

La

Elsinore-Perris Valleys


Laguna Revue

"All The World Is A Stage" . . . Wm.. Shakespeare

VOLUME III, NUMBER 3

JANUARY, 1964

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



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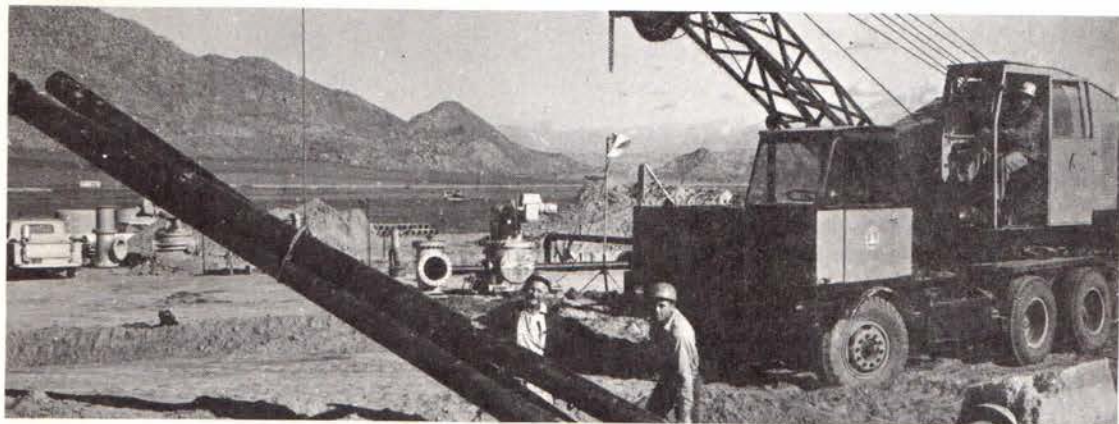


La Laguna Revue

"All The World Is A Stage" Wm. Shakespeare

Work on valves for Lake Elsinore water Continues

The proof is in the pudding, and we at La Laguna Revue went out to the Lakeview site and watched the men work on the valves that were installed to run water through the meter structure, the bubbler, the channel and into the San Jacinto River to Lake Elsinore.



In the top photo we have G. H. Hoover, foreman, on the left and Olen Hibdon at the end of the pipe that was used to siphon the water out so that installation of the valve could be made. Operator of the rig is Earl Bellenfonte. • In the lower photo on the left is William S. Murrithe, construction operating engineer and George M. Fox, with hat, who is Superintendent of Aqueduct Maintenance. This is the Lakeview siphon in Perris Valley and after the water is siphoned out the valves were attached.





Earl Taylor, welder, is one of the men who has to be certain of a perfect job when he is finished. Those seams he puts together have got to hold.



Above are the two pipes that will carry the water from the valves into the channel and eventually the lake. Left to right is Jack Carroll, Chet Ryals and Toby Taylor, carpenter foreman. All of the men in the photos are employed by the Metropolitan Water District.



Above we have Ray Ebersole, welder, as he stands next to one of the four Chapman valves that were installed.

THE LONE WOLF OF MURRIETA YESTERDAY AND TODAY



For many years, approximately 25, as you entered Murrieta traveling south from Elsinore on old Highway 71, you could see the giant wolf or bear of that town.

He stood tall and greeted you as you drove down the highway. But long before he was a wolf, he was a large Cedar. One day, many years ago, a fire started and when it was over there remained only a burned tree stump which became the "Lone Wolf of Murrieta."

The Murrieta Chamber of Commerce kept the wolf-bear well-groomed by applying a little white paint to the eye and teeth. He had often been photographed by tourists and had his picture in the national magazines and even had the honor of appearing in the April, 1962 issue of La Laguna Revue and was last written of in Arlean Garrison's book, "My Children's Home."

But as all things must come to an end, so has the landmark, for he was badly injured in an auto accident and at present lies along the side of the road—broken and almost completely demolished—but not forgotten. ■



I PREDICT



La Laguna Revue Photo

GUS DIMITRI

Nineteen Hundred and Sixty-four will no doubt show the greatest improvement and development than ever before. This improvement will be due to the tremendous influx in horse population and the increase in the number of ranches in Murrieta Valley. ■

I PREDICT



La Laguna Revue Photo

VICTOR EELLS

Within three years there will be a considerable increase in industry in the Romoland area due to the fact there is plenty of water and the area is smog-free. I predict that Romoland will eventually outgrow the Perris area. ■

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HAPPY NEW YEAR

The last of the pine cones are removed from the mantle, we have all just finished the last of the cold turkey or ham, most of the children's Christmas toys are broken, along with Dad, and here it is—a brand new year, 1964.

This is the time of the year when secretaries are using an over abundance of erasers, to change the date line they have typed in error, and all of us are mentally adding another year to our birthdays.

But looking around the respective valleys, what is new? The water, when it is in the lake, will be new to the younger generation, who have never seen one drop in Lake Elsinore since their birth—and to the businessmen who have held on and on in Elsinore it will be a novelty to be able to meet their taxes on time because the income should increase when there is water. But then what?

Say we have water in Lake Elsinore, will the very people who looked forward to it be the ones who will call in to local authorities and complain that the motors on the boats do not permit a late Sunday snooze or that the traffic on the highway is out of hand? Or will they look at each stranger in the town and proudly remark, "I invited him here. I hope he enjoys it."

The future and success of Elsinore does not entirely depend on water, it depends on how we, the residents and business people, take this added gift. Will we greedily accept it and misuse it or will we gratefully accept it and treat it with T.L.C. (Tender Loving Care)? This lake not only means a pros-

perous community, it means much more than that, it will mean a community of people, ready to open their doors to all.

So Elsinore and Elsinore Valley, let's get ready—for thousands of cars and guests. Clean just our own yards, for if each man takes care of his own, then when the job is done it will be complete. Offer our services to the various civic groups to improve and to move ahead. Get on the ball, for soon we will not be a dot on the map, we'll be a big circle that no one will miss.

Opportunity is knocking, get out of the chair, slip on your shoes, not slippers, and step ahead, for the whole world is lying at your feet.

Perris and Perris Valley are showing signs of outgrowing their shoes. Shortly a major firm will locate in the valley and will open its doors with employment for 60 people. Where will they go for the personnel, in or out of town.

Sun City is continuing its tremendous growth. Del Webb, builder, has his best foot forward at all times. He knows that in order to just stand still in his world you have to run.

Meadowbrook and Quail Valley are stepping ahead, slowly but surely, with their new home construction.

Murrieta with its horse ranches is branching out and it looks like the entire area is due to move forward.

The tragic death of President John F. Kennedy proved many things, but above all it proved that we are a nation that works together, plays together and cries together, and now we must prove that we are an area that does the same. ■

The rifle maker of Perris



La Laguna Revue Photos

Earl Livermore holding one of the rifles he made himself. Months of carving and handpolishing went into it. Note the cheekpiece, pistol grip and where his left hand is, the beavertail grip.

By **DOLORES MAYHALL**

Off the main highway and through the hills and into the prettiest country around Perris Valley, Rubie and I went to meet Catherine and Earl Livermore, whose mailing address of Route 2, Perris, is the least indication of where their home is situated.

The reason for meeting

this couple is that one of our readers told us about Mr. Livermore's collection of rifles, which he made himself, and our curiosity got the best of us.

This gentleman is a genius in his own right for he has created a rifle made to be shot by an individual, it being designed for the person who intends to use it, not for just anyone.

It began many years ago,

during the first world war, when Earl became so intrigued with the way rifles were made. As fate would have it, he was born with a short reach and the army-issued rifles were standard in length, which was much too long for Earl. So he bought an army rifle and cut it down to fit his arm-length, but a buddy saw the rifle and he made a deal with Earl and Earl sold it.

Again he made a rifle for himself, and again it was purchased. This is what started this man on his way.

Word War II came along and Earl took a 4 to midnight job with Lockheed Aircraft as a tool inspector and after work he went to the Burbank High School and taught a class in the art of tool making. By the time 4 a.m. rolled by, Earl was in bed, but only for a short time, for at 9 a.m. he began his third and most exciting job of all. It seems that his ability to make shells and load them was discovered by the United States Navy and they needed bullets desperately, so Earl, before going to work at Lockheed, would make bullets and once a week a Navy vehicle would pull up in front of his home, pick up the completed shells, leave an order for more and take off.

Earl's love of rifle making was set aside during this time, for he had a bigger job going for the government.

The war ended and Earl opened a sporting goods store in Los Angeles, and once more pursued his hobby.

He knew what he liked about a pistol and he in-



La Laguna Revue Photos

A portion of the rifles made by Earl are shown in the above photo.

I PREDICT

corporated the pistol type grip on his rifles, then a high cheek piece which enables one to have an immediate view of the target through the telescopic sight. But Earl had thumb trouble, it seems that rifles had no place to set the extra digit, so he built a "thumb rest." Because a rifle is rather awkward to hold he added a beavertail forearm and when one grips one of his rifles you really have something to hold onto.

Earl carves his stocks from the finest of wood. One is carved out of cocobola wood from South America and he has two stocks that he has not as yet carved. That wood is no longer available to him so he uses the next best wood for his stocks.

Each rifle that Earl has

on hand in his penthouse-type rifle room is hand carved, hand polished and designed by him. This room not only houses the rifles, but has in it an electronic scale that is used only for the loading of shells.

Earl added this room to the top of the house, and all of the way around it is a veranda, where one can walk and look at the massive view that they have from this house of the hills and countryside.

Catherine, Earl's wife, is a retired registered nurse and she spends her days keeping house and tending the area around the house.

On weekends they visit with their many friends who come from all parts of California to see the collection and talk rifles with Earl. ■



LUTHER MEADOWS

Romoland will boom in 1964. It is close to Sun City, smog-free and has plenty of land that can be used for light industry, homes or ranches.

In the past three years land has tripled in price, and this is a good indication of the future.

Romoland is definitely on the verge of a great growth and prosperity. ■

Elsinore Chamber installs new Officers



La Laguna Revue Photos

Arthur Gediman, vice president; Fred Cope, past-president; Roger Mayhall, president, and Vern Mason, treasurer of the Lake Elsinore Valley Chamber of Commerce.



The Veterans' Memorial Building was the scene of the annual installation of officers for the Lake Elsinore Valley Chamber of Commerce on December 19.

Roger Mayhall of the Mayhall Print Shop was installed as president for 1964, by installing chairman Cy Perkins of Skylark Aviation. Serving with Roger will be Attorney Arthur Gediman as vice pres-

Continued on Page 53

Wrought iron rails encompass the entire veranda. In the direct center is the rifle room. The house was designed by Mr. Livermore and is the ideal home for this couple.

LA LAGUNA REVUE TAKES YOU

Back to the Diamond Jubilee

By DOLORES MAYHALL

Remember the good old days, when every Saturday afternoon at the movies another sequence of the latest "Pearl White Adventures" or "The Lone Ranger Rides Again" was shown? If so, then you readers know that this is another serial type production. We are continuing from the December issue with our Diamond Jubilee photos and news coverage.

Until that issue was out and the people came in, we did not realize we had missed so much, and just think — we were covering the event almost every minute of the three days.

First, a few little items must be cleared up. The dedication cake baked by Effie Foley was three feet tall, not five. No matter, it was still two feet eleven inches taller than any I have made.

Next, we did not go into enough detail on the "man behind the scenes."

For instance, it was our

Miss Olivia Sena of Wildomar, Queen of the Elsinore Chapter American G. I. Forum. Olivia was the second runner-up at the 1963 state convention held in San Diego.



La Laguna Revue Photo

We were on the very end of the roll of film for this one but the Murrieta Petticoat Junction was so unique we had to give you a general idea of the float.



La Laguna Revue Photo

The Queen's Float, designed and built by the Junior Chamber of Commerce of Elsinore. Morna O'Day Nelander is the queen, far right; Pat Moniot, center and Jessica Finnell, left.



La Laguna Revue Photo

local volunteer fire department who placed the colored pennants all over town. From pole to pole these busy men went one evening so they would not inconvenience any of the businesses. They were the same men who sat on that windy hill and pitched in for the fireworks display.

Then Jerry Gilbertson, owner and operator of Elsinore's weekly newspaper. He worked with each and every committee frantically to see that all was going as close to schedule as planned. He wrote letters, telephoned and personally contacted hundreds of peo-



La Laguna Revue Photo

Cub Scout Pack No. 36 from Elsinore, sponsored by the Howard M. Black Post No. 1508, VFW. Henry Alonzo is the commander. The theme of these future leaders was "Going Forward for a Stronger America."



La Laguna Revue Photo

Two of the Elsinore Volunteer Fire Department men and the old time pull cart. I'm not certain who is under the beard, but could it be our two local boys from the last month's issue? Richard Villa and Eddie Boontjer.



La Laguna Revue Photo

ple, all of which helped make the jubilee the success it was. All this in addition to putting out a paper.

Then Irene McDowell, Betty Hindeman and Cheryl French and the rest of the gals in the Elsinore Woman's Club. They came through on the organizing of the dedication ceremonies. And Cassie Jones, the one, the only, parade organizer. He did a "dandy" job.

The entire city council and the city officials like Jay Guler, Tom Bartlett, Florene Marshall, Jeanette Martin and all of the others really pitched in. They worked with committees to get the show on the road. And the city donated a goodly amount of money to defray expenses. (I'm informed it's a bad policy to state the amount of a gift

Seen at the Alumni Reception, left to right: Wally Cox, June Daubenberger Cox Mr. and Mrs. L. Dear-dorff (the former Winette Sallee), Mr. and Mrs. Martin, Mary Louise Krider Daubenberger and Charles Daubenberger. To the extreme right of the photo, seated at another table is George Root.



La Laguna Revue Photo

Seated: left to right, Sarah Burton Arenschield, Altha Cauch, Mr. and Mrs. Lawrence Dunham, Mr. Poirer and Mr. and Mrs. Hugh Walker. Standing is Bill Roberts, Ray Thompson and Mary Thompson Roberts.

Before we interrupted with our photographing these five people were in deep discussion over "remember whens." From left to right, Sara Eddy, Marcia Dunlap, Alice Heald Poirer, Charles Stephens and Judge Stanley Root.



La Laguna Revue Photo



La Laguna Revue Photo



La Laguna Revue Photo



La Laguna Revue Photo



La Laguna Revue Photo

when one is saying "Thank you.")

The Art Center and Mad Museum would not have been possible if Fred Klarer and Clay Scott had not donated the use of their buildings. And the hard-working people, who missed some of the fun and excitement because they stayed and "minded the store."

Jim Francisco with his able hands at those nutty-nutty yachts. Naturally the Perkins family, Cy, Florence and Larry came through as always. The skydivers put on a tremendous

show and all because of good organization.

Calelectric for the cost of lighting, the state for the little houses with moon shaped holes cut in the doors and for the use of the property for the barbecue.


Our local authorities, police, sheriff and state for their assistance in controlling the traffic.

Ramona Salisbury and Hib Stewart for getting the advertising necessary to pay for the Diamond Jubilee

Booklet and Evaline Morrison for her research on the town and to the donors of the photos that were used.

The Chamber of Commerce for the use of their office for information and Fred Cope and the California Water and Telephone Company for the PA systems.

Did I state that there were a few little items to clear up? In the first place there are a lot and in the second place gratitude and thank yous are never little.



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EASTERN STAR INSTALLATION OF OFFICERS



Photo by Leigh Sargent

Officers installed, front row, l to r: Associate Conductress, Marjorie Carr; Worthy Patron, James Basiger; Worthy Matron, Mildred Basiger; Installing Officer, Jewel Hutchison; Associate Matron, Elizabeth James; Associate Patron, Thomas Elder; Conductress, Mildred Horn, and Marshal, Jean DiGiacomo. In the back row, l to r: Warder, Thelma Laster; Treasurer, Callie Colbert; Chaplain, Margaret Hales; Electa, Elizabeth Elder; Martha, Mary Barnett; Sentinel, Lee Laster; Adah, Doris Staley; Esther, Eileen Fogelman; Organist, Jean Hayman; Ruth, Mary Moses, and Secretary, Pearl Beach.

The 58th Annual Installation of Officers of Elsinore Chapter No. 243, Order of the Eastern Star, was held on Saturday, November 23 on the Masonic Temple in Elsinore.

Installed as Worthy Matron and Worthy Patron were Mildred and James Basiger. Elizabeth James and Thomas Elder were installed as Associate Matron and Associate Patron.

Installing officers were Jewel Hutchison, Deputy Grand Matron of the 61st District, Order of the Eastern Star; Margaret and Lloyd Hales, retiring Wor-

thy Matron and Worthy Patron of the Elsinore chapter and Marie Seitz, Past Matron of the Elsinore chapter.

After the installation a reception was held in the social hall under the chairmanship of Ester Johnson.

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CAN'T FIND A JOB?

Do what the Crawfords did — make one!

When the Crawfords moved to Elsinore from their Michigan home in 1950, they found that employment was difficult to get. They looked for some type of work that would not only support them, but their son, David as well.

After much discussion on the matter, and four years doing work he cared little about, Joseph wrote for a correspondence course in the art of upholstery. Together he and his wife, Pauline, completed the course and in the year 1954, in the carport of their home, they went into business.

Five years passed and they moved into the small building located on the corner of Blackwell and Grand and became "Crawford's Upholstery."

It is now 1964, and once more the Crawfords have moved forward. They recently moved into a new building at 17566 Grand Avenue in Lakeland Village and have expanded their knowledge to drapery, carpeting, repairing and furniture cleaning. Not only that, but their newest venture is interiors.

This new building houses a complete workshop, where from start to finish, an entire living room suite can be remodeled, from springs on up.

They now have a truck for pick-up and delivery service and go directly to the customer's home to give free estimates on the cost of redoing any item.



La Laguna Revue Photos

Mr. Crawford has completely taken this divan apart and after redoing the springs and repadding them he is now ready to add the material which will give it that better than new look.



La Laguna Revue Photo

Material displays cover the entire corner of this room and Mrs. Crawford is the person to tell you which to use properly on any piece of furniture in your room.

Happy New Year

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Ed Perret

Signs



Candlelight rites unite Susanna Lee and Eugene Hill



Leigh Sargent Photo
Mr. and Mrs. Eugene Eriel Hill
 ... the former Susanna Lee

Miss Susanna Lee and Eugene Eriel Hill exchanged solemn vows of marriage in a double ring ceremony on Tuesday, November 26. The evening candlelight ceremony was held in the First Presbyterian Church of Fullerton.

For her wedding the bride chose a floor-length Cahill gown of white lace, fashioned with elbow-length sleeves and a slightly flared skirt. Her elbow-length veil was held in

place by a pearl tiara and she carried a nosegay bouquet of miniature carnations centered with a white orchid.

Mrs. Elaine Hanson of Whittier was the matron of honor. She wore a dress of light turquoise taffeta and carried a nosegay of white carnations.

Bridesmaids were Martha and Melinda Lee, nieces of the bride, and Marilyn Hill, sister of the groom. Their gowns were of dark

turquoise satinette and they carried nosegays of white carnations.

Heidi Lee, niece of the bride, acted as flower girl.

John D. Hanson of Whittier served as best man and ushers were Ted Hanson of Pomona, DeForrest Home of Covina and Michael Leander of Anaheim. Mrs. Anita Dolbeck attended the guest book and Miss Frances Bailey, gifts.

Susanna Lee is the daughter of Mr. and Mrs. C. Haines (Boomer) Lee of Elsinore and Eugene is the son of Mrs. Edgar Lomax of Riverside.

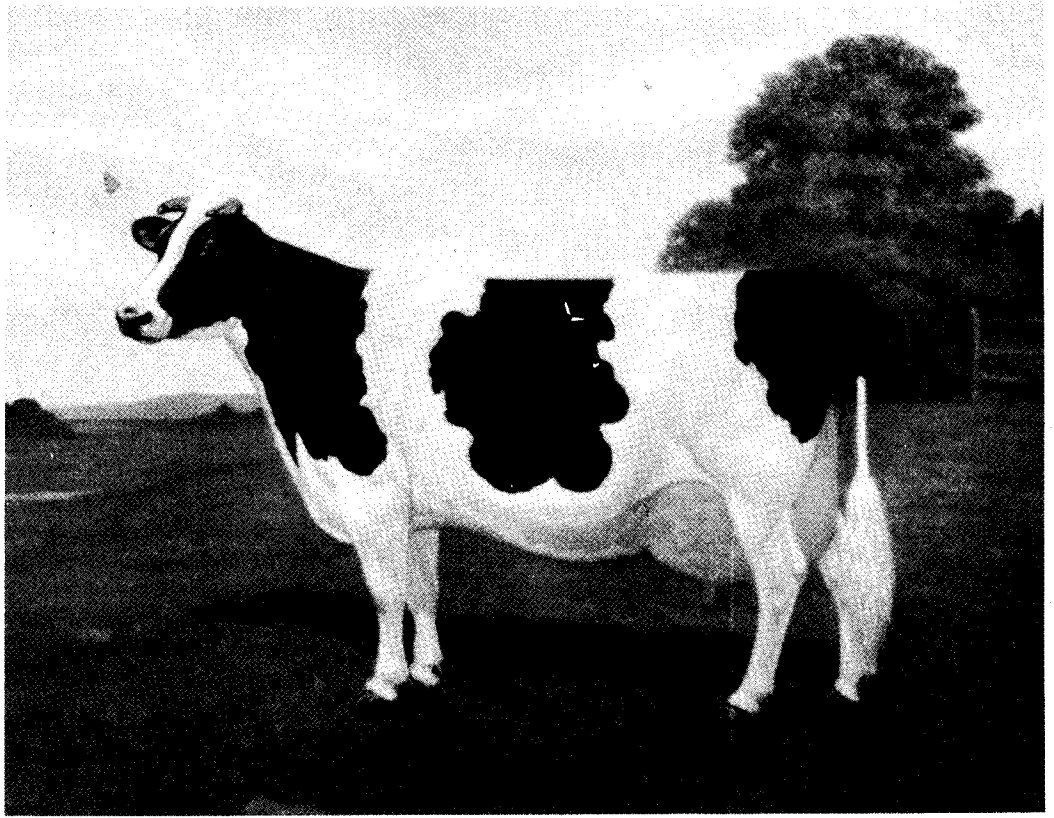
The reception following the ceremony was held in the church social hall. Serving were Mrs. Evelyn Lee, Mrs. Virginia Lee and Mrs. Dorothy Ward.

The mother of the bride wore a turquoise brocade jacket dress with a pillbox hat of turquoise and her corsage was a white orchid with gold. The groom's mother wore a dark turquoise brocade dress with a matching hat and wore a white corsage.

For her going-away suit the bride chose a brown wool with matching accessories. They spent their honeymoon in Coronado, and are now at home in Placentia.

The bride is a graduate of Ramona High School and Pepperdine College in Los Angeles. She is presently employed as a secretary at Haveg-Reinhold Inc., Santa Fe Springs.

The groom served four years with the United States Navy and is presently employed at Beckman Instruments and is attending Fullerton Junior College. ■



*Season's
Greetings**

AND
BEST WISHES
FOR THE
NEW YEAR

DE JONG'S

Makes for expansion in the business



The Evans-Brown Mortuary on Fourth Street with "that new look." La Laguna Revue Photo

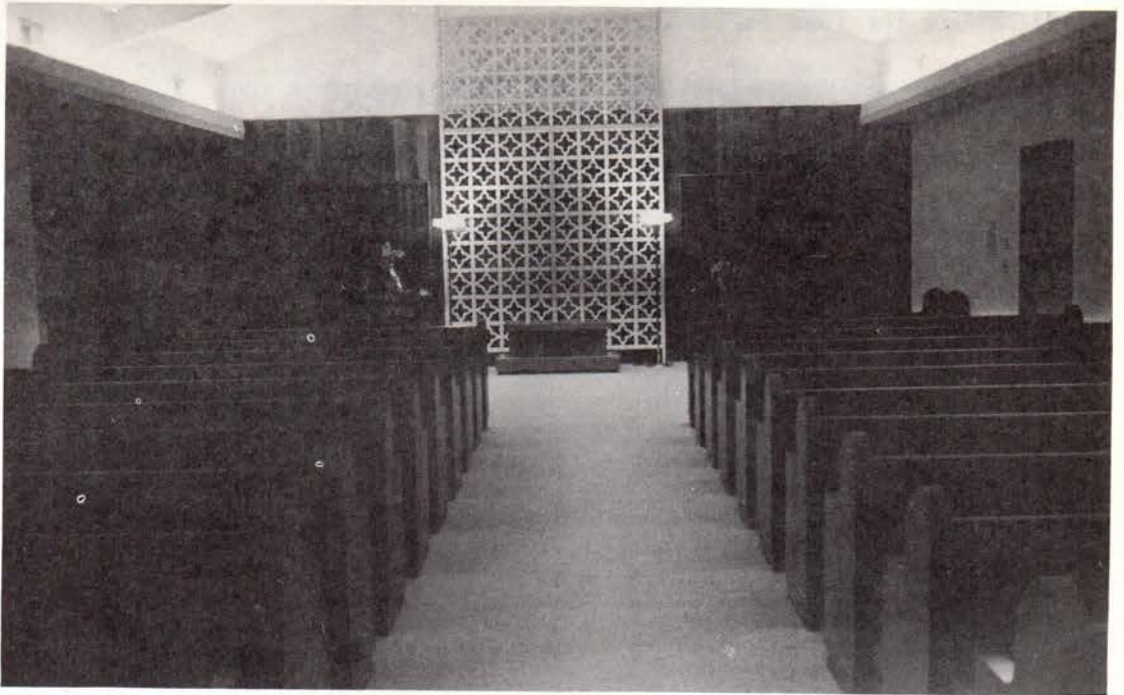
Mr. and Mrs. John C. C. Brown, owners and directors of the Evans-Brown Mortuary on West Fourth Street in Perris, have shown their confidence in the future growth of the area with a complete enlargement of their facilities.

Fifteen years ago the mortuary was opened in what was a two-story residence-style building, one of the oldest in Perris. It had been remodeled twice in those years, but now the Browns have enlarged the building by some 4,000 square feet of new construction.

The exterior of the building is impressive with its gabled, shake roof and a combination of wood, stuc-



This photo shows the building before the enlargement



A view of the chapel from the doorway which is off the reception room. La Laguna Revue Photo



La Laguna Revue Photo

Mr. and Mrs. Brown in the conference room. The painting on the wall was a gift to the Browns from the mortuary staff. Ralph Love of Temecula is the artist.

co and brick is used to complete the facing of the building.

The reception room is a comfortable homelike room decorated in muted tones of beige. Carpeting throughout the building is in a soft gold and the interior is filled with the sound of music from the built-in hi-fi system.

The chapel, which seats nearly 150 persons, has a high arched, beamed ceiling and the walls are a combination of plaster and rich walnut paneling. The pews are walnut-finished oak. The family room, which seats 36, and the music room are both on the left of the chapel.

Conference and slumber rooms are conveniently located, as well as the main office which is just off the hall from the reception room.



Comfortable furnishings make this room the perfect reception room.

La Laguna Revue Photo



John C. Brown seated at his desk in the main office.

La Laguna Revue Photo

The Browns have been in the funeral business together since their marriage in 1931 and before that date Mr. Brown was the owner of mortuaries in Los Angeles, Taft and Corona. In 1955 they purchased the Perris Mortuary along with the one in Elsinore, and made their home at that time in Elsinore. The Browns recently became residents of Sun City.

Mr. Brown received his licenses as an embalmer and funeral director after completing his studies at the California College of Embalming in Los Angeles in 1927.

The staff employed by the Evans-Brown Mortuaries includes Mr. and Mrs. Ralph E. Boller, Mr. and Mrs. Dwight Van de Walker and Mr. and Mrs. Edward Sherman. All of the men are California Licensed Embalmers.

Mr. Brown is an active member of the Masons, Odd Fellows, Chamber of Commerce and is the president of the Perris Valley Rotary Club.



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CORONA

I PREDICT



La Laguna Revue Photo

VIRGIL ASHLEY

"I predict that the future for the Perris Valley is bright and rosy," says Virgil Ashley of Western Land Company.

Del Webb has proved this is a wonderful area for senior citizens' homes as well as Golden Acres, senior citizen rentals, Enchanted Heights, mobile homes and Indian Hills.

Phillips Petroleum Co. is establishing its subsidiary facility, Mehl Chemical Co., a plastics manufacturing concern in the heart of Perris Valley and has placed its stamp of approval on the entire valley as a fine industrial area.

Perris has an ideal cli-

mate, a year-around weather in which people can work and play with a minimum of discomfort. Smog-free, limited fog and reasonable maximum and minimum temperatures.

Excellent school facilities, high scholastically and modern facilities.

Open rural surroundings, lack of traffic congestion.

Central location with regard to metropolitan areas.

Utilities complete, including a high pressure, chlorinated water system throughout the entire valley.

Adequate labor and reasonable land values.

How can Perris Valley's future be anything but bright? ■

Season's Greetings

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La Laguna Revue Photo

Bob and Eleanor Serich stand at the entrance to their restaurant, "The Valley Inn."



La Laguna Revue Photo

In this photo we have Mr. and Mrs. Alfred Hix, who have just about finished eating two of Bob's dinners—one each.

"Yea, Struthers," yelled the petite cheerleader, as she watched the team go to another victory for the Struthers High School football team.

The game was over, and hand in hand Eleanor and Bob left the field. He an end for the school team and she the cheerleader.

This is where it all began for Eleanor and Bob Serich about fifteen years ago in a small Ohio town.

Since then this young couple has held hands as the years have rolled by. They were both graduates of the Struthers school and on November 24, 1951, repeated their vows of matrimony. Bob did his four-year tour of duty with the United States Air Force and then he enrolled at Youngstown University where he studied industrial engineering.

During his schooling, Eleanor worked as a cashier, waitress and hostess in various restaurants. In fact she chalks up twelve years experience in the business, in one position or another.

But Ohio was cold, and brochures of California inviting. This couple, with their baby daughter, Sheila, packed up and were on their way. The year was 1958 and the area they first moved into was Orange.

One sunny day in August of 1963, they drove to Elsinore and parked their car high on the Ortega and looked down on beautiful Elsinore Valley. It was then and there they made up their minds where their new home was to be. They talked to a local realtor and purchased the house they



Eleanor has learned the secret of making a customer a friend, have a winning smile and a warm personality. This photo shows that she has both.



Bob, our chef for the evening and weekend meals, and owner of the business. Duncan better get around to this part of the country again 'cause he doesn't know what he's missing.



La Laguna Revue Photo
Mike Plebinc, the congenial bartender, as he salutes one and all.

now live in on Cottrell Street and at the same time learned that the restaurant formerly called "Pete and Ida's" was for sale. Again they signed their names on the dotted line and were now the proud owners of a business.

Rolling up their sleeves they began the process of cleaning, adding curtains and paint and giving the restaurant a new personality. They then changed the name to "The Valley Inn."

It was November, 1963 and the restaurant was opened for business. Once more Eleanor and Bob find themselves on the same team. Naturally they have other players — Mike Plebinc, who is the bartender for the bar which is located in a separate area from the

dining room. And in the home, taking care of Sheila, are Bob's parents, Mr. and Mrs. John Serich.

Bob, who completed his education at Southern-Cal and has his master's degree in Industrial Engineering, is still employed by Nasa in Downey, and he does the cooking for the cafe in the evenings and on weekends.

On Friday, in the evening, they will serve a smorgasbord from a room which is decorated and designed for this purpose. Every day, except Monday, regular dinners, sandwiches and all of the usual food that goes along with a restaurant will be served.

Yes, Eleanor and Bob will bear watching, for this young couple is destined to go places—together. ■



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*the solving of unique problems as they relate to individual accounts. He applies the most modern ideas and techniques. He has the patience and imagination to find the right answers. And he has one of the largest and best equipped group of trust specialists in the West to help him...specialists in investment research and management, taxes, real estate and every area of trust and estate work. Next time, call a Security Bank Trust Officer. You'll like the way he solves problems. ******

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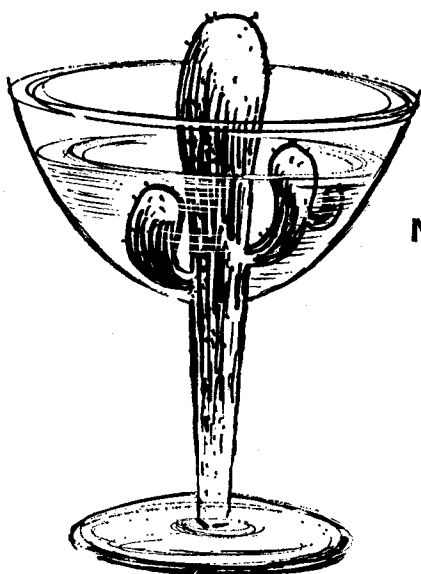
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bring back memories of Broadway,
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SEE DICK and BUZZ AT

THE HOLIDAY

STEAK HOUSE

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2088 Railroad Avenue

ELSINORE, CALIFORNIA

Hemet bus Lines may service Sun City area



Parked in front of the Town Hall at Sun City are two of the vehicles that may soon be servicing the Sun City area with transportation to Riverside.

In the photo we have, from left to right: Wilbur Raymond, general manager of the Hemet Bus Lines; Wayland Nelson, chairman, public service committee of Sun City Civic Association; Bill Sinsabaugh, sales manager for the nationwide Webb Housing Division; William A. Jeffrey, president of the Civic Association and James A. Grace, vice-president of the association.

If all goes well with the Public Utilities Commission, the Hemet Bus Lines will provide bus service to the Sun City, Romoland, Homeland and Perris areas to Riverside, via U. S. Highway 60 and 395 and State Highways 74 and 79.

The proposed schedule calls for one morning and one afternoon round trip over the route that includes Sun City, Perris, Riverside, San Jacinto and Hemet twice daily except Sunday.

Bus fares between Sun City and Riverside would be 90 cents or \$1.60 round trip.

At present, Hemet Bus Lines operates a combined passenger and express bus service between Hemet and Riverside, via San Jacinto and Moreno Valley. ■

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MY CHILDREN'S HOME

(A History of
Murrieta)

Compiled and Written by
ARLEAN V. GARRISON

Box 216—Murrieta, Calif.

VETERANS COLUMN



By CHRISTINE WRIGHT

From the late President Kennedy's Inaugural Address:

"Ask not what your country will do for you . . . Ask what you can do for your country."

"I ask your help, and God's."

—President Lyndon Johnson.

Mrs. Lupe Sanchez was born in Sonora, Mexico, but received her education in California. When she married Candelario Sanchez (born in Arizona) she assumed that this made her an American citizen. Over a period of twelve years, with many interruptions, she continued to study for her citizenship, and now she says "It is like a dream come true after twelve years of trying." She will be grateful always to Mrs. Thomas J. Butler, her teacher in the Elsinore Valley Literacy Center. Mrs. Gertrude Flyte, director of the Americanism for the Literacy classes, and President Concha Alonzo of the VFW Auxiliary 1508, accompanied Mrs. Sanchez last August at the Naturalization Court in Riverside when she received her Citizenship Certificate.

Part of the Americanism program in the VFW Auxiliary 1508 is attending the Riverside Naturalization court held four times a year on the third Friday of February, May, August and November. An Americanism reminder is presented to the new citizens of



President Concha Alonzo, Ladies Auxiliary to the Veterans of Foreign Wars, Post 1508; Mrs. Lupe Sanchez, a new citizen of the United States and VFW, Second District Americanism Chairman Christine Wright. Mrs. Sanchez is also a member of Auxiliary 1508.

the United States . . . and since this is the Golden Anniversary of the National VFW Auxiliary . . . the memento is a ribbon badge of gold, bearing the Auxiliary emblem and the caption "I Am an American." There are usually some forty in each graduation class.

A special recognition is given to those new citizens who have taken the Citizenship Course at the Elsinore Valley Literacy Center at the Woman's Club. This is a book with cover page bearing a cut of the U. S. Capitol building, bearing the title "One Nation Under God." The book contains documents on parchment: The Pledge of Allegiance; a cut of the Statue of Liberty enlightening the world; the Bill of Rights; the Declaration of Independence; the Gettysburg Address; the Monroe Doctrine; the complete text of the Constitution of the United States, and all four verses of The Star Spangled Banner. This book has also been

placed in each of Elsinore's schools: Union High School; Naval and Military School and the Elementary school.

Literacy workshop certificates were presented by the Elsinore Valley Literacy Council to Mary Venable, Rella Fagan and Art Stain. These certified the completion of a workshop in literacy teaching conducted in accordance with approved Laubach standards thereby qualifying as a teacher of Laubach Literacy materials.

The presentation was made during a Literacy Class, at which time also were present the VFW Auxiliary Second District Americanism chairman, Christine Wright, and Auxiliary 1508 President Concha Alonzo, who presented Mrs. Lupe Sanchez with further honors for her success in gaining American citizenship. Mr. and Mrs. Sanchez are both members of the VFW Post 1508 and Auxiliary.

The man with a memory



Jack Shipman

Standing on the stage of the Sun City Town Hall last Wednesday night the man at the microphone introduced more than 250 people by name without notes of reference, knowledge of seating arrangement or aid other than a love for people and a remarkable memory.

The man who accomplished this feat was Jack Shipman one of Sun City's more successful retirement counsellors, and the people who were identified were the people he had introduced to active retirement in Sun City over the past two years, for the most part.

Remarkable indeed was the fact that some of the people who were introduced were not his clients but the clients of retire-

ment counsellors who are no longer with the Webb Corporation and were people he had met for the first time only that evening.

The occasion for the demonstration of this remarkable memory was the party given by Jack and Mrs. Shipman for his many customers to show his appreciation for their interest in Sun City and for the assistance they are giving him by recommending Sun City to their friends.

Asked to explain his system for remembering names and faces, Jack revealed that he always makes a point of asking and repeating the names of new people he meets and by associating, in his mind, the first names every time he hears the last name or sees the people again.

"I also try to recall the names of everyone I meet during the day and to go over them in my mind before I go to sleep at night. Besides I have always liked and been interested in people, and the folks who come to Sun City are such wonderful people with such interesting stories that I find it difficult to forget a single one of them," the retirement counsellor declared.

Asked if he didn't have a few doubts when he stepped to the center of the stage with the microphone in his hand and looked at the sea of faces in front of him, Shipman replied "I looked at the rear table and saw that I knew everyone there and decided to go for broke. I'll admit that my mouth got a little dry about half way through from nerves since I had never tried anything like it before but I was committed and they were all my friends."

Not only did Shipman correctly identify each person or couple but he did so with their first name and middle initial. Each person responded with their home state or home town.

"I wanted the folks in Sun City to realize that when they buy a home here and join the community, they are not just a number on an IBM card and we in the sales office try to further these friendships with continuing interest in every person who buys," Shipman declared.

The personable retirement counsellor has been with the Sun City sales organization since the beginning of the project and has been responsible for more than \$3 million in Sun City sales. ■

SIGNS OF THE TIMES

PERRIS DAM AND RESERVOIR A UNIT OF THE STATE WATER FACILITIES

Will be constructed on this site by

STATE OF CALIFORNIA
THE RESOURCES AGENCY OF CALIFORNIA
DEPARTMENT OF WATER RESOURCES

EDMUND G. BROWN

Governor

HUGO FISHER

Administrator

WILLIAM E. WARNE

Director

ALFRED R. GOLZÉ

Chief Engineer

DAM

Crest Length	11,450 ft.
Height Above Stream Bed	120 ft.
Volume of Embankment	13,400,000 cu. yd.

RESERVOIR-NORMAL POOL ELEV. 1573

Storage	100,000 ac. ft.
Surface Area	2080 ac.
Shore Line	8.1 mi.

La Laguna Revue Photo

The sign in the above photograph can be seen if one drives down Martin Street heading toward the town of Lakeview, and it is self-explanatory. The lake will be used not only for a reservoir, but for recreational purposes as well. Many legal points have yet to be taken care of and the work has to get underway, but according to reports the tentative opening date will be in the year 1972.

Bill Sinsabaugh Resigns

Willis F. Sinsabaugh, sales manager of Del E. Webb Corporation housing division, has resigned, reported Jay Greene, director of marketing for the corporation.

Mr. Sinsabaugh has been a Webb employee for the

past three years and was well known in the area as the project sales manager.

He has taken a position with Kaiser Industries and will become the project manager of the 6,000-acre Kaiser housing development on Oahu Island after the first of the year. ■

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La Laguna Revue — January 1964

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CHIROPRACTOR

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Sunday 9 a.m. to 1 p.m.
674-3440 301 N. Spring
ELSINORE, CALIFORNIA

Sun City has new project sales manager

Richard H. (Dick) Winchester of Fullerton has been named project sales manager of the Del E. Webb Corporation's retirement community between Perris and Elsinore on Highway 395.

The announcement was made by W. F. (Bill) Sinsabaugh, general sales manager of the Webb Housing Division, who has been acting

as project sales manager for the past two months.



Richard Winchester

Sinsabaugh stated that he would remain in Sun City for a short period of time to orient the new sales executive before returning to his Phoenix office.

The new sales manager is originally from Indianapolis, Indiana, where he was superintendent of construction for ABC Construction Corporation.

He has also served as

Continued to Page 32

Season's Greetings

Richey

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Jess Watkins, Jerry Stanley, V. H. Richey,
C. H. "Boomer" Lee, Vern Johnson, George Mazzula,
Mel Haller, Mary Haller, Rosemary Barone, Lorealee Duncan

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South Side of Lake
(Ortega and Grand)

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Claude Wolfe
Chuck Hindman
Al Redding
Kenney Smith
Richard Eichorn

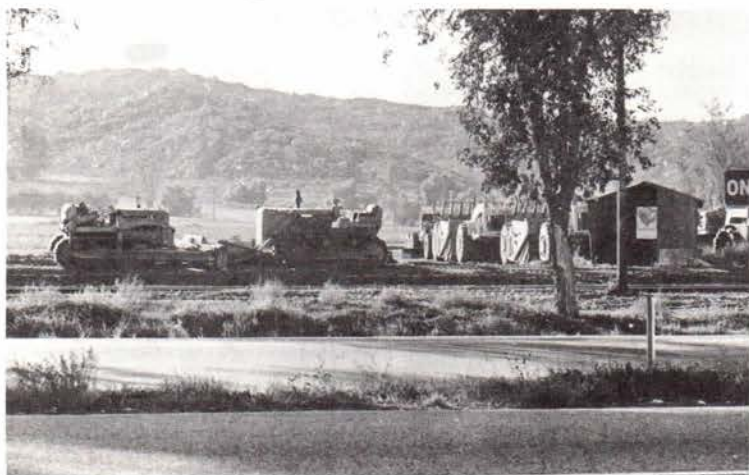
Dick Ortiz
Henry Phillips
Bill Kratch
Warner Stewart
Larry Cartier

Wishes

Elsinore Ready Mix Co., Inc.

Telephone 674-2127

Light industry moving into Perris Valley



La Laguna Revue Photo

This photo shows the site of the proposed Mehl Manufacturing Company. It is to be built on the corner of Orange Avenue and Highway 395, two miles north of Perris.

Mehl Manufacturing Company, a subsidiary of Phillips Petroleum Company, will soon build and open a new plant at the corner of Orange Avenue and Highway 395 on 30 acres of land which has been purchased for this purpose.

The plant will be developed in three stages, the first of which will employ approximately 60 persons.

The new plan will convert polyethelene into film and into a wide variety of plain and printed bags.

Actual construction date for the plant has not been set but company officials will make a formal announcement as to date in the near future.

This plant marks the first step to the great industrial boom for the county and valley area. ■

Richard T. Blowers, O.D.

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322 "D" STREET
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best New Year ever for
you . . . if all that we're
wishing comes true.

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Fabulous Fiberglass

Season's
Greetings

10 YEAR
GUARANTEE

LITTLE
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234 D STREET
PERRIS, CALIF.
657-2144
EVE. 657-4153

THE ROAD TO MORE ENJOYMENT

A night they'll long remember



Mr. and Mrs. John Watkins

The John Watkins family, former Murrieta residents, were injured in an auto accident on Highway 71, about two miles south of Corona, on November 16, as they were on their way to attend the alumni dance.

In the car were John and Laura Watkins, John Jr., who was the driver, and his friend, Elizabeth Dettamanti. All four were taken to the Corona Hospital in serious condition.

We received word that after four weeks in the hospital they were sent to their



John Watkins Jr.

home at 604 N. Larkspur, Lompoc, California.

Although now residents of that town, the Watkins lived many years on the corner of Washington Avenue and B Street in Murrieta.

John Sr. worked for 13 years as a rancher for M. J. Yoder and as a meat cutter in Burnham's General Merchandise Store.

In 1958, after graduation from the Elsinore Union High School of their son Frank, the Watkins moved to Lompoc where Mr. Watkins was made superintendent of the slaughter house at the federal prison.

John Jr. attended the Murrieta Elementary School and attended the EUHS. He was active in FFA, basketball, football and baseball.

The accident was a two-car head-on collision and we feel that these four people had much to be thankful for over the Thanksgiving holiday and we hope to see them next year at the annual alumni dance. ■



Elizabeth Dettamanti

I PREDICT

Nineteen hundred and sixty-four will be a good year for the Perris-Nuevo area. Light industry is moving in and this means an automatic increase in population as well as in the sale of land.

Within ten years Perris will be almost direct center of two recreational water areas and with the influx of people interested in boating, skiing and other forms of water recreation all of the local business houses will benefit, as well as the new ones that will be opening shortly. I predict that Perris Valley will grow, and soon. ■



La Laguna Revue Photo

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WANT TO BE CATERED TO?

Call Del Sargent of Industrial Catering

Del Sargent of Perris spends his working day catering to people.

His business is Industrial Catering and his job is to see that everybody eats while they are hard at work. With his well-equipped catering truck he drives to garages, fields, construction areas and such and when the sides of his specialty truck are opened one can get everything from a cup of hot coffee or soup to sandwiches and tamales.

This is unique for the area and offers employers, located far from cafes an opportunity to give their employees a coffee or lunch break with hot foods.

Del has been in the catering business for some time and has recently moved into the Perris area and is still scheduling route stops. Anyone that can use his service, be it for a full crew or two people, call Del and he'll be happy to add your name to the list.

The main company for



La Laguna Revue Photo

Del Sargent hands Harry Johnson of Edgemont his sandwich and milk. Harry works for Newell Caro at the Richfield Service on the corner of Second and D Streets, and although a restaurant is near, it is hard for the fellows to take a coffee break away from the business.

Industrial Catering is in Sunnymead, where they have been in this business for seven years.

Del is married and the father of four children and makes his home at 340 East First Street.

SUN CITY MANAGER

Continued from Page 29

general manager of the Ludman Corporation, manufacturers for heavy construction, in Miami, Florida. Recently Winchester has been regional vice president of Brewer Pharmaceutical Engineering Corporation in Fullerton.

He lives with his wife Betty, and five children in the Sunny Hills section of Fullerton.

Winchester attended Purdue University, served with the U. S. Marine Corps and has been engaged in sales and construction throughout his career.



La Laguna Revue Photo

Del keeps his truck well-shined.

MAY WE INTRODUCE YOU TO:



La Laguna Revue Photo

Jeannette Martin, deputy city clerk; Alvin A. Anderson, building inspector and on extreme right is City Clerk of Elsinore Florene Marshall.



La Laguna Revue Photo

In the council room getting ready for the meeting of the City Council of Perris we have Florence German, deputy city clerk; Mildred Martin, city clerk and Murray Snyder, city manager.

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Every city has what is commonly referred to as "The backbone of City Hall."

These are the people you go to see to pay your water bill, pick up your dog licenses, building permits and a score of other necessary items needed to make the world go around.

They are the ones who make out the payroll for the city employees, take minutes of each council meeting and listen to each complaint that the residents of their town make.

To appreciate any one of them more, just spend one hour at city hall where they work, and listen. It is hard to believe the countless interruptions they have in a day and yet do all of the work that is a part of their job.

One thing we did find out about all seven of them is that they have a fine sense of humor and from all appearances, it is a necessity. ■



La Laguna Revue Photo

Bob Dougherty, attorney for the City of Elsinore. His job is to keep the city's legal problems to a minimum which makes this job one of the hardest, because if we as citizens think we have problems, multiply them by 2,000 and you have just touched



Mel Miller

This month we would like to introduce to you six of our La Laguna Revue dealers. Due to the jubilee we neglected them last month. First we have Harry Lee, owner and operator of the Elsinore Public Market on Main Street. Then there is Mel Miller of Burnham's Market in Murrieta. Mel is not only a grocer but quite a vocalist also.

The father and son combination is Joe Jeffries and Joe Jeffries Jr. These two men have the Ortega Oaks Market on Grand Avenue, Elsinore. Clarence and Jeanette Tontz are the proud owners of Tontz's Honey Farm located just off Highway 74. This is a fascinating place, you not only can eat delicious pancakes, but the collection of antiques keeps you fascinated every minute you are there.

Below is a listing of all of the other La Laguna Revue dealers. Be certain to stop in and visit them:

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, Elsinore. Harry and Kenny Lee and Harry Davis.

Farmer's Market, 16851 Rice Road. Elsinore. Earl Tate.



Harry Lee

Gahagan's General Store, 14832 Lake St., Alberhill.

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

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.

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 Fennell.

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

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



Joe Jeffries Jr. and Joe Sr.

Ray Bezanson's Cafe, Washington, Murietta.

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.



La Laguna Revue Photo

Clarence and Jeanette Tontz

Job's Daughters Installation



Leigh Sargent Photo

Mary Joe Seitz

Mary Jo Seitz was installed as honored queen of the Job's Daughters' Bethel 165 of Perris at the 34th installation held at the Perris Elementary School on December 14.

Serving with Mary Jo for the coming term of office will be Senior Princess, Nancy Kendall; Junior Princess, Mary Lou Sosbey; Guide, Lynn Haun and Marshal, Barbara Sosbey.

Installing officers were Maxine Doughty, retiring Honored Queen pro tem; Guide, Lynn Ward; Marshal, Dania Steen; Recorder, Janice Green; Chaplain, Martha Offul; Senior Guardian, Sandra Sprigdon; Junior Custodian, Diane Eaton, all past honored queens of Bethel 165.

Mistress of Ceremonies was June Sargent and ushers were members of the DeMolay.

Mary Jo is the daughter of Mr. and Mrs. Joe Seitz of Elsinore and is a student of the Elsinore Union High School. ■

Santa Claus comes to Elsinore



Rickey Brown in his cowboy suit, Lewis A. Osornio, on Santa's knee and Alicia Claridy have already given Santa the good word on what they want for Christmas.

The children of Elsinore bounced into the Veterans' Memorial Building on Saturday, December 21, in the early evening where they were warmly greeted, not only by Santa Claus, but by his many helpers, Santa's aides in Elsinore were not the customary little elves, but members of the American Legion Post 200; the Veterans of Foreign Wars Post 1508; the Veterans of World War I, and their respective Auxiliaries.

These men and women, under the chairmanship of Henry L. Alonzo, com-
Continued On Page 44

FARMER'S MARKET

16851 Rice Street
Phone 674-3471
Elsinore

Earl, Carl and Lee
wish all
A Happy New Year

WE DOCTOR SHOES

HEEL THEM

ATTEND THEIR DYING
and SAVE THEIR SOLES

HANK

Elsinore Shoe Service
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HAPPY NEW YEAR

HAPPY NEW YEAR;
to One and All

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127 West Graham — Elsinore
Fred H. Smith, Glenn Smith, Jim Basiger
Frieda Holtan and Mildred Basiger
674-3241

What would you sacrifice for a dream?



Fred Faia, originator of Golden Acres Senior Citizen Development Corp.

La Laguna Revue Photo

Would you give up a seventeen year dentistry practice; a home where many friends surround you?

And if you did, would you take on a massive problem, that of hundreds of other people?

This is what Fred Faia did. He gave up an eight hour a day job for the privilege of working sixteen.

A few years ago Fred lived in Culver City with his mother. He noticed that on the surface she was apparently happy, but underneath this was not true. It seemed that the only time she really enjoyed herself is when she was with a group her own age, where everyone did just as they wanted to do, be it sewing or stringing beads. And talk, every one of the women ran as true to form as men seem to think they do, yak-yak.

It was then Fred realized what his mother needed, as well as all of the other people, a home, an exclusive type of home—one for



La Laguna Revue Photo

In this extensive housing arrangement one has a choice of efficiency—for one person—or one or two bedroom apartments. You place your order for which of these you want, deposit one month's rent and it is built, just for you. This is a view of a few of the apartments from the balcony of the motel.



La Laguna Revue Photo

All apartments have sound and heat insulation, air conditioning, refrigerators and built-in kitchens, carpeting, draperies, separate storage, carports and laundry facilities. This is an interior view of one of the model homes and from the size of the sectional you can about judge the spaciousness of the living room.



La Laguna Revue Photo

Jim Bickett, manager of the Perris Valley Inn and the motels.

their generation. The year was 1960, and Fred began the Faia-Ray Company. His dream was to build rental units and rent only to the senior citizens.

The site was decided upon, but it did not meet FHA specifications, so the first location was sold and the present acreage off Perris Boulevard and Nuevo Road was bought. After much discussion with the City of Perris Planning Commission and the City of Perris, Fred was finally granted permission to build his retirement rentals.

Time passed, and Fred needed help, so he incorporated the to-be senior citizen project and the name was changed to Golden Acres Senior Citizen Development Corporation, and once more the project moved forward.

Being FHA approved does not necessarily mean that one has clear sailing as Fred discovered. For FHA has strict requirements, plenty of so-called red-tape and because this project was not to sell the apartments but to rent them to individuals this required more paper work.

Each unit is rented, the



La Laguna Revue Photo
Back view of the motels, before completion. To the right of the photo is the swimming pool with the cement walk that leads from the dining room in the foreground.



first month's rent paid in advance, the name submitted to FHA for approval and then onward through the channels.

The motto of the development is "Why buy, when you can rent." And the rents begin at \$53.50 per month up to \$85.00, with maintenance extra.

Golden Acres, when completed, will have 3200 apartments situated on approximately 385 acres of land and along with that are

(Continued on page 54)

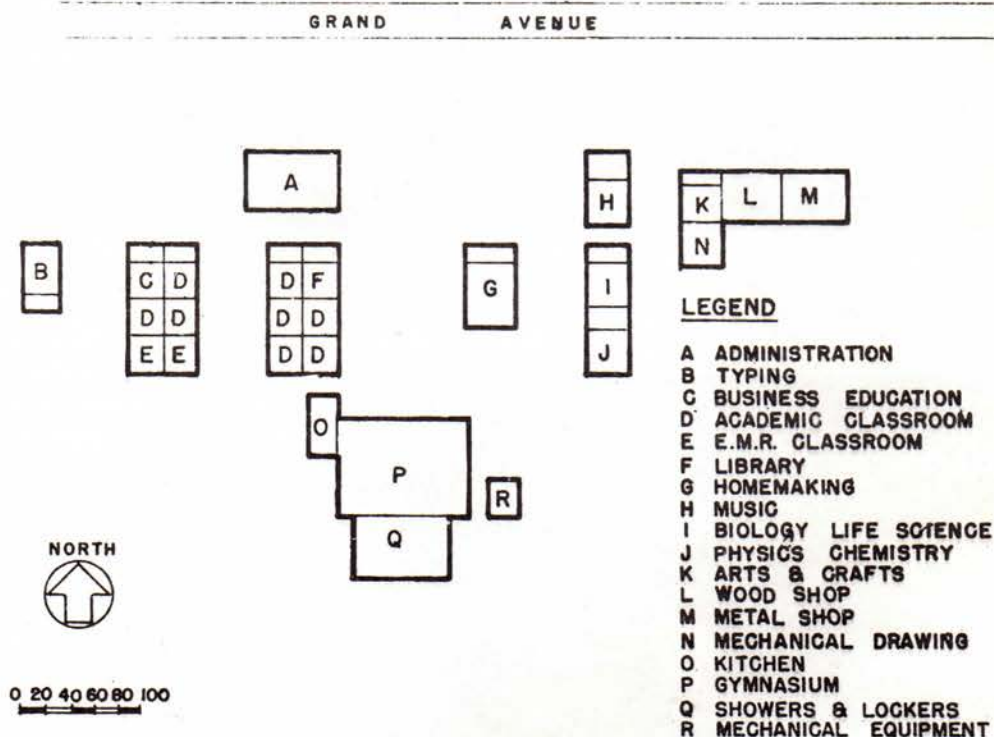
La Laguna Revue Photo
In the cocktail lounge will be a piano bar, shown above. The entire area is carpeted in emerald green.



La Laguna Revue Photo
Still under construction at the time this photo was taken is the entrance way to the motel on the left of the photo. To the right are the doors to the dining area.

ELSINORE SCHOOL BOND ELECTION

PROPOSED NEW ELSINORE HIGH SCHOOL



Voters of the Elsinore Union High School District will go to the polls on Tuesday, January 21, 1964 to vote on the fate of a high school bond issue (\$2,500,000) and whether to accept a state loan of two million dollars. Both issues require a two-thirds affirmative vote to pass. The school board, administrators, architects, engineers, state school and finance authorities have been working for more than three years planning for the new high school. When the election is successful, work will begin immediately on plans for a school of approximately 600 students. The new school will be built on Grand Avenue in Wildomar and will consist of the following facilities:

12 academic classrooms, 1 typing room, 1 business education room, 1 homemaking room, 1 physics and chemistry lab, 1 biology and life science lab, 1 music room, 1 library, 1 arts and crafts room, 1 wood shop, 1 metal shop, 1 mechanical drawing room, 1 gymnasium, 1 boys' shower and locker room, 1 girls' shower and locker room, 1 office, plus mechanical equipment and storage rooms, toilets, and covered corridors.

Many have asked why not build additional buildings at the present high school? The present high school site is too small. There are 14.37 acres of which only approximately 11 acres are usable. In 1959, the Board of Trustees faced

with the problem of planning for additional buildings to meet the need of an increasing student enrollment, employed an appraisal firm to make a cost analysis to see what it would cost to purchase the necessary land near the school to bring the site up to minimum state standards. It would have been necessary to have purchased the entire block north and west of the school to have met the standard. This purchase with the site development that would have been necessary, would have cost the school district more than \$205,000 more than it would have cost to have gone out and purchased a new site and built a new

high school the size of our present school.

Faced with these facts, the School Board after much study with state school authorities and after their approval had been secured, purchased 57 acres on Grand Avenue at a cost of \$750 per acre for a total of \$42,750.

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HWY. 74

NORTH ELSINORE

The Board reaffirmed its plan to build the school on the Grand Avenue site recently after a thorough study of information presented to them by a 19-member Study Committee composed of representatives from all areas of the school district. The Board lists the following reasons for locating the school on Grand Avenue instead of Railroad Avenue as proposed by some citizens of the School District.

1. The above listed facilities must be constructed regardless of whether the new high school is built on Railroad Avenue or on Grand Avenue. The cost to build on Railroad Avenue will be at least \$300,000 and maybe as much as \$500,000 more than it would cost to build on the Grand Avenue site. This difference in the cost is due to the difference in the cost of the two sites.

2. Noise from the freeway would be a problem on Railroad Avenue.

3. Fire insurance and electrical rates are identical on the two proposed sites.

4. Traffic congestion created before and after the close of school each day would be less of a problem on Grand Avenue than on Railroad Avenue.

5. Cost of site development on Railroad Avenue would be more than on the Grand Avenue site.

6. Projections of growth for the Elsinore Valley show that the center of growth will be rapidly moving toward the south.

The bond issue and the State Aid loan must be approved if the proposed building program is to be carried out. A failure of either issue will only postpone and delay what must eventually be done. Any delay will increase the cost to the tax payer in the long run. Building costs will continue to rise during the next several years. Therefore, delays in getting the building program underway will not only cost more, but would also handicap our youth because of double sessions and overcrowding. Overcrowding or half-day sessions which we have had for the past three years will increase if more buildings are not built. This type of schedule deprives our youth of a fair start in life. Half-day sessions reduce the time in school, increases failure, impairs scholastic achievement and increases delinquency.

Don't forget January 21, 1964 is Election Day. Go to the polls and vote the way you feel you should, but most of all don't give up one of your great American privileges, that of being able to cast your vote by not voting.



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IN
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Santa Claus arrived at Christmas Hollow in Perris



The fire truck siren blared and the eyes of hundreds of children looked up as the truck carrying dear old Santa pulled up in front of Christmas Hollow on D Street in Perris, Saturday, December 14.

Jolly Santa had a lot of help this year from all of the business men of Perris. First Keith Krug donated the building that Christmas Hollow was set up in and that Santa used each day from 4 to 6 p.m.

Then the Merchants' Committee of the Perris Valley Chamber of Commerce gave Santa Claus candy to give to the children. Crackerjacks, 1000 boxes, was donated by Carl Wolff, Virgil Ashley, Louis Boettcher, Keith Krug, J. B. "Tall" Turley, John M. Coudures Jr. and Robert Walker.

Many of the other businessmen donated money to supply Santa Claus with additional gifts to the children. ■

La Laguna Revue Photo

Santa Claus as he listens to Estella Zorrero tell all about her "Chatty Cathy" doll that she wanted for Christmas. This gaily decorated house is where Santa heard all of the children's hearts' desires.

Al and Wanda
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for you . . . the nicest
neighbors and patrons
we could ever have!
May this New Year be
your happiest!

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La Laguna Revue Photo

Inside of Christmas Hollow the decorations would have pleased a king. Working on the project were Robert McCafferty, secretary of the Merchants' Committee; Syl Bonas of Kirk's Variety Store; Jack Savage, California Power; Robert Warren Jr., People's Store and Clarence Muse, Public Relations Director. Christmas Hollow was also one of the entries in the window decorating contest.



La Laguna Revue Photo

The Perris School District Band, with Leland Scott as conductor, furnished Christmas music for the event.



La Laguna Revue Photos

Hundreds of children lined up to tell Santa what they wanted for Christmas.

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SANTA CLAUS

Continued from Page 36

mander of Post 1508, had worked long and hard getting together gifts for each child and seeing that they were wrapped.

The Christmas tree, which nearly touched the ceiling with its peak, was gaily decorated and Santa,

in all his splendor, listened as each child told of his secret desire for the holidays.

Outside of the veterans' elves, other elves donated gifts of money and food to insure the success of this evening. They were the City of Elsinore, Robert Huff, Lupe Sanchez, Chuck Pease, Ed Stewart, Rudolph Huber, Millage Brothers Produce and De Jong's Dairy. ■

Happy New Year

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Elsinore

A HAPPY NEW YEAR
Ruth and Ed Berry



**Rose Marie
Cionni**



**David
March**



**Anita
Stauffacher**



**Cindy
Klarer**

High School Honor Roll Announced

A review of student grades for the first quarter grading period reveals that 23 students have qualified for the Principal's Honor Roll.

To qualify as a member of the honor roll a student must be enrolled in a minimum of seven subjects, and attain at least a "B" grade in each subject with the exception of physical education.

The freshman class produced the greatest number of scholars with a total of eleven students each. The sophomore class was next with a total of 10. The junior and senior classes were able to place only one student on the select list. Many students narrowly missed qualifying when they received one C grade on their cards.

Four students earned straight A grades during the first quarter. Sophomores Rose Marie Cionni, David March, and Anita Stauffacher, along with Freshman Cindy Klarer re-

corded perfect report cards. Rose Marie is the daughter of Mr. and Mrs. Lou Cionni. David March is the son of Mrs. Stella March. In addition to this grading period, David has maintained a straight A average during the four grading periods of his freshman year. Anita Stauffacher is the daughter of Mr. and Mrs. Alfred Stauffacher. Cindy Klarer is the daughter of Mr. and Mrs. Fred Klarer.

Students qualifying for the select group include Shirline Cavanaugh from the senior class; Junior Patty Wickerd; Sophomores Mary Kay Basiger, David Brown, Rose Marie Cionni, Larry Divine, Bridget Guler, David March, Charles Morris, Mike Novak, Anita Stauffacher and Cindy Wilks; Freshmen Janet Coleman, Denice Dawes, Irene Galvin, Paula Kapp, Cindy Klarer, Robert Manthey, Jodie Morris, Adeline Sanchez, Joan Spicer, Patricia Talley and Mayo Taylor. ■



Bill Fagan

CHRISTMAS WINDOW DESIGN CONTEST WINNER

Bill Fagan, 9th grade student at Elsinore High School, was the winner of a Christmas Window Design contest sponsored by the Richey Realty Co. of Grand Avenue.

Bill Fagan is ten dollars richer for his efforts. Irene Galvin was the second place winner and the recipient of a five dollar prize. Two additional prizes of \$2.50 went to Patty Henderson and Wanda Uhly.

The winner will have an opportunity to transfer his winning design to the window of Richey's Real Estate office.

Bill Fagan is studying art under the direction of Frank Dolphin, art instructor at the high school. ■

JAD DI GIACOMO GUEST SPEAKER



Jad DiGiacomo, a 1963 graduate of the Elsinore Union High School, spoke to the senior boys about the Air Force Reserve Officers Training



Corps at San Diego State University. Jad is accompanied by Colonel Gudith and a member of the Women's Auxiliary, appropriately called "Angels."

BASKETBALL SEASON OPENS

This season Coach Bob Koss will floor an inexperienced team. In his first fling in DeAnza League play last year the Elsinore Tigers managed a strong second place finish. Missing this season will be T. J. Craig, Lloyd Hales and "Bobo" Arviso. These boys provided the scoring punch that provided Elsinore with a fine season.

This season Coach Koss

will be looking toward Tony Elam, a six-foot four senior, who began to come into his own at the end of last season. Two "big guns" from last year's B team "Papa" Whisenant and Ralph Arviso, will probably get the call for the starting five. Tyrone Dalton, a member of the C team two years ago, has recently returned to school and should

be a good prospect. Jim Gardner and Frank Silva both have a good chance to make the starting team.

In addition to inexperience, one of the big problems facing Coach Koss is the necessity of developing a strong reserve bench so that members of the starting team can be relieved occasionally without a loss of efficiency. ■

F.F.A. Boys Participate in Quiz



Mack Flinspach

Each year the Agricultural Council of California sponsors a contest on material concerning farmer cooperatives in our state and nation. The top two winners on a chapter level may participate on the sectional level with other schools from Riverside County.

Mack Flinspach and Dale Liefer of the Elsinore Fu-

ture Farmers of America chapter were local winners and attended the sectional contest held on December 4 at the Corona Bowl, Corona. Mack Flinspach was awarded fourth place for the individual competition.

The Agricultural Council provided a steak dinner for the contestants and the sponsors accompanying them, Mr. Swan and Mr. Brassfield. ■

Tommy Morrow does sell Insurance

Elsinore-Perris entrants for Queen Scheherazade



La Laguna Revue Photos
Elsinore representatives — Lo Vae Pray and Vickie Cook.



La Laguna Revue Photo
Perris representatives—Linda Backes and Arleen Hammerschmidt.

January 11 will be a big day for the four young ladies in the above photos, for that is the day that officials of the Indio Fair select nine girls from all that have entered the contest to reign over the annual fair.

Entrants for the contest

are from all over the county of Riverside and must have numerous qualifications to enter the contest.

Requirements are that the girls be between the ages of 17 and 20, single and never married, residents of Riverside County on January 11, 1964, not a

professional model and other rules pertinent to judging and clothing.

To date, almost forty entries have been received by the fair officials and from these, nine will be chosen and from that group, one

Continued on Page 56

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The Admiral

ELSINORE NAVAL AND MILITARY SCHOOL

JANUARY 1964

VOL.3 NO.4

A traveler in the Junior School



By PETER OSBORNE

Cadet David Palmer Simmons who is a fourth grade student has traveled extensively through France, Germany, and other parts of Europe. While his father, David L. Simmons, was stationed in Europe as a member of the United States Air Force, he attended kindergarten and the first two grades at the American school in France.

Among his happy memories are his impressions of the Eiffel Tower, Paris, France, and the playing of many musical folk songs at the restaurants throughout many cities of Europe. Equally memorable to him were the beautiful parks, fountains, and statues all of which were representative of the traditions, cus-

toms, and folkways of the peoples and their native countries.

David, who has already reached his ninth birthday, lives with his parents Mr. and Mrs. David L. Simmons, 6641 Mitad Street, San Bernardino, California. Among the children of his family David has two brothers and two sisters who are each twins; Dana and Darla, Dennis and Derek; and with his name of David they made a "D" quintet. ■

Educational fundamentals



Mrs. Marion Jeffries

Among the many achievements of Mrs. Dorothy Long, Superintendent of the Junior School, is the

selection of capable teachers of the instructional staff and who demonstrate particular interest in the basic educational objectives.

One of the staff members is Mrs. Marion Jeffries, who teaches both first and second grade levels. In addition to the immediate approach to the three R's, particular interest is given to phonics and correct spelling of words. As a result her students proceed rather rapidly with Reading Arithmetic and Writing.

In her educational philosophy, Mrs. Jeffries emphasizes that every individual needs the satisfaction which follows achievement.

As a result her students seem self-confident and follow toward a successful, self-reliant and responsible citizen.

Mrs. Jeffries finds her work during the third year of her teaching experience at the local school very enjoyable and has had many occasions to be thrilled with the growth and progress of her students as a result of her excellent teaching. ■

Annual traditional Christmas banquet

President G. R. Conklin announced the following program for the 1963 Christmas banquet:

Colonel Frederick R. Stimus, Master of Ceremonies. The beautiful Christmas program was presented on campus Thursday, December 19, 1963, at six o'clock.

1. Solo: Little Town of Bethlehem; Cadet Wayne Swart.

2. The Meaning of Hanukah; Cadet Andrew Smith.

3. Jewish Folk Songs; Cadets Jamie Camhi, James Clem, John Pollack.

4. Twelve Days of Christmas; Cadets James Clem, Terry Barton, John Pollack.

5. Christmas greetings; Mrs. Dorothy Long, Superintendent, Junior School; Mr. Nelson B. Sewell, Principal, Senior School.

6. Christmas Message: President G. R. Conklin presented the impressive 1963 Christmas message to

Staff, Faculty, Cadets, and Honored Guests.

Interspersed among the numbers of the program Colonel Stimus presented many appropriate and surprising gifts to Cadets, as well as Staff, Faculty, and the Guests.

7. The program was concluded by the entire Cadet Corps singing the wonderful "Silent Night" under the direction of Mr. John Stover and accompanied by Mrs. Gertrude Flyte. ■

LANGUAGES MADE ENJOYABLE

One of the language instructors at our school has attained an enviable position in making languages an enjoyable experience, namely, Mr. Paul Berzins.

Mr. Berzins was born in Riga, Latvia. His birthplace was at one time a member of the Baltic States, located five hundred miles west of Moscow, Russia.

Prior to the communists' invasion, an occupation of his native land, he and his family were together for a period of ten years. Fortunately, he and his family were able to move to Bavaria and then travel to Stuttgart, Germany.

However, it was not until his father obtained various positions as a Research Chemist in France, Switzerland, Italy and Austria were it possible for his family to obtain any form of security.

Later they traveled to New York where he graduated from New York high school and did his undergraduate work at Rutgers University in New Jersey. Then he was able to continue his graduate study at Columbia University in New York. In addition to his excellent teaching ex-



Mr. Paul Berzins and Cadet Thomas Stephenson

perience he has been in the United States Army and continues to remain in the United States Military Reserves.

Among the interesting techniques to arouse interest in languages, Mr. Berzins has adopted the use of audio-visual materials, such as the language records and tape recorder. Excellent progress has been made under these media, especially as developing a conversational use of languages. Also charts, diagrams, special visual cards are used in classroom for immediate recognition of the most frequent expressions of the language.

For the first time in the history of the school Mr. Berzins is offering the third year of French. ■

GIFTS TO LIBRARY

The Elsinore Naval and Military School would like to pay tribute and thanks to several people who have given most valuable text material to the school library. It is through these people's contributions that we gain most needed knowledge in our library. We thank:

Mr. Nelson B. Sewell for the 1963 Reader's Digest Atlas, and the California Profile (Bank of America).

Mr. John L. Stover for the set of Smithsonian Institution Science Encyclopedia, U. S. News, World Report, extra magazines to complete our files, and an intriguing new math text, the Science Newsletter.

Mr. Richard C. Cozad for the Time Geography Series, Germany, Africa, Southeast Asia, and Russia.

Mr. James W. Cooper for the Occupational Handbook to the U. S. Airforce.

Mrs. Ann Marchinton for

Continued Next Page

LIBRARY

some excellent brochures on the nation's capital.

Colonel and Mrs. G. R. Conklin for the Numismatic News, The Wall Street Journal, and the Christian Science Monitor.

Mrs. Margret Nortman, a friend of our library, who has contributed a complete set of Shakespeare in 18 volumes.

We are starting our library record series and have received Vincent Price's, America The Beautiful, and an Anthology of English Verse Volume I.

We hope to add a record each month. ■

Promotions—

Senior School

By direction of the Adjutant General, State of California, and under the provisions of Section 506, Military and Veterans Code, State of California the following named cadets of the Senior High School, having been recommended by the Commandant of Cadets, are promoted to the ranks indicated effective this date.

To be Cadet Sergeant First

Class: Thomas Lee Stephenson.

To be Cadet Sergeant: Robert A. Foster, George James Keely, John Earl McGuire, Gary David Sawdy.

To be Cadet Color Sergeant: Garry Lee Gorman.

To be Cadet Corporal: Alan Bryan Curtis, James Edward Delbridge, Dennis Michael Slavick.

To be Cadet Color Corporal: James William O'Connor.

To be Cadet First Class: Victor Joseph Albano, Ronald Eugene Carey, James Paul Clem, John Michael Davis, Dale Alan Jackson, James Bryan Literal, Raymond Francis McCloskey, Alexander Desmond McDougal, Theodore Manjoras, Regan Leigh Morey, Steven Kim Newman, Michael Arthur Patte, Phillip Harper Reams, Steven Craig Smith, Dale Eugene Smitherman, Fernando Luis Steere, Frederick Tiefenthaler.

By direction of the Adjutant General, State of California, and under the provisions of Section 506, Military and Veterans Code, State of California, the following named cadets of the Junior High School, having been recommended by the Commandant of Cadets are promoted to the

ranks indicated effective this date.

To be Cadet Sergeant (Jr. HS): Richard David Ellis.

To be Cadet Corporal (Jr. HS): George Lavon Wallet.

To be Cadet First Class (Jr. HS): Wray Kenneth Calahan, Bruce Chertkow, Richard Lynn Cromwell, Arthur Brent Curtis, Rory Crane Gage, Orman Gary Lauer, Otto Ralph Lemke, Kenneth Milton Lewsader, James Joseph Rossetti, Andrew Martin Smith, Wayne Thomas Swart.

For the continued above average performance in all phases of cadet life and for outstanding attitude and effort, the following named cadet is selected as the Best Cadet of the Senior High School for the first third of the school year 1963-64:

Cadet First Class James Edward Delbridge.

For continued above average performance in all phases of cadet life and for outstanding attitude and effort, the following named cadet is selected as the Best Cadet of the Junior High School for the first third of the school year 1963-64:

Cadet George Lavon Wallet.

By order of the president. ■

INTERNATIONAL CLUB CHRISTMAS PARTY

The annual International Club Christmas party was held on December 15th with Mrs. Flyte, dressed in a Norwegian costume, receiving 24 cadets at her brightly decorated home.

After a short business meeting, Elmer Tilson presented the Christmas program, which featured customs and music from other lands and included speeches relative to Christmas celebrations in Canada by Terry Barton; Mexico and Guatemala by Jamie Camhi; Greece by Ted Man-

joras; Italy by Vic Albano; and the United States by Garry Gorman.

"Silent Night" was sung in French, Spanish and English. Songs about Christmas were sung in four languages.

A special speech was given by Andy Smith on Hanuka, Jewish holiday, which was followed by a Jewish folk song.

Guests were Colonel and Mrs. G. R. Conklin. After the program, refreshments were served by Mrs. Flyte from a gaily decorated

smorgasbord table featuring punch and cookies made from recipes of many lands.

Excerpts from the Christmas program of the International Club were also presented at the Rotary Club, December 13, City of Hope Chapter in Elsinore, December 17, and the school banquet, December 19.

Cadets Wayne Swart and Dana Franklin were unanimously admitted as members of the International Club. ■

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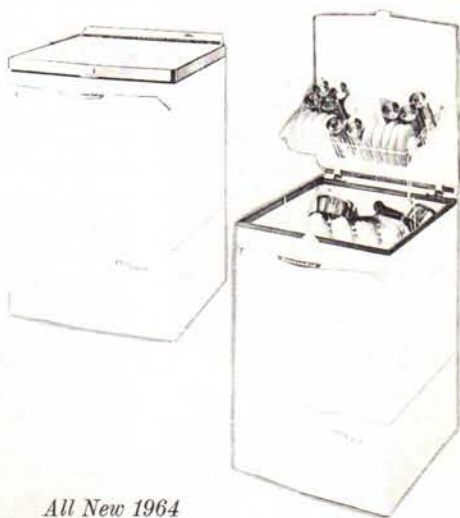
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CHAMBER INSTALLS

Continued from Page 7

ident and Vern Mason as treasurer.

Board members for the coming year are Past President Fred Cope, Armin Brenner, Milton Papini, Ed Tomlin, Richard Connor, Joe Seitz, Ed Misner, Clint Joseph, Clyde Longe, Cy Perkins, Larry Cartier, Ted

Nelson, Nori Nakai, Fred Klarer, Robert McGill, Jerry Gilbertson, Dr. Nickerson and Stormy Keats.

Galal Gough, president of the First National Bank, introduced Dr. John Stallings, guest speaker. Dr. Stallings is the former superintendent of the Elsinore schools and is at present superintendent of the Corona schools. His topic was Recreation and Education.

The next regular meeting will be held on January 15 at the Chamber office on Main Street. Guest speaker will be Lt. Hoffman.

I PREDICT



La Laguna Revue Photo
MRS. TRUDY WALKER

If for sure it is God's will that we get water in the lake during the year of 1964, I predict that Elsinore Valley has many wonderful treasures hiding in the corners of her tomorrows. By discarding all bigotry, malice and distrust, forgetting those things which are behind and reaching forth onto those things which are before us, we can indeed press toward the goal for something better for everyone.



La Laguna Revue Photo
Dr. John Stallings



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A DREAM

Continued from Page 39

plans for a complete shopping center, with leases already signed for an appliance store, hardware, laundromat, dry cleaner, furniture, ladies' dress shop, stereo-TV center, market, beauty and barber shop and a Chevron station.

Along with the houses and shopping center is a 24-unit motel with manager's apartment and four separate suites that will be used for private parties or rentals.

Then there is the Perris Valley Inn, owned jointly by Pug Kilpatrick, Wayne Leitzell and Fred Anderson. This inn, along with the motels, are under the able management of Jim Bickett and has a coffee shop deluxe dining room and a cocktail lounge. In the culinary department is Bill Chambers, chef.

The entire motel unit is equipped with telephones and room service is available. In the back of the motels is a swimming pool, with poolside service.

This is the project that has given Fred a few gray hairs, but to this man, who is not only the originator, but builder - owner and overseer of the entire project, it is worth it.

And who is to be one of the first tenants? His mother—naturally. ■

I PREDICT



La Laguna Revue Photo

FANI LUCAS

Elsinore Valley of the future will be **simply astonishing**, with our state park, lake filled for boating, water skiing, and our proposed hospital project and subdivisions with beautiful modern homes.

Potential for courts, shopping centers, motels, specialty shops.

Yes, we have much to offer the newcomer — abundance of water, wonderful climate, strategic location, beautiful mountains and hills and with plenty of room to grow—wisely and well.

The past few months have been a foreshadow of things to come. Our future is bright with promise. ■

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GOLD RUSH ROOST CHRISTMAS PARTY



La Laguna Revue Photo

The newly-organized Gold Rush Roost of Perris held its Christmas party at the Statler Youth Center on Saturday, December 21. This group is one of the many "roosts" of the Night Owls, a listener participation program broadcast over radio station KFI. Left to right we have Ena Muse, secretary; Clarence Muse, vice president; President Lydia Befford, Mayor of Perris Robert Warren Jr., and Marguerite Enty, publicity chairman of the roost. Other officers for the organization are Royce Bell, treasurer and Rose Ralphs, assistant treasurer.



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Construction underway on senior citizen home — Elsinore



Lake Elsinore Village is growing by leaps and bounds. A photo taken today is outdated by tomorrow, as the crew of David Young, builder, is making rapid progress in their endeavor to complete the project of the senior citizen homes which will be located just south of Elsinore on Railroad Avenue.

The project when complete will have approximately 80 one-story garden apartments and an administration-recreation building valued at more than one million dollars.

Principals in the development company are builder David Young and Bernard Weiss. ■

ARLIS HEIFRIN

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Typewriters

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QUEEN SCHERAZADE

Continued from Page 47

will be selected to be "Queen Scherazade" and the other eight, her court.

Vickie Cook is the daughter of Mr. and Mrs. Harold Cook, Bundy Canyon Road and La Vae Pray is the daughter of Bonnie Irene Pray, Lakeland Village. These ladies are two of the entrants from Elsinore.

Linda Backes, daughter of Mr. and Mrs. Robert Backes of Perris and Arleen Hammerschmidt, daughter of Mr. and Mrs. George Hammerschmidt of Lakeview and Carol Weber, daughter of Mr. and Mrs. William Weber of Menifee Valley are Perris Valley representatives.

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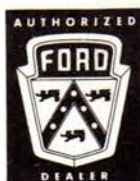
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