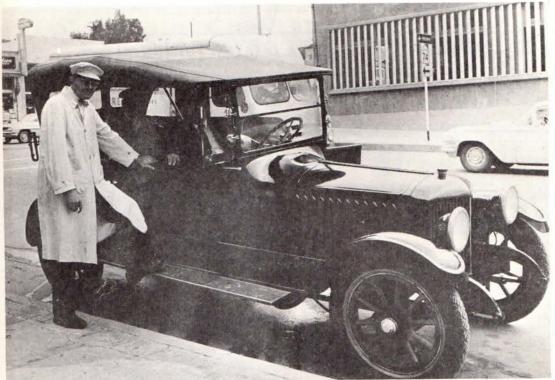
Songleaders for the 1963-64 school year include Judy Dodson, Shirline Cavanaugh, Terry Gutierrez and Patty Perryman.



This year's cheerleading chores are in capable hands, and all they ask is vocal support from the Elsinore football fans.



Members of the Quarterback Club enjoy an excellent breakfast every Monday morning. Most of the members are unable to do as well at home on a Monday morning.



Judge Raymond Thompson, front seat, Hoppy Hopkins, in the rear seat and Chorlie Brickell, standing by car, all of Fullerton, were on their way to Warner Hot Springs Old Car Meet on Saturday, October 19, when their 1917 Stanley Steamer decided to spring a leak. After a few repairs to the shiny black vehicle, the group was underway. Did they make it? We'll never know.

City of Elsinore

DIAMOND JUBILEE — NOVEMBER 16-17-18 Join the fun

REAL ESTATE - Many years in the Valley developing ...

- HORSE RANCHES
 - CATTLE RANCHES
 - LARGE INVESTMENTS

HARRY C. WINTER, Broker P. O. Box 194

Murrieta, California

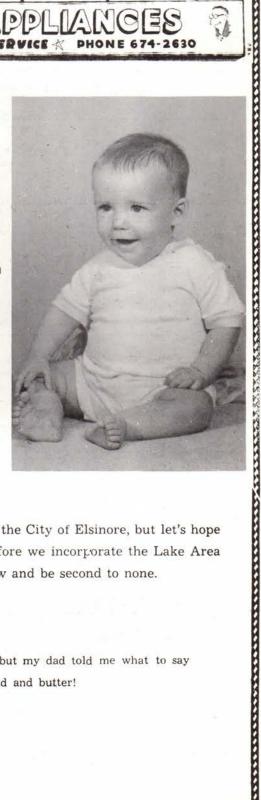
Telephone 677-2571

Night or Day

JOHN FURNITURE & APPLIANCES ()

My Great Grandfather was here in 1888 to help build the City of Elsinore.

My Grandfather is here now . . . My Father is here and I arrived during the 75th year.



As you can see I'm not 75 years old like the City of Elsinore, but let's hope that it doesn't take another 75 years before we incorporate the Lake Area into one city that will progress and grow and be second to none.

I don't really know what this means but my dad told me what to say and I DO know where I get my bread and butter!

M

S.

The Admiral

Fisher, Kornell, new editors; Junior School staff is added

This year's journalism staff members have been selected, according to Mr. Ronald Getty, advisor.

The yearbook staff is as editor; Joseph Holmes, assistant editor; Dennis Williams, news editor; James Clem, features editor; Marshall Carpenter, sports editor; Danny Schoolcraft, circulation manager, and Fisher, photographer.

The Admiral staff is as follows: Thomas Kornell, editor; James Clem, features editor; Marshall Carpenter, sports tditor; Danny Schoolcraft, circulation manager, and Fisher, photographer.

Other journalism staff members are the cartoonists Richard Lewsader, Redfield, and Williams.

Journalism class coordinator with the free-lance reporters is Holmes. Free-lance reporters are Terence Barton, Jami Camhi, Lewsader, and Andrew Smith. Jr. School reporters are David Young, Richard Brown. Peter Osborne, Darrell Pilcher, William Smith and George Stantis.

Director of public relations is Kornell. Public relations coordinators are Cairncross. Clouser, Fischer. and Schoolcraft.

Journalism class secretary is Holmes while the advisors are Mr. Ronald Getty and Mrs. Sula Srlitek. Mr. John Stover will assist and advise with yearbook photography.



Soccer Aces ___ hit warpath

By TERRY BARTON

"The future looks bright for the 1963 ENMS Soccer Squad. They have the talent and the ambition to become, we hope, one of the best in the history of the school," stated Col. Frederick R. Stimus, varsity soccer coach.

They have recently received another spark to their ego. Col. Stimus hopefully announced his plans to carry the soccer season over until late in January. This is due to the new league which, we hope, will be formed for those schools which are interested in this head-knocking, shinkicking vigorous sport.

The hopeful contenders of the squad are Terry Barton, Jim Camhi, Moe Carpenter, Alan Curtis, Jim Delbridge, Dusty Dunkle, Fitzgerald, Fauso Mike Tom Kornell. Hernandez, Doug Moffet, Frank Ostrander, Jim O'Connor, Larry Parkhurst, John Pollack, Gary Sawdy, Dennis Stephen Smith, Slavick, Tom Stevenson, Steve Van Wagner and, oh yes, Mark Koeckritz.



Mrs. Pray, author and journalist, is new Junior School teacher

By DAVID YOUNG

Mrs. Bonnie Irene Prav, the newest teacher in the Junior School, for the third and fourth grades, is the author of an anthology. "Famous Rides in History." which is in many schools throughout the eleven western states. She is currently authoring another volume to be used in the California Public Schools.

A former columnist for the metropolitan newspapers — "The Long Beach Press - Telegram," "Santa Ana Independent," and "Newporter," she has received both regional and national awards for her writings.

"My duties at ENMS are the most rewarding of my teaching career," comments Mrs. Pray.

Mrs. Pray has a Bachelors Degree in Education, received at Chapman College, with graduate work at Arizona State College, Tempe. She has two California State credentials, and has taught for 18 years in the state of California, in both classroom and administrative work. She has spent four years as a prin-

cipal prior to coming to ENMS. She was principal of Mt. Laguna Elementary School.

Mrs. Pray has composed lyrics and music to a ballad entitled "Elemore." written especially for the Diamond Jubilee Celebration. The ballad will be used to promote the anniversary throughout the Southland.

Mrs. Pray resides with her daughter, Lo-Vae, a senior at Elsinore High School, in Lakeland Village.

Baseball, rifle teams sparkle

By BILL SMITH

Baseball is the magic word in the Junior School for sports. We might not be as good as the Dodgers and Yankees, but . . . !

According to the team. Frank Lockhart is the best athlete. Ken Grosse. George Stantis. and Frank LaMaster are right behind him.

Every Tuesday and Thursday the rifle team goes up to the rifle range. Eugene Estabrook and Wil-

Junior School

JUNIOR LEADER

He's "young," and so brainy

By PETER OSBORNE

Ten - year - old David Young was born in Harvey, Illinois. Then he moved to Phoenix, Arizona. Now his home is in La Mirada, California. Both his parents were born in China. His brother was born in Peking, and his mother was born in Nanking.

When Young was asked what his favorite pastime was, he said in a joking manner, "Yelling at the first squad," because he's the first squad leader Then he became serious and said. "Reading educational books."

An upperclassman once remarked, "There goes the brain of the Junior School" when Young walked by. Most cadets regard David Young highly, Mike Divell said, "I regard him as an

intelligent person and a good squad leader."



liam Smith are the best shots in the rifle team. Both of them are going for sharpshooting. Ricky Brown is getting better and better according to the records.

News clippings are desired

The journalism staff would appreciate receiving news climpings about ENMS students that are cut out of the hometown newspapers of the cadets, Tom Kornell, student director of public relations, states.

The journalism staff sends out news releases to newspapers about the important events that occur on campus, and the honors hat are given to students.

The news clippings reeived from students will e kept in a public relaions file on campus, Korell said.

CLUB INDUCTS

Storming into the library on Sunday, October 6, came 20 cadets, eager to attend the first meeting of the International Club. which honored United Nations Week.

Out of 54 applicants, 21 new members were accepted. The first which were placed in consideration and accepted were the following cadets from other lands: Fausto Euoique Her nandez (Guatamala), Terry Barton and Brian Chase (Canada), Robert Boudreaux (Germany), Ted Manjoris (Greece), Vic Albano (Italy), Ronnie Swiestra (Holland), and Jorge Vasquez (Venezuela). John Carincross, James Clem, Patrick Kinney. James O'Connor, Mike Patte. Steve Van Wagner, and Justin Dunkle were the seniors next in line.

The four junior class members voted in were Marshall Carpenter. Robert Foster, Jim Delbridge and Lawrence Parkhurst. Because of inadequate

Cadets are honored, promoted at recent ENMS dress parade

the Elsinore Naval and Military School featured many honors and promotions.

There were cadets honored by being listed on the Principal's List and the Commandant's List.

For their exemplary performance in academics which earned for them a grade point average of 3.5 (B plus) or better during the second semester of the school year 1962-63, the following named cadets were named on the Principal's List: Joseph Bromley for

MEMBERS

space in the library, members of the lower classes could not be accepted, so a representative from each class was chosen, with Richard Lewsader and Andrew Smith representing the United States for the 9th and 10th grades respectively, and Jorge Vasquez (Venezuela) representing the 7th and 8th grades.

New officers elected were Jim Camhi, president; Mark Koeckritz, vice president: Terry Barton, secretary; and Jorge Vazquez, treasurer.

Jim Camhi reported on the International Club trip to Banning, where they entertained the De Anza District Woman's Club.

Gary Gorman gave a short talk on purposes of the United Nations after which cadets representing different countries gave a short talk on their flags.

The American and Latin-American trios then sang songs and the program closed with the group singing U.S. patriotic songs.

The first dress parade of the sixth time; Garry Gorman for the fourth time: Robert Clouser, Raymond Goetz, James Moody, Henrv Pilcher, John Pilcher, Smith, Andrew Thomas Stephenson for the second time; Jamie Camhi and Lawrence Parkhurst for the first time.

> For their exemplary disciplinary performance during the second semester of the school year 1962-63, which resulted in them receiving more merits than demerits during this period, the following cadets were placed on the Commandant's List: Raymond Goetz, Gary Gorman. Thomas Tilson for the fifth time, Terry McCarty. James Wray for the fourth time; Keith Bogart, James Moody for the third time: Russell Cannon, Henry Pilcher, John Pilcher, Thomas Stephenson, Dennis Williams for the second time.

Dance starts year's socials; hi-lites play

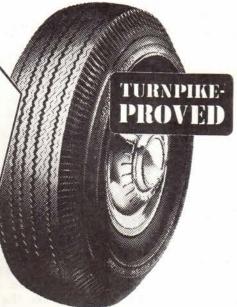
Official opening of the school's social season came with the first dance of the new year, October 19, from 8 to 12 p.m. With music supplied by the Hi-Lites, the dance was hosted by Mrs. Hendrickson and Mrs. McClintock, in Mrs. Conklin's absence.

Job's Daughters from Corona and the cadets' own dates kept the group occupied for the evening and made it a dance well worth remembering.

After the meeting adjourned the cadets looked at the exhibits from other lands sent to Mrs. Flyte by former students.

... GOODYEAR TIRES

NOW TWO
LOCATIONS TO
SERVE YOU...
Elsinore
Hemet





GENERAL TIRE

DON'T TAKE
CHANCES WITH
SMOOTH TIRES!

1-day Retreading

Front End Alignment Wheel Balancing

PAT LUCK'S Lakeside TIRE SERVICE

232 West Graham Avenue — 674-2330 — Elsinore, California 162 No. San Jacinto St. 658-7167 Hemet, California

PACIFIC MAGNETIC CORP.

Continued from Page 6

being manufactured for other companies who need the accuracy necessary for coil type work.

Mr. Mills studied electrical engineering at the Unifersity of Minnesota and for ten years was a CBS studio engineer, field engineer for RCA photophone, and head of studio operations for NBC affiliate. He was chief engineer of the Franklin Tranformer Manufacturing Co. in 1938 and headed the design and manufacture of quartz crytals.

In 1944 he organized the firm of Melco Products. Minneapolis. He sold this firm in 1957 and moved to the West Coast. Mr. Mills lives in Riverside with his wife and commutes to Romoland.

Purchasing agent and office manager for the corporation is Bob Mills, son of Lawrence. Bob spent four years in the United GAREY CARR, CITIZEN Continued from Page 11

man is to use an excerpt from Who's Who in the West.

"Garey William Carr, born Los Angeles June 12. 1887. Son of Daniel J. and Margaret A. (Garey) Carr. Student public schools. married Alice Harmon August 31, 1918. One daughter Annabelle (Mrs. George Huntsberger). Reporter Los Angeles Morning Herald 1903-07, San Francisco Examiner 1909-10, editor and publisher The Ace, The Aviation Magazine of the West, Los Angeles 1919-26; reporter Los Angeles Evening Herald 1922-24; Los Angeles Evening Herald - Express

States Air Force as a radar technician.

Chief engineer is Bob Guthrie, a resident of Quail Valley.

Mr. Mills chose an appropriate building for his business, for in this type of work, one needs to learn more and more.

1924-26; Christian Science Monitor, 1928-29; editor and publisher Beverly Hills Bulletin 1926-29, editor Lake Elsinore Valley Sun 1960-61, editor La Laguna Revue (Elsinore) 1961-Served with Army Air Service World War One, editor of Rockwell Field Weekly Flight. Mason, Twin County Press Club.

There it is, our own Garey Carr — citizen, and quite a guy.

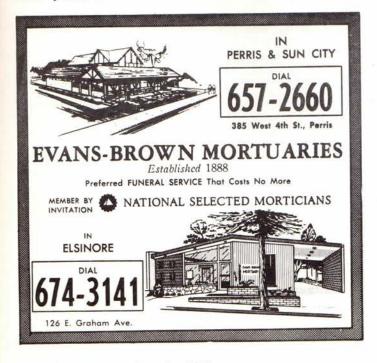
Clarence Muse celebrates 74th birthday

Composer of "When It's Sleepy Time Down South." Clarence Muse of Perris Valley, celebrated his 74th birthday on the seventh of October.

In his honor, Andy and Virginia Mansfield of KFI radio program Diversion, saluted Clarence on this day of days. They began their show by playing the Louis Armstrong recorded version of Clarence's song. They then gave a brief background on his activities in the field of show business and motion pictures.

On the day prior to his birthday, Clarence was guest of honor at a party given at his home, Muse-A-While Ranch, Perris, when a host of friends joined together to celebrate this gala event.

On October 20, Clarence his wife Ena. Jim Stager of the California Water and Telephone Company and his son Jimer, a student of Notre Dame Preparatory School, attended a ground-breaking ceremony of the Los Angeles-Hollywood Museum, across the street from the Hollywood Bowl.



^{La}Laguna Revue

By DOLORES MAYHALL

Two years and six months ago you were just a dream of publisher Roger Mayhall. A dream that he shared with everyone he met. All of his friends and associates agreed that having a magazine like you would be a good idea and most of the people said that they would back it-if-Roger ever got it out of the dream stage and down on paper.

Well, two months rassed, and by then you were a thorn in the Mayhall home and in the print shop business. Roger no longer talked about you as if you were a dream, to be kept high on the shelf.

First, into the picture came people like Harry and Mildred Woods, Phil and Loraine McGowan. Joe Seitz and Dr. Glen Westphal. These were the ones who added ideas to the idea. They were the moral sup-

Next in the picture came

Garey Carr of Murrieta. During the campaign when Roger, Ralph Sepulveda and H. D. Mitchell were running for councilmen for the City of Elsinore, Garev was their campaign manager and in talking to Roger, he too got the bug—a magazine, for the people and about the people and always on the positive side. Garey would be the editor, but he was more than that. he was the broad shoulder everyone cried on when things weren't going right. He was the staunch advisor and he wrote, oh how he wrote to fill your blank pages.

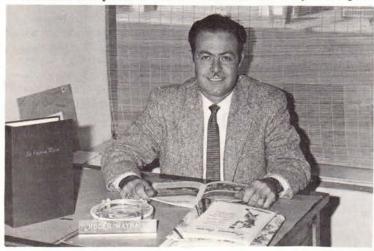
Then Robert Reynolds, photographer, came into the act. He decided that what the magazine needed was good photography, his, and this is what it got. No matter if it was a seven in the morning assignment or a dinner party, Bob, always appropriately attired, was there. Many was the time he not only took photos, but sorted type, made up pages and delivered the books, too.

Then came a real problem. Roger had his dream. a good word from his fellowmen, an editor and photographer, both top notch, but now what to print in it? This magazine could not be on newsprint, yet book paper was so expensive and getting it could be quite a problem.

So into Los Angeles he went and there he met J. Arthur Kelly and J. Arthur Kelly Jr. of the Kelly Paper Company. The dream was dropped into their laps. Roger needed a paper that would reproduce photos with a clarity that each person or thing in the photo could be identified, yet it had to be oraque, so that when it was printed on both sides the opposite side would not show through. The paper also had to be light enough in weight so postage would not eat away the profits, yet heavy enough to be a magazine.

The Kellys came through. They purchased a year's supply of the book paper that the magazine is now printed on and once a month they have it cut to the desired size.

Now that the paper problem was solved, how to get it into Elsinore from Los Angeles, on time, and being certain that the stock was flat and the corners not mangled? Enter into your life, La Laguna Revue, is Leo Thomason of Leo's Delivery out of Riverside and Los Angeles. Leo came into the print shop and was told the problem. The stock was needed, but it couldn't be on the floor a day early or a day late because there was not enough room to store the paper. So Leo's made arrangements



Roger Mayhall, publisher of La Laguna Revue. It was his dream that made this magazine possible.

make the pickup on a designated day and it is carefully placed on the floor the day it is to be printed. To date, neither the paper company or Leo's Delivery has ever disappointed you.

Then Laguna Revue, you had more hurdles to cover. Subscriptions had to be sold and advertising to help defray your expenses. Selling ads in a new publication is quite a job. After all, no one knew you. But as I looked through the magazine after two years of being published, I discovered that Tommy Morrow, Dr. Lukovich of Pachanga Hot Springs, John Merrifield of John's Furniture and Appliances, and Joe Seitz of Seitz Liquor Store have never missed advertising with you since your birth.

Subscriptions were another matter, of course. What were we selling? At that time the magazine did not have a name. But about three hundred people subscribed before the first issue hit the stands, and after that we could hardly keep up with your mailing list.

Choosing a name for the magazine wasn't easy. A few meetings were held, and the newly formed staff decided on a name which would tie in with the early Spanish days of the Valley. They learned that Julian Manriquez was the first owner of Lake Elsinore, having been granted some 13,000 acres, including the lake, back in 1844, by Manuel Micheltorena, then governor of the Department of California in Mexico.

Before the coming of Manriquez the Pa-hav-ha Indians made their head-quarters along the lake shore and called the lake Laguna Grande. The staff liked the sound of the name Laguna and finally came

up with the name Rancho La Laguna Valley Review, which has much too long.

Finally after much talk among the staff the name was reduced to La Laguna Review, and then to La Laguna Revue, and in the background we find many interesting stories about your being.

Remember the December issue? That's when the gathering crew put half of the pages in backwards. Then the September 1962 issue, when Roger got a new press to print you on and some of the pages ended up light and others too dark. That is the month Dolores went to Ohio for a vacation and then you discovered that she was a necessary evil in your production. You were two days late in coming out that month.

January of 1963 you hit the street with your first two-color ads, and what a chore that proved to be. That was the same issue the ink used on the New Year's Baby cover would not dry and each and every cover had to be hand powdered so the ink would not smear. Then came May of 1963, when on John's inside cover ad it read "I've Got a New Baby Bother Now" instead of Baby Brother. This one was hard to explain.

Remember the New Year's Eve vou were put out among Tom and Jerry's. Yes, Laguna Revue, remember how many holidays the crew has spent with you?

Mother's Day, when the fellows ordered dinner from a restaurant and served it to the gals, as your pages were being printed. Who cared if the baked potato had ink on it? And birthdays. How many of the crew had their birthday cake served up with proofs?

Garey Carr celebrated his 75th birthday on June 12, 1962 in the front office of the shop, amid the stories he was trying to write to fill your hungry pages.

As time has gone on Laguna Revue, many changes have come about. The Mayhall boys have grown up also, and Wayne, who is a senior at the Elsinore Union High School has learned to use the commercial camera. He does all of the darkroom work. And Mike Mayhall, he's the finest proof man you have ever had. Both of the fellows are the ones you can accredit your smooth finish to also, for they give you the final trim before you leave the shop.

Ron Milts, letterpressman, is the one who lays out all of your pages, and makes certain all of your pictures and type fit each page neatly.

Judy Chostner handles your subscriptions and your accounts receivable.

Yes sir, you have quite a life. Let's go back now and see the progress you have made.

First, you are two years old. Happy birthday! Roger



Garey Carr esteemed editor

Mayhall's dream came true. You have earned a new press that prints you on both sides of the paper at the same time. Rubie Zorrero is the staff photographer and while Editor Garey Carr moved into his new home, Dolores has



J. Arthur Kelly of the Kelly Paper Company, in Los An-

been filling your pages with stories of all of your friends, and by the way, they now number in the neighborhood of 5,000 or better.

Then while doing this story on your life, we discovered that you have been mentioned on the radio several times as being one of the finest magazines on the market, and you are even accepted by the post office department. They gave you a second-class rating, but in your field, that's as good as first class. And instead of only ten dealers, you have over thirty stands located all over the valleys. And because of your esteemed editor, Garey Carr, you have a line in "Who's Who."

We cannot bring out on stage all of the people who have assisted you in your success story, but we can mention, Florene Marshall, who aided many times in



La Laguna Revue Photo

Jack O'Rourke of Kelly Paper Company, as he works the fork lift that carries the stock to be cut for the magazine.

the bindery department (remember when she stamped by hand 5,000 brochures advertising your birth); Wes Marshall, who built the gathering and padding racks that Beulah



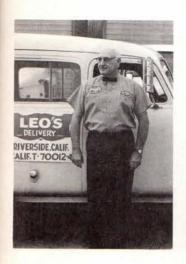
La Laguna Revue Photo

J. Arthur Kelly Jr. in the paper company warehouse. On the fork lift is stock used to print La Laguna Revue.

V. November 1



The crew at Leo's Delivery Service in Riverside. All of these people in some way make it possible for the stock to be delivered to the Elsinore office. Left to right: Margie Firestone, bookkeeper; John Thomason, driver. Front row: Bill Walton and Larry Brown, drivers; Far right: Kermit Katzenberger, mechanic. Back row: Mike Dias, Ray Cano and Don Barker, drivers. Founder Leo Thomason and high on the truck fender, Harry Firestone, driver. Part of the crew but not in picture is Cliff Gustin, deckman and Jake Warren, driver.





La Laguna Revue Photo

Here we have Leo Thomason, founder of Leo's Delivery, who took over the problem of delivering the stock to the print shop.

La Laguna Revue Photo

Any one of these three men can be seen in the Elsinore area about the 25th of the month as they make a paper drop at the print shop. Not only do they leave the paper, but ink, glue and other supplies necessary to the production of the magazine. Left to right: Harry Firestone, John and Leo Thomason. Rehrig, Judy and Dolores gather from. Or Cathy Mayhall, who along with a terrific sense of humor keeps the glue bottle busy padding each copy of you.

Nor can we forget Herb Brosius, designer of the first cover, or Ed Perret for all of his fine art work. Pressman Ben Madrigal for the many nights of burning the midnight oil to see that you hit the street on time. Tom Hudson for his Linotype machine and his technical knowledge of how to produce hot type from his machine.

Charlotte Kazmier, who always pitches in when the going gets too much for the front office, or Christine Wright for her column that has always been on time. John Merrifield for covering so many of the issues and getting you out on time. And all of the rest who have supported you, financially, physically and morally.

The readers of you, La Laguna Revue, can take an



La Laguna Revue Photo

Here we have Rubie Zorrero, photographer. Rubie is the official staff photographer for La Laguna Revue, and is on call day or night for pictures. She has had to climb fences, ladders and such for her shots. Many is the time she has cajoled a smile out of a reluctant subject, but nevertheless she gets what she goes after.

active part in your birthday celebration, first by supporting those who support you; second by subscribing to you; third, by letting the staff know what's going on so we can fill your pages with more and more news, and last by doing what Roger did, find a dream and then fulfill it.

.

The one person we did not as yet bring out on stage or tell what part she plays in your life was Dolores, wife of the publisher, who carries the distinguished title of associate editor. Why, because when the dream was on the shelf, she was against it. When it came off of the shelf, she was against it. When the first issue was published, she was against it. Today, Laguna Revue, no one stops and talks to her about you. Why? Because she can't say enough for you, and the wonderful things you do for people, and the nice people you talk about, and better yet, she'll be glad to tell you what a wonderful dream She and Roger had. Just like a woman.

Here it is—your life, La Laguna Revue. May it ever be happy, prosperous and continue to do the fine work in the future it has done in the past.



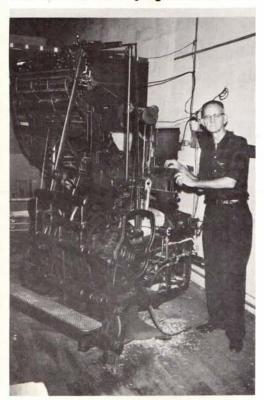
La Laguna Revue Photo

Dolores Mayhall, associate editor of the magazine. At present, while Garey is on his leave of absence, she is in charge of writing the stories for the magazine, getting layouts made and seeing that photos are taken of the various events.



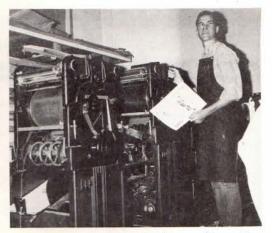
La Laguna Revue Photo

Wayne Mayhall stands beside the camera that is used to shoot the photos and line shots for the magazine. The camera is approximately 11 feet long and shoots an image 17' by 17'. It's quite a complex affair but Wayne has mastered not only the camera, but developing as well.



La Laguna Revue Photo

Here is Tom Hudson, one of the finest linotype operator-machinists around. Unseen, but nevertheless embodied in the machine he invented, is the spirit of Ottmar Merganthaler, upon whose invention, and the invention of movable types by Gutenberg, hinges totoday's civilization — and your La Laguna Revue.



La Laguna Revue Photo

And here is the press, a Davidson 225, that prints the magazine. Standing beside it is Michael Mayhall. The one side of the sheet is printed on the press nearest Mike, it goes down the conveyor belt to the second press, is printed and comes out the hopper on the end.



La Laguna Revue Photo

Ronald Milts, letterpressman, at the Heidelberg. This press is the one used to pull proofs for the magazine. Ron takes the type, builds it into pages, and then pulls a proof, which is sent downstairs to the camera, shot, developed, plate made and then to the press.

About my favorite subject—Me

If you get me in the mail
And I'm tattered and torn,
Or you buy me on the stands
And I look shopworn;

If you find my ink's too light Or my photographs too dark. But you pick me up and read me Whenever you park;

If you've seen me this and that way
And I don't make you blue
All I can say is
You like me—La Laguna Revue.

I know I'm not a perfect book,
I don't attempt to be,
All I want to do is please
You—as well as me.

La Laguna Revue 138 N. Main S	treet, Elsinore, California
Please enter my subscription to La Lagun	a Revue for years.
Enclosed find \$	
Subscription rates: California, one year, \$3	3:00; outside of state, \$3.50; foreign, \$4.00
Subscription rates: California, one year, \$3	3:00; outside of state, \$3.50; foreign, \$4.00 SPECIAL RATE
Subscription rates: California, one year, \$3	SPECIAL RATE (California Only)
	SPECIAL RATE

PERRIS



IN THE CITY OF PERRIS

Recognizing the urgent need for an exclusive residential community convenient to March Air Force Base, Riverside, Elsinore and Sun City, INDIAN HILLS developers proudly offer these attractive lots perched snugly on low, rolling knolls that overlook the verdant Perris Valley and sprawling Sun City. The majestic view these sites command is unsurpassed. For the discriminating buyer, a visit to Indian Hills is a must. Price includes paved streets, curbs, and utilities to the property line.

Located in the City of Perris at west city limits, this subdivision has all city services. You would expect to pay \$7,000 to \$8,000 for a similar lot in any other location but you can own a lot in INDIAN HILLS for . . .

- Escape the smog
- Easy commuting distance to Riverside
- Financing available for construction

\$2750

AVERAGE PRICE \$500 DOWN \$35 MONTH 6% INTEREST

EXCLUSIVE AGENT

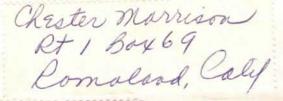
PERRIS LAND CO.

505 North "D" St.

Phone 657-2590

Perris, Calif.







RED TAPE

is one of the principal tools of our trade.
First American experts are proficient in its use.

First American Title Company of Riverside



3625 FOURTEENTH STREET RIVERSIDE, CALIFORNIA OVERLAND 4-1600