

*La*

Elsinore-Perris Valleys

# *Laguna Revue*

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

VOLUME III, NUMBER 8

JUNE 1964

35 cents

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



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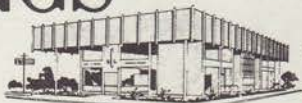
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# La Laguna Revue

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



## Rules and Regulations governing Lake Elsinore use

State Park Rules and Regulations, California Administrative Code, Title 14, Chapter 5, Division of Beaches and Parks, are applicable to Lake Elsinore State Recreation Area. The California Boating Law shall prevail in all instances not covered by State Park Rules and Regulations.

**Boating Hours:** Summer, 6 a.m. to 10 p.m.; winter, 8 a.m. to 6 p.m.

**Control:** The park supervisor may limit the number of boats on the lake, or close the lake to further launching, when he deems such measure advisable in the interest of public health and safety.

**Lake Use Fees:** All boats using Lake Elsinore must pay the appropriate lake use fee.

**Pollution:** No person shall pollute or contaminate the waters of Lake Elsinore State Recreation Area or water being transported into Lake Elsinore. Boating, wading, or swimming is prohibited in the waters being transported into Lake Elsinore.

**Traffic Patterns:** All boat traffic shall move in a counter-clockwise direction except in the non-directional five mile per hour zone. Exception: Boats may turn around in ski areas and fast boat zones to retrieve persons overboard or fallen skiers. Tow rope shall be taken into boat during retrieve.

**Speed Limits:** At no time shall any boat exceed 35 miles per hour in the marked ski zone areas except in the fast

boat zone, and five miles per hour in all other areas.

**Red Light and Siren:** Use of spot or flashing red lights or siren is prohibited except by officers engaged in law enforcement or emergency rescue.

**Operating Water Skis:** Water skis, aquaplane, or any device towed by boat must be operated in a reasonable and prudent manner with due regard for safety of others.

**Ski Tow Rope:** Length of towing line shall not exceed 75 feet except in fast boat zone.

**Towed Equipment:** Boats shall not tow any devices used to carry persons other than water skis or aquaplanes except by written permission from the park supervisor.

**Swimming:** Swimming or bathing is prohibited in the designated ski areas and fast boat zone.

**Floating Devices:** Special permission from park supervisor is required to use rubber rafts, surfboards, surf mats, and unconventional equipment except Coast Guard approved life preservers or life floats.

**Sailboats:** Sailboats are prohibited within the fast boat zone.

**Intoxicants:** It is illegal to operate a boat under the influence of intoxicants.

**Exhaust Mufflers:** Boats must be equipped with an adequate muffling device.

A copy of the complete State Park Rules and Regulations is available from the Ranger on duty. ■



# Story tells history of Elsinore's back-country

By BENNIE HUDSON

The dim past, before the name Elsinore was heard in this valley, comes to life in Tom Hudson's newest book, "Three Paths Along a River." The book has been published by Desert-Southwest Publishers, of Palm Desert and is to be released on June 1, priced at \$6.

While the book is primarily a story of the Valley of the San Luis Rey River, a few miles south of Temecula, Lake Elsinore Valley also plays an important part. Heretofore little known details of aborigine Indians who inhabited the country, and historic activities including even those of the Civil War, are told in the style well known to Tom's readers here.

The book's title, Three Paths Along a River, denotes the three cultures that have flourished along the path of the River of San Luis Rey. The story begins with the time when the land was known only to the Indians who lived here and maintains its romantic appeal through the Spanish-Mexican pastoral era and into the time the Americans took over — and after.

The book is filled with revealing Indian and Spanish names. The Indians knew Elsinore as Etengva Wu-moma, referring, no doubt, to Lake Elsinore as the Little Sea—for Momat, in the Luiseno language, means ocean. The book tells of the building of Missions San Luis Rey and San Antonio de Pala and of Father Antonio Peyri's

thirty-six years of devotion to his Indian wards.

The reader will learn that an army of California volunteers marching to the Civil War once encamped on the shores of Lake Elsinore, and that a dispatch rider from Santa Fe intercepted it here, thus changing the course of history.

Through the book's pages tramp the historic Mormon Battalion making history's longest infantry march. Reverberating through the medium of its warm brown ink are the rumbling sounds of mule-drawn wagons bringing the Jackass mail from San Antonio, and the coaches of John Butterfield's Overland Mail swaying in from Missouri for a brief stop at the Juan Machado Ranch house on Lake Elsinore, now the Robert McGill home.

The signing of the Treaty of Temecula comes to life amid scenes of Indian tribes who had gathered from far and wide at Wolfe's old store on what is now the Pauba Ranch. The adventurers who first went up the slopes of Palomar Mountain breathe again in Three Paths Along a River.

There are bloody battles, massacres, intrigue and happy living in the book's pages. So far as is known, never before has the colorful story of the San Luis Rey and its adjoining valleys been put together in one absorbing story.

Readers will come to know better such historic figures as Junipero Serra, Juan Jose Warner, Pablo Tac, Jedediah Smith, Colo-

nel Cave Coutts, Richard Henry Dana, Kit Carson and General John C. Fremont, all of whom played some part in the story. The reader will feel the impact of ever-changing cultures on the original occupants of the land.

The book is printed in easy-to-read type, on sepia paper in restful brown ink and is beautifully illustrated by Temecula's artist, Ralph Love, making the edition a treasured volume to own. Included is a three-color map of the country involved, showing early-day trails and the boundaries of 25 ranchos within the area. The jacket of the book is embellished with a full color reproduction of Mission San Luis Rey, painted, especially for use in the book, by Ralph Love.

The book's publishers, Desert-Southwest Publishers, specialize in books of the desert and of Southwestern lore, and are noted for the high quality of their work. Charles Shelton, head of the firm, is also owner and manager of the Desert Museum in Palm Desert.

Three Paths Along a River is a result of Tom's long and painstaking research of his subject. His studies carried him into universities, into the dim recesses of the Serra Library at the Presidio in Old Town, San Diego; along the course of the San Luis Rey from Oceanside to the high mountains where the river begins, and over the divide

Continued on Page 51



# For their help in filling Lake Elsinore

Place: Union Spa on Riverside Drive.

Setting: Main dining room.

Reason: To thank the Riverside County Board of Supervisors for their help in the filling of Lake Elsinore.

**W**e, the citizens of Elsinore Valley, express our thanks to the Riverside County Board of Supervisors for their help and cooperation in the filling of Lake Elsinore."

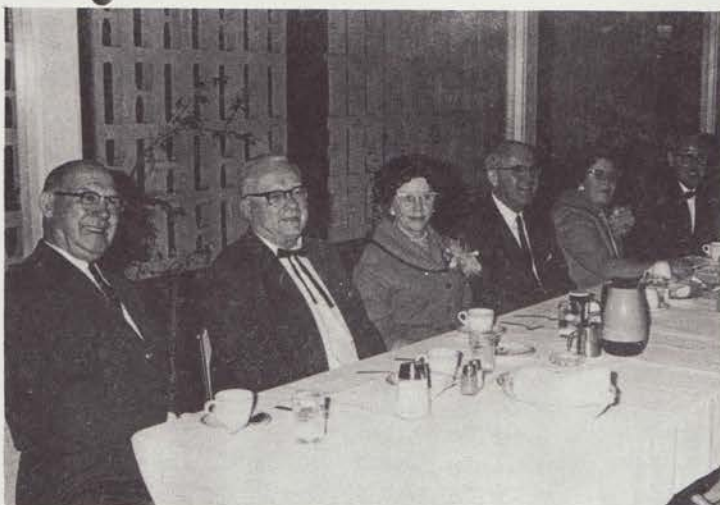
This is the reason a special dinner was recently held at the Union Spa—to show the supervisors how grateful the citizens are. Supervisors attending were Paul Anderson, Bill Jones, William Cook and Norman Davis.

Frank Bueche could not attend due to a previous commitment, but sent his regards.

Harry Brewer, former member of the Lake Elsinore Recreation and Park District Board, presented plaques to each supervisor on behalf of the people.

Clinton Joseph, president of the Lake Elsinore Valley Board of Realtors, acted as master of ceremonies. He introduced Stary Gange, professional humorist, who was guest speaker.

Mr. Gange during his speech stated "For years, people came to Lake Elsinore accidentally. Now they come intentionally. You people must have been just as excited when the water came into Lake



La Laguna Revue Photo

**Mayor Thomas C. Bartlett, City of Elsinore representative; Supervisor Paul Anderson; Mr. and Mrs. Stary Gange, and Mr. and Mrs. Clint Joseph.**



La Laguna Revue Photo

**Supervisor Bill Jones and wife; William Cook, Mr. and Mrs. Norman Davis.**

Elsinore as when they discovered gold in Northern California."

The supervisors played a heavy role in Lake Elsinore's filling. They aided when the need for underwriting the payments on the \$750,000 loan contracted by the State Division of

Beaches and Parks with the state Small Craft Harbors Commission.

The board of supervisors plays an important role in the lives of all of us, and with the coming election, let's all remember to support those who have supported us. ■



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VOLUME III

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NUMBER 8

## Why I intend to vote Yes on School Bonds, June 2

La Laguna Revue is devoting its editorial page to encourage all voters in the Elsinore Union High School District to go to the polls on Tuesday, June 2 and vote "yes" for the high school bond issue of \$2,500,000 and to accept a state loan of two million dollars. Both issues require a two-thirds vote to pass.

It is time for some of the people of the Valley to put aside their grievances as to where a high school should be located and to center on one item . . . building a new high school.

Presently the Elsinore Union High School on Graham Avenue, lacks a gymnasium, cafeteria and district administration building, for they were all condemned early in February by the trustees of the school.

Reason given was that the buildings were hazardous to occupants and unsafe for use by the students. Snacks have been served from the window of the cafeteria; the girls are participating in a semi-physical education program (since there are no facilities for showers, they do not "suit-up" for gym) and although the administration building is in use, no student is permitted to enter.

All that remains on campus are three modern structures with eight classrooms and an audio visual room contained within; five temporary wooden one-room buildings; shop and "ag" facilities and the annex to the gym, which contains the home economics department and the band and music room. Facilities for the boys' physical education locker and shower rooms are on the first floor.

This is what we offer the future citizens of tomorrow.

Elsinore has the worst high school housing of any school district in Riverside County.

Logic is not the only reason for support of the school bond election. It is not even the basic reason. Look at each student in our district and ask ourselves if he deserves equal educational facilities with children of other districts.

There can only be one answer.

Our Elsinore students are entitled to as good school facilities as any other district's children. We should recognize this right of our students.

They are our greatest treasure. Don't let them down, vote "yes" for school bonds and state aid on Tuesday, June 2.

In a recent interview with various people in town, each one said he or she planned to vote yes . . . then they would mention location—Wildomar—in a different tone.

What is wrong with a high school located in the geographical center of population?

What is wrong with a high school, out of the way of the hassel of traffic—we have adequate transportation for the students.

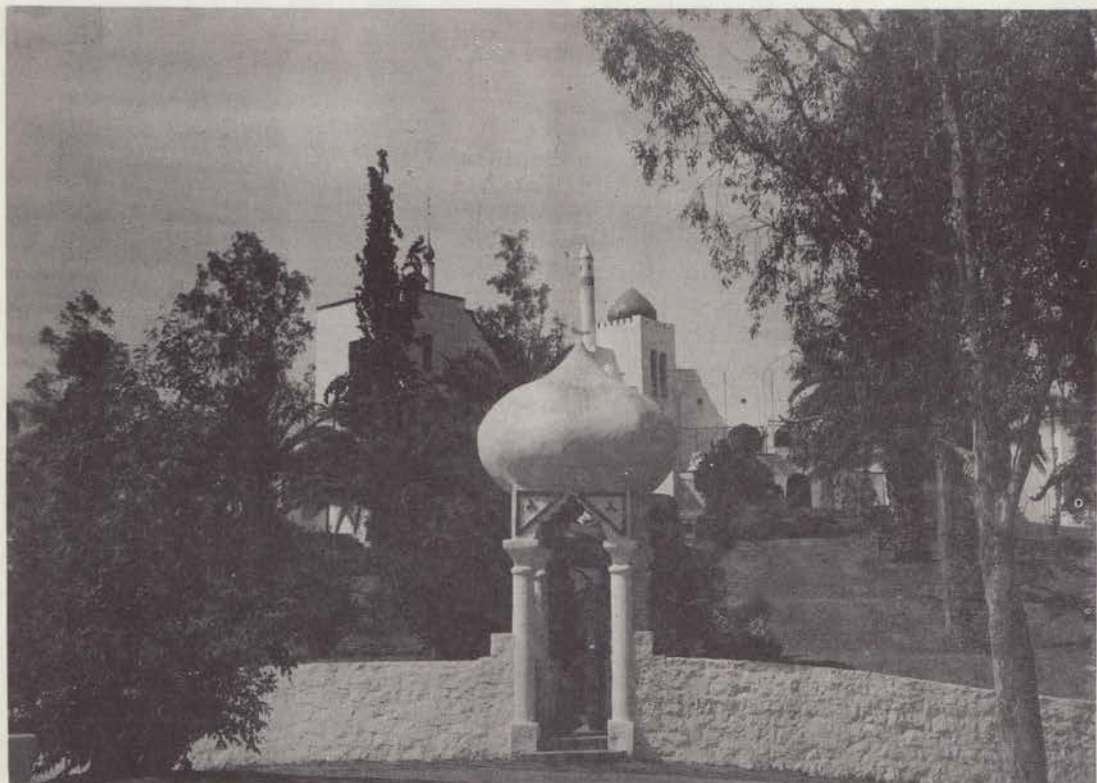
What is wrong with a high school built in beautiful Wildomar?

Nothing.

Four years of thought and planning have gone into the Wildomar site by the school board, professional architects, land planners and engineers. These people were paid to do a job, they did it, now let's get out and support them by voting "yes" on the school bonds and state aid on Tuesday, June 2.

Voters, get the students educated. Give people who want to move to our valley another incentive. Quit bickering about location . . . just get a high school.





## THE TEMPLE OF ELSINORE

# And the life of Aimee Semple McPherson

Editor's Note: The following story of Aimee Semple McPherson has been compiled from a variety of sources. We do not know if it is entirely true, but it will give you readers an insight to Sister Aimee.

**T**his is the story of a tempestuous and desperately frustrated woman . . . a sad lady . . . who was frequently characterized during her lifetime as a gay and dynamic person.

She was a great actress, although not particularly attractive. Her body was broad and angular and because her legs were of the "stovepipe" variety, she always wore long skirts to hide her ankles.

Physically, Aimee was

not a raving beauty, but her voice—it is said that it was husky, vibrant — caused possibly from preaching on street corners and outdoor pavilions and in large city auditoriums in the days before microphones came into use.

Hers was a voice of range and power coupled with a rare dramatic skill, and now and again the suggestion of stifled laughter could be told.

She was a woman who had an astonishing physical vitality. A woman who constantly suggested sex without being sexually attractive. Men fell in love with Aimee . . . but at close range became disenchanted.

## Early life

She was born Aimee Elizabeth Kennedy on October 9, 1890, on a small farm near Ingersoll, Ontario, Canada. Her mother was Minnie Kennedy, later known to millions as "Ma" Kennedy. The mother-daughter relationship was always a strained one, with much bitterness, many feuds and rebellious acts on the part of Aimee.

It was when Aimee was seventeen, that the first real rift with her mother came, for Aimee met Robert Semple, and married him.

After their union they did a stint of preaching in Chicago; visited his folks in England and then sailed



as missionaries for China. It was there that Robert Semple was stricken with a fever and died in Hong Kong. One month later Aimee gave birth to her first child, Roberta Star.

There was Aimee, nineteen, a widow and the mother of a baby, alone in Hong Kong. A gift of sixty dollars provided the funeral expenses and the China missions donated enough money to buy her passage back to the states.

On the ship home, she conducted religious services for the passengers, who in turn gave her money and it was apparently at this point that Aimee began her career of preaching.

### Second time around

After numerous trips to Canada, New York and other cities doing free-lance missionary work, she met and married Harold McPherson, a grocery clerk and they became the parents of a son, Rolf. But the marriage only lasted until

1921 when McPherson filed a divorce action, complaining that Aimee had a "Dual personality."

### Soul-saving

It was about this time in her life that Aimee began her revival meetings, going from Maine to Florida with her children, her mother (who was in charge of collections), and their worldly possessions, which consisted of a car, tent and the usual paraphernalia of a traveling evangelist.

This was when Aimee developed her special evangelical techniques, became a showman and acquired a deep understanding of the people. It was also at this time that she formulated her Foursquare Gospel creed and began publishing a little magazine, "The Foursquare Monthly."

### Sunny California The Temple is begun

Now it was 1917 and Aimee was twenty-six, she turned her car and talents toward California, where at the end of one week, she

had such a following that it became necessary to rent the Philharmonic Auditorium, which seated the 3,500 people who had come to hear her sermons.

In 1921 she went to San Diego and there continued her preaching, but now she included healing sessions and her fame spread quickly throughout the coast.

After her sensational San Diego meeting, where a middle aged paralytic rose from her wheel chair and took a few stumbling steps, Aimee's popularity rose to the point where she decided to build a temple, which would stop her senseless traveling around the country.

On January 1, 1923, in Los Angeles, the Angelus Temple was officially opened. An incredibly ugly structure with an electrically illuminated, rotating cross on top, and supposedly costing \$1,500,000. As time passed an auditorium that seated 5,000 was add-











ed, a broadcasting station, commissary, a theological seminary, organ and many other rooms. It is said that the Temple payroll averaged at one time \$7,000 per week.

By 1926, this grass widow had skyrocketed to fame. She owned a temple and residence worth more than a million dollars and was collecting money by the thousands.

Aimee was now just thirty-six.

### The beginning of scandal

It was in 1925 that Sister Aimee first heard the voice from the radio control room in the tower of her

temple. The soothing, cultivated voice she had become so intrigued with belonged to one Kenneth G. Ormiston, radio operator, — and married.

It was only a short time until gossip about Aimee and Kenneth Ormiston began.

But it is recorded, that night after night a car drove to the Temple residence. And it was a year later that the world heard Agnes Callahan, maid at the Ambassador Hotel, testify that in the latter part of 1925, Aimee occupied a room at the hotel on six different occasions and that every day Aimee came in, Ormiston was also seen.

A house detective veri-

fied the maid's testimony, saying he had seen the radio operator enter her room during Christmas week in 1925.

January of 1926 found Sister Aimee on a tour of Europe and the Holy Land. She was the first woman ever to hold religious services in Albert Memorial Hall in London. She returned to Los Angeles in May of 1926 and it was then that she apparently layed the foundation for her subsequent disappearance.

Note: The story of Aimee is too long to print in one issue so next month we will bring you the tale of her disappearance, her next husband and her last sermon.





La Laguna Revue Photo



La Laguna Revue Photo

**"This is your life, Mildred Martin" were the words just spoken. Don Martin looks just as happy as his mother, Mildred.**

**John Coudres, master of ceremonies, stands beside the guest of honor.**

### **"I'VE GOT A SECRET"**

## **"This is your life, Mildred Martin"**

**C**an more than two people keep a secret? You bet they can.

Over 250 people knew of the dinner that was to honor Mildred B. Martin, former City Clerk of the City of Perris, but Mildred had no knowledge that the tickets that were on sale for the Annual Spring Banquet were for a "This Is Your Life" dinner that was to be given in her honor.

It all began at a Chamber of Commerce breakfast, when the group agreed that Mildred deserved recognition for her nineteen years' service to the city.

A surprise banquet was planned and on banquet night, valley citizens and guests gathered at the Perris Valley Inn to pay tribute to this wonderful lady.

Mildred was escorted to the banquet by City Manager Murray Snyder — still without knowledge that the affair was in her honor.

After dinner, the voice of Richard Williams singing "Memories" filled the din-

ing room, then master of ceremonies John Coudres, Jr. stood up and began speaking of a woman, who was born on January 25, 1898, and that tonight was her night.

It was then he looked down the length of the head table and announced "This Is Your Life, Mildred Martin" and the most surprised woman in Perris was escorted to the seat of honor at the head table by her son, Don.

Her life, and the many people who took a part in it was unfolded. First her sister, Bessie Bangle of Big Bear Lake. Next Nellie Foote, the first of Mildred's five children. Then came the other children, Bernice Hammerschmidt of Riverside, Dorothy Coleman of Las Vegas with her three sons, Ronald, Richard and Donald; Bea Helmick of Oroville, and Mildred's son, Don and his wife of Railroad Canyon.

By now the stunned Mildred regained her composure—and it was needed—

for more people from her past were appearing.

Frank Copple, councilman in 1945, who originally called Mildred to see if she would apply for the city clerk's position. It was on April 18, 1945 that she was appointed to the unexpired term of the former clerk. Councilman Fred Anderson made the motion of appointment and Mayor Howard Johnson swore her in. That same year, Mildred conducted the swearing-in ceremonies for Mrs. Catherine Moore, Perris's only woman mayor. Calvin Foss was also a member of that council with which Mildred first served.

Other former mayors present were I. H. McDowell, Norman Hughes, and Marvin Wells. Former councilmen present were, Clyde Moore, W. E. Ricketts, Clifford Martin, Bud Reynolds, George Bergren and Bill Cummings.

City Attorney Ray T. Sullivan, Jr., read Resolution No. 513, which commended Mrs. Martin for her services to the city. The





La Laguna Revue Photos

**"Mildred Martin night" guests top left to right: Cal Foss, Howard Johnson, Catherine Moore, Frank Coppel, Nellie Foote, Don Martin; second row: Bernice Hammerschmidt, Dorothy Coleman, Bessie Bangle, Clinton Sweet with Jeffery. In the front are Richard, Donald and Ronald Coleman.**

resolution was put on the floor for a vote by the present councilmen and was passed by members Elmer Smith, Ben Minnich, Royce Bell, Walter Milliken and Mayor Robert Warren.

Frank Bueche, Supervisor of the Fifth District, read the resolution passed by the Riverside County Board of Supervisors which highly commended Mrs. Martin for her successful public career. This was the first time in the history of the board that any resolution passed as rapidly as the one for Mildred.

Mildred, about that time, knew there could be nothing else forthcoming, for she had seen her sister, her children, many officials she had worked with, two resolutions passed in her honor

and it seemed that the evening could not possibly hold any more for her.

Mayor Bob Warren, Jr., stood up, turned to Mildred and with the deepest of sincerity presented her travel brochures of Hawaii, the dream trip of Mildred's, and along with those a check from the chamber and another from her fellow employees, to help finance her dream trip. He placed a lei of orchids around her neck and kissed her warmly on the cheek, for Mildred was not only city clerk to Bob Warren, but a friend.

Mildred was born in Perris, the daughter of Fred and Margaret Dunsmoor. She received her schooling in Perris and has been active in elementary and

high school PTA, the Perris Valley BPW, Royal Neighbors of America, Historical Society, the Night Owls and a member of the Congregational Church.

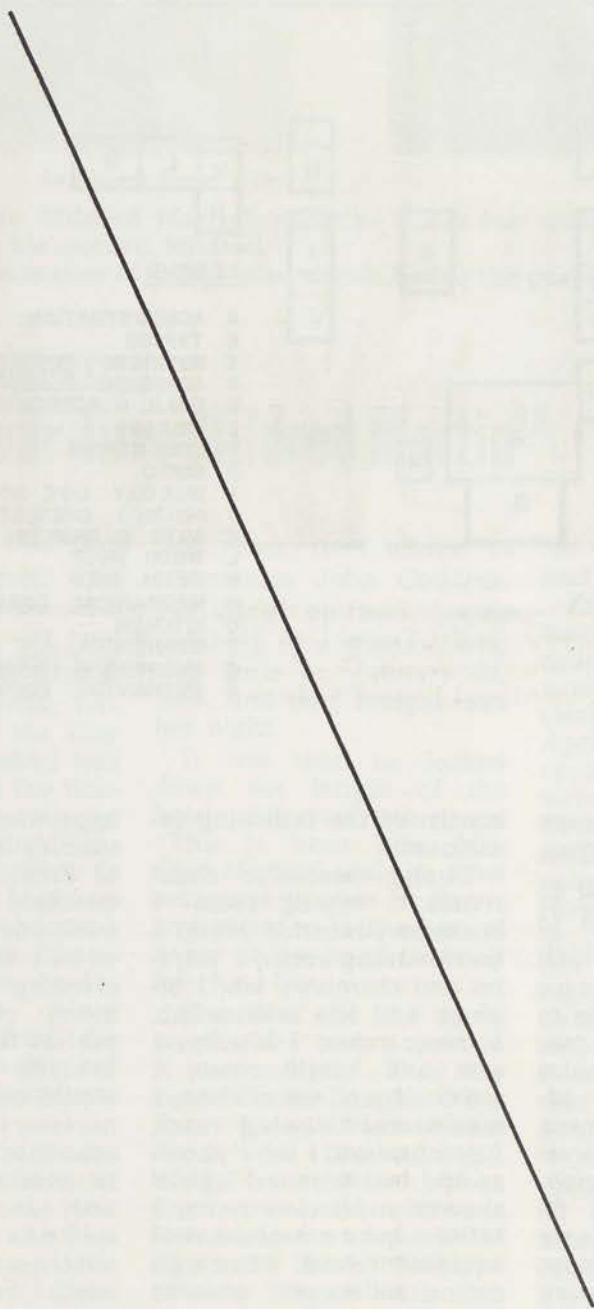
No words better express the feeling of the entire attending group than those inscribed on the plaque presented to Mildred.

"To Mildred B. Martin. In grateful recognition of 19 years of faithful public service and devotion to the interests of all the people. City Council, City of Perris, 1945-1964. Presented April 11, 1964 by the People of Perris Valley." ■

Editor's Note: Since this writing, enough money was donated by Perris's citizens for Mildred Martin's "dream" trip to Hawaii.



**From one corner of the  
Valley to the other it's**



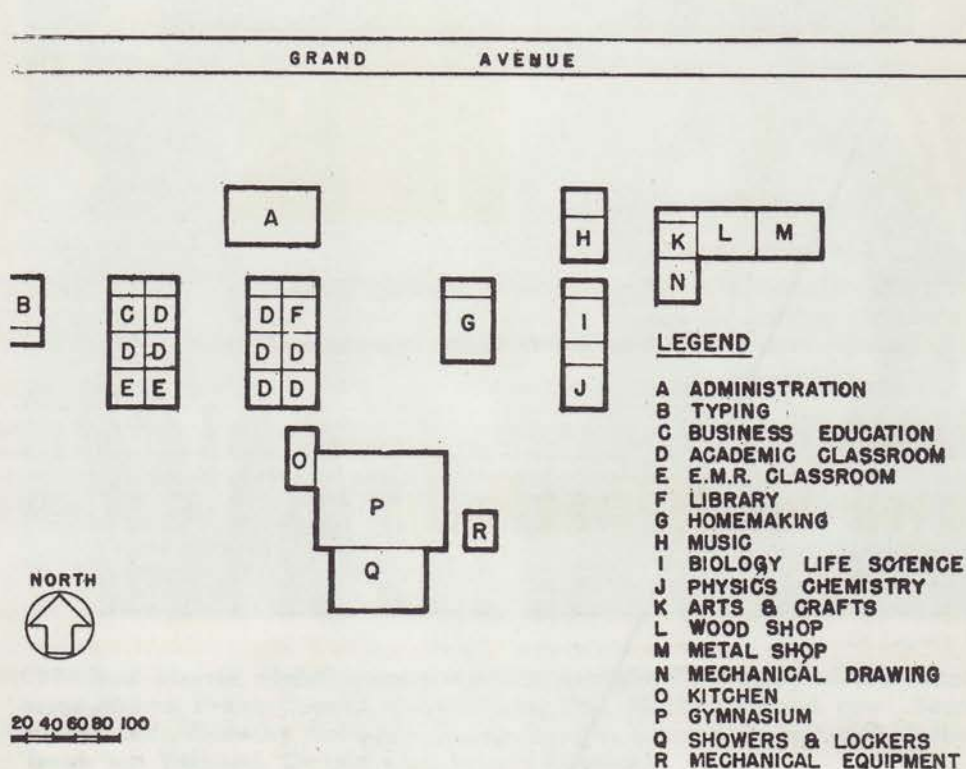
**SEITZ LIQUOR STORE**

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**Elsinore**



# Proposed new Elsinore High School



Voters of the Elsinore Union High School District will go to the polls on Tuesday, June 2, 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 700 students. The new school will be built on Grand Avenue in Wildomar and will

consist of the following facilities:

Twelve 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 \$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 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.

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 committee composed of representatives from the City of Elsinore. The Board lists the following reasons for locating the school on Grand Avenue instead of one of the other sites as

proposed by the Elsinore Committee.

1. The above listed facilities must be constructed regardless of where the new high school is built. The cost to build on any other site other than Grand Avenue would be at least \$500,000 more.

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

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

4. Cost of site development on the other proposed sites would be much more than on the Grand Avenue site.

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

6. The Grand Avenue site is in the center of the school district and better located to serve all parts of the school district.

7. The School Board is dedicated to providing the best school facilities for the tax dollars spent. The Grand Avenue site does this.

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 June 2, 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. ■

## MY CHILDREN'S HOME

(A History of  
Murrieta)

Compiled and Written by  
**ARLEAN V. GARRISON**

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# TEAM MEMBERS OF LAKE ELSIN



## ROTARY CLUB "RED SOX"

Brian Darr, Manuel Rodriguez, Steve Gullat, Eddie Miller, Gary Gullat, Billy Miller, Frank Kazar. Second row: Gayne Root, coach, Stanley Morris, Mike Root, Robert Rodriguez, Wendell Seals, Mike Zupan, Bill Gullat, manager. David Bennett, Mike Swan, Dan Shulvin, not in photo.



## MERCHANTS "BRAVES"

Aurillio Delgado, Paul St. Pierre, Steve Le Blanc, Wayne Watson, Davery Jones, David Brannan, Carlos Vilvar, Rudy Garcia. Second row: Doc McDowell, manager, Jim Munoa, Javier Macedo, Mike Hornkohl, Ronald Phillips, Walter Mothershed, Adrian Rodriguez, Nori Nakai, coach. Robert Grable not in photo.



# ORE VALLEY LITTLE LEAGUE



## 7-UP BOTTLING CO. "7-UPS"

Chuck Smith, Danny Travelstand, Bruce Miller, Jim Feeley, Mike Lee, Terry Arndt, Rocky Langston. Second row: Chuck Lee, Steve Miller, Anthony Del Rio, Tony Hoffman, Joe Frontino, Cruz Nieves, Eddie Stewart, Don Miller, manager. Eddie Jenkins and Ray Perry, not in photo.



## AMERICAN LEGION "CUBS"

Harold Taylor, William Anderson, Bryan Chambers, Stephen Byrd, Henry Alonzo, Eddie Taylor, Willie Hudson, Eddie Phillips. Second row: Duane Roderick, coach, Richard Moya, Wesley Gill, Charles Hoffman, Barry Roderick, Benny Fagan, John Pecora, Charles Byrd, Walter Mackley, manager.

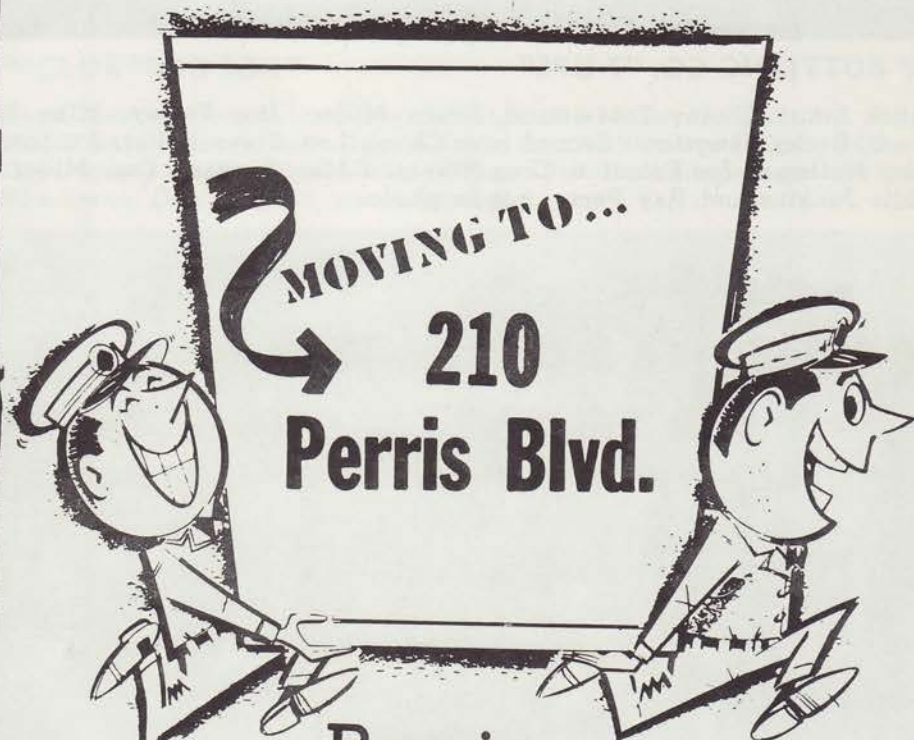


*July 1, 1964*

**we're on the...**

**MOVE**

**From: 209 D Street, Perris**



**Perris**

*Mayhall Print Shop - home of*

*La Laguna Revue*





La Laguna Revue Photo

The queen and her princesses from left to right: Lolita Villegas, Cecilia Rios, Queen Estella Tovar, Carmen Serna, Anita Nava and Hermelinda Robles.

## ESTELLA TOVAR

# Queen of Cinco de Mayo this year

**E**stella Tovar, a raven-haired beauty of Perris, was crowned Queen of Cinco de Mayo on Saturday evening, May 2, at the Coronation Ball held at the Perris Civic Center.

The event was to celebrate Mexican Independence Day and was the third annual celebration held in the town of Perris.

Placing the rhinestone crown on the new queen's head was lovely Dora Martinez, Queen of 1963.

Serving as Estella's court during the two-day cele-



La Laguna Revue Photo

Dora Martinez, queen of 1963, walks toward the stage where she placed the Cinco de Mayo crown and cape on the Cinco de Mayo Queen for 1964—Estella Tovar.



bration will be Lolita Villegas, Cecilia Rios, Anita Nava, Carmen Serna and Hermelinda Robles.

After the crowning of the queen, John D. Valero, general chairman gave a talk on Cinco de Mayo and what it means. Other speeches were made by Mayor Bob Warren and the new queen.

The formalities over, the floor cleared, chairs set to the side, the orchestra began to play and the Coronation Ball began. Children as well as adults danced until the Cinderella hour.

Sunday, the celebration continued at the Civic Center starting with a barbecue. Hundreds sat down to a repast typical of the Mexican people. Immediately following the barbecue, a street parade commenced.

Lovely young ladies in their long gowns, members of the Sociedad Progresista Leagues from surrounding



La Laguna Revue Photo

**There she is, the lovely Miss Estella Tovar, Cinco de Mayo queen for 1964.**



La Laguna Revue Photo

**Passing the Mayhall Print Shop, home of La Laguna Revue in Perris is the Casa Blanca Cafe auto with Emma Martinez adorning the hood.**



La Laguna Revue Photo

**A better view of the Mayhall Print Shop, home of La Laguna Revue is shown by lovely Dora Martinez, Cinco de Mayo queen of 1963.**



Everybody loves a parade — even the marching groups enjoy themselves.



La Laguna Revue Photo

Horses play a big part in any parade, and those with the younger generation for riders are the best loved of all.



La Laguna Revue Photo

And the band played on.





La Laguna Revue Photo

Indian Hills (how did this get into the parade?) Nevertheless the four young Indians held the signs quiet as little Indians.

towns; children and adults on well-groomed horses; cars and trucks bearing advertisements of the business houses who take an active part in community affairs, a drill team and many others participated in the parade.

But like all parades, it soon ended and the celebrants went back to the Civic Center where another dance was being held.

All in all, the Cinco de Mayo weekend was a huge success for everyone. ■



La Laguna Revue Photo

**Eat, drink and be merry was the theme of the day.**



La Laguna Revue Photo

The City Council along with Supervisor Frank Bueche hopped aboard Councilman Ben Minnich's car and joined in the fun.



La Laguna Revue Photo

Industrial catering truck, decorated with colorful crepe paper and two of Perris's lovely young ladies.



La Laguna Revue Photo

Frank Pettit of Valley Appliance and donor of the lovely crown worn by the queen, shined and polished all of his vehicles and joined in the parade. On the truck is Frank leaning on a color TV set.



Edward Berry was installed as commander of the Jewish War Veterans, Post 757 on Sunday, the 19th of April at the Israel Community Center. Ed will begin his fourth year in that position.

Mrs. Alice Bursk, was installed as president of the Ladies Auxiliary and she also is beginning her fourth term of office.



**Ed Berry**

Serving with Mr. Berry will be Joe Davidson, senior vice commander; Frank Gottlieb, junior vice-commander; Israel Deasonhouse, adjutant and quartermaster; Morris Bursk, officer of the day; Jack Thomas, judge advocate; George Peck, chaplain and historian and as trustees, Louis Berger, Nathan Schulman and Jack Thomas.

Mrs. Bursk's officers are Florence Weinberg, Minnie Novack, Charlotte Davidson, Ann Altman, Edie Friede, Ruth Berry, Ann Goldsmith, Laura Schulman, Esther Vanderbrach, Minnie Berry, Ann Gottlieb, Esther Schneider and Maize Glick.



La Laguna Revue Photo

**Bob Mellon stands alongside one of the many buses he drove.**

## Bob Mellon Retires After 22 Years

Bob Mellon, bus driver for the Elsinore School District for the past twenty-two years recently turned in his bus keys to the school board members and has retired from his position.

Bob's story appeared in the October 1963 issue of the Revue and in it we stated that he had hauled approximately one-half million children to and from school during his employment as school bus driver.

His was the bus where comic books were available and once in a while "goodies" were passed out to the children.

La Laguna Revue salutes you Bob Mellon for a job well-done and we sincerely hope that many other grateful parents as well as their children take time out to do the same.

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# Elsinore Chamber overflows meeting room

The proverbial "room stretcher" was called for on Monday evening, May 18, at the office of the Lake Elsinore Valley Chamber of Commerce when Roger Mayhall, president, rapped on the table and called the meeting to order. The office seats about 40 people, but over seventy were in attendance.

There was nothing special about this meeting, no top notch TV performers were appearing, but the interest of the people to join the chamber and to get things moving is greater than most can imagine.

Sixteen members of the board answered to the final roll call, twice as many as usual.

The meeting went along as all meetings do, with the salute to the Flag, secretary and treasurer's report and then committee reports.

Beverly Lepper, secretary, then commenced to read the applications for membership.

She did not read just one or two, but a total of forty-three, most of them business memberships at \$25 each.

## Applications read and approved

Listed are the new members of the Lake Elsinore Valley Chamber of Commerce. Robert Williams, salesman for Willie Joy Realty; John E. Snyder; Ron Chambers Realty; Rancho Laguna Realty; Willow Point; Earl Barnes; Laguna Federal Savings & Loan; T. L. Cionni; Har-matz Realty; Ortega Terrace; Putt and Bow Archery; Addison and Mamie Moore; Marina Concessions, Inc.; S. C. Yetter; Ben-



La Laguna Revue Photo

As indicated by the photo . . . standing room only

ny Mansfield; John Wilkie; Goldrich and Kest.

Borchard Ranch; Sampson Service Company; Sampson Construction Company; J. J. Uhariat; Loyal Escrows, Inc.; Ben Phillips Real Estate; Le Blanc's Richfield; Gunder-son Cleaners; Little Italy Cafe; House of Carpets; Sun Signs; Village Inn; Henderson Masonry Co.; Sonny's Pizza; Jo - Fay Courts; Ted Kolter; John Driscoll; Roy and Marcella Fizinne; George Mazzula, Southshore Marina; Donut House on Grand Avenue; Mrs. Bob Grant of Avon Products; Katella Realty and Floyd O. Jesme Realty.

## Beverly resigns

The resignation of Beverly Lepper as secretary for the chamber was read. With much regret President Roger accepted same and stated that applications to fill the position that will be vacated by Beverly on July 1, are being accepted.

## New plaques

New membership plaques to be given to each member are under discussion. Clint Joseph, president of the Board of Realtors, reminded the group that Elsinore has the Ajax Engraving firm that does this type of work and suggested that they be contacted.

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## Second meeting discussed

Due to the fact everything is moving at such a rapid pace in the Valley the board has taken under serious discussion the feasibility of having two meetings a month. One would be a board meeting, where all of the time consuming business matters would be handled and the second, a short board meeting, leaving ample time for a program.

## Vote Yes motion passed

A motion placed on the floor by Larry Cartier, seconded by Richard Connor that the Lake Elsinore Valley Chamber of Commerce recommend a "yes" vote on the school bond issue at the June 2 election. Motion passed. At the same time a motion was made and passed that advertisements favoring the bond election be placed in both weekly papers to notify the general public how the chamber as a body stands on this important issue.

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## Clean up the Chamber

Past President Fred Cope suggested that the board look into a janitorial service for the chamber office as it is too much to expect the secretary to keep it clean and do her work also.

## Round figures

The big push is on. The goal, 1000 new members for the chamber. When? Between June 1 and July 4. Who? Everybody... the chamber represents the people. Join now and help meet the goal of 1000 members. Call the chamber office and a representative will call on you. Phone 674-3240. All new members names will be published in the July and August issue of the Revue.

## Four C's

President Roger advocat-

ed that the Chamber adopt the 4-C program. Don't Compare; Don't Complain; Don't Condemn and Don't Criticize.

## Membership committee

Milt Papini, chairman of the membership committee, will be calling on you for your membership fee and application. Working with him will be Stormy Keats, Fred Massey and John Packman. John is personally responsible for about 50 per cent of the new members listed elsewhere in this story. He is a hard worker and a strong supporter of the chamber. Along with aiding in the drive for new members, John has agreed to help with publicity.

... See you at the chamber meeting. ■

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**\$4,000,000**

**TRAINLOAD**

**Sale!**







The present shopping center at Sun City. It will soon be tripled in size.

## SUN CITY STEPS FORWARD

# Additional shopping facilities to be added

**B**usiness, as well as population, is swelling at Del Webb's Sun City.

With almost 4,000 home-owning residents now living on land that produced farm crops less than two years ago, demands for more goods and services have resulted in plans for nearly tripling present shopping and service facilities in this over-50 retirement community.

The present shopping center with 11 businesses including a nursery and service station has grossed two and one-half million dollars since it was opened in November of 1962, when fewer than 100 residents were living here.

Based on first quarter

gross figures, 1964 is expected to see the Sun City merchants ring up more than two million dollars this year. This does not include postal receipts, although Sun City has its own post office in the shopping center.

The rapid influx of retirees to Sun City has bought about the need for additional shopping facilities and plans to enlarge the shopping center from a single building of 34,000 square feet to a complex with 78,000 square feet under cover have been announced by the developing Del E. Webb Corporation.

In addition to the enlarged center Security First National Bank has out-

grown its leased facilities in the present structure, has purchased ground adjacent to the center and is in the process of constructing a bank building.

A bank site has also been purchased by the Bank of America and construction is expected to get underway on this facility in the immediate future.

Another financial organization—Provident Federal Savings and Loan Association—scheduled to occupy quarters in the expanded shopping center, has built a temporary structure to take care of business it has found in Sun City, until space is available in the new facility.

Three of the present

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Of Buyers



business firms leasing space in the center have announced intentions of enlarging their facilities to care for expanding consumer market. These include Mayfair Supermarket, a beauty shop and a laundromat and dry cleaning service.

Webb plans called for the enlargement of the facilities to include space for businesses that would be required during the next two to three years. Commercial agents for the corporation report that a majority of the space to be created by the expansion has been leased at this time to the savings and loan association, a shoe store, liquor store, dress shop, hardware store, two insurance agencies, real estate office, two law offices and Sun City's independently operated newspaper.

The present Union Oil service station has reported plans for larger facilities and greater service area. A second service station — a Texas Company outlet—is nearing completion in the Sun City business area.

The Webb owned and operated Kings Inn last

year added 36 motor hotel units to the original 20, as an estimated 1,000,000 visitors from all 50 states and several foreign lands visited Sun City. The dining room and coffee shop at the Inn served more than 1,400 meals daily.

The Webb long range plan calls for development of the more than 14,000 acres into a population near 100,000 in the next 10

to 20 years and calls for the development of commercial facilities to keep pace with that anticipated growth.

The corporation's general plan calls for balanced development of the huge acreage with retirement communities, family communities and industrial areas and with natural or man-made buffers between each.



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## CENTER AISLE RIGHT

By GAREY CARR

Nearly everybody loves a dog story and here is one



of the best: A lady approached the drug clerk and asked for a jar of Hair-Away Body

Cream. "Can this be used full strength or is it too strong?" inquired the lady.

"I would suggest you first try a little of it on your arm" replied the clerk.

"But I don't want it on my arm. I want to put it on my chi-hua-hua."

"Well, er, in that case," said the young man clerk, "just follow the directions on the bottle, but I would caution you against riding a bicycle for at least three days."

Maybe you have a good dog story you would like to see in print. If so send it to Center Aisle Right in care of this magazine.

Elsinore now has its lake full of fresh water but all the fun doesn't take place on the lake. Remember our monthly council meetings. The public is invited and all seats are free.

## Ground breaking for new medical building

The long awaited dream of Dr. Armin Joseph Altemus took a step nearer its fulfillment on April 20, 1964 at 1 p.m.

On this date groundbreaking ceremonies were held for the incipience of a new medical building. This new, completely equipped medical building to be called the Perris Valley Medical Center, is to be located at the corner of 8th and D Streets in Perris.

The facilities available will include a complete diagnostic X-ray unit, diagnostic laboratory equipment and a complete pharmaceutical supply. There will be space available for four doctors to better serve the residents of Perris Valley, who have for so long sought medical care in neighboring communities.

There will be a consultant staff of specialists who will be available for care in cases of significantly complicated management. Doctor Altemus has been an actively practicing physician and surgeon in the Perris Valley area for three years. During this time he has become ever aware of the need for better equipped diagnostic facilities to better serve the needs of this thriving community.

The designing architects for the medical center are Bruce & Hansen of Riverside. The builder is Perris Valley Development Corp., a local firm.

The proposed medical occupants of the facility on an immediate basis are Charles F. Gordon, M. D. and Armin J. Altemus, M. D. The pharmacy will be owned and operated by Alvin Stephens, Registered Pharmacist.

The total investment in this center runs in excess of \$125,000.00, further bolstering the economy of this pleasant community.

During the ceremonies Dr. Altemus used Title Insurance and Trust Company's "Million Dollar Silver Shovel" to turn the first spade of dirt. This shovel is used in many such ceremonies and after each ceremony a silver band is inscribed with the name of the impressive event.



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## MODERN CONVENIENCES

# Another boon for the busy homemaker

**T**imes have changed. One no longer just buys a carpet by going into a store, looking through a pile and saying "That looks like the one that will match."

Now, you pick up your "princess" telephone, dial 657-3191 and a large mobile showroom unit is driven to your home and hundreds upon hundreds of carpet and drapery samples are at your disposal. The color guessing is out, and the only way you could possibly get the wrong color is to be color-blind, and then you personally would never know the difference.

I write of the House of Style, where you can get everything for the home, from floor coverings to draperies and furniture.

This unique business though is not just mobile for they have a fine store on D Street in Perris under the able management of partner Don Snyder.

The business is not new to Don for he has spent the past twelve years in the floor covering and drapery business in the Los Angeles and Burbank areas.

Richard Tabet, the other half of the business, received his knowledge of the furniture and drapery business from his father who established Tabet's Interior in Burbank some fifteen years ago.

Working with Don and Rich are Frank Backlin as sales representative in the area and William Kitchell, the man who sees that the work gets out on time — production manager.

Don and Rich opened their House of Style Home



La Laguna Revue Photo

The mobile show room is always ready to move. If we can we'll identify the three gentlemen from left to right: Rich Tobet, Frank Backlan and Don Snyder.



La Laguna Revue Photo

Haold Sherrod is the man who will take care of all your needs at Custom Color.

PHONE 674-3923

Ed Perret

**Signs**





La Laguna Revue Photo

Figuring prices and invoices is usually quite a chore, but Don Snyder has the comfort of home in which to work.



La Laguna Revue Photo

For the women we have photographed this cozy corner. Isn't it a dandy?

Furnishings store in July of 1963, and have added countless other services since that time, one being a complete interior decorating line. The young men can supply your home with everything from upholstery to linoleum and window shades.

This month they opened up Custom Color by House of Style at 319 D Street, and this store will handle paint, wallpaper and linoleum. Harold Sherrod is the manager.

Stop in and see them, and while there take time to look at their variety of displays, for these young men are really moving out. ■



La Laguna Revue Photo

Step inside and lo and behold Frank Baiklan shows us just a sample of the samples.

## Who Would Run Your Business in the Event of an Emergency?

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## Speak at Sedco Hills Clubhouse

Robert Sanders, International Farm Youth Exchange student, gave an interesting talk and showed pictures of his visit and travels to Australia to members of the Farm Bureau, Sedco Hills and Wildomar University Extension Groups and the 4-H Clubs at the Sedco Hills Clubhouse on April 14.

Bob is the son of Mr. and Mrs. Roland Sanders of Perris and is a graduate of the Perris Union High School, where he was ac-

tive in athletics. He was president of the student council and spent a number of years doing 4-H Club work. He was selected as County All-Star and as State Diamond Star in 1959. For his outstanding club work he was the recipient of a trip to the National 4-H Club Congress held in Chicago.

He completed three years at Cal-Poly, San Luis Obis-

po and after completion of his speaking engagements he will return there.

Bob returned from his trip to Australia around the first of April and has been giving talks all over the county.

On May 12, Barbara Totten another exchange student showed to the same group, pictures she had

Continued on Page 51



La Laguna Revue Photo

Mrs. Kenneth Howell, member of the Wildomar University Extension Group; Hazel Gregory secretary of the Sedco Hills University Extension Group; speaker Robert Sanders and Della Clark vice president of the Sedco Hills University Extension Group were enjoying a four-way discussion when we informed them that they should "Smile, you're on Candid Camera." The results were wonderful.



Bob's speech and his various experiences in Australia were more than interesting to the men in the audience who had heard much of the "land down under", but never the opportunity to visit. From left is Bert Wilson, president of the Farm Center, Arthur Elsworth, executive secretary of the Riverside County Farm Bureau; N. L. McFarlane, farm advisor and county director, University of California Agricultural Extension Service of Riverside County and Mrs. Kenneth Howell.

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## Newlyweds make home in Buena Park

Dennis Frank Burke and his lovely wife, the former Miss Judith Bierman are now at home to their friends at 8183 Whitaker in Buena Park.

Dennis and Judith were married Saturday, March 21, at the Alamitos Friends Church in Garden Grove in the presence of approximately 250 relatives and friends.

The bride was gowned in a white semi-sheath wedding gown, chantilly lace bodice and tapered sleeves. The scoop neckline was outlined by embroidered lace flowers, and her veil was shoulder length held in place by a tiara of pearl and rhinestone tears.

Her flowers were white baby roses and glamelias with a white orchid in the center. Maid of honor was Miss Karen Bierman and bridesmaids were Mrs. Roy Hassett, Miss Babara Biermann, Miss Linda Jewell, and Mrs. Andrew Ender. All of their gowns were of original gold in color, floor length and empire waisted. The flowers they carried were five combendicums with a gold orchid in the center.

Serving the groom as best man was David Yake. Ushers were Ted Schafer, Roy Hassett, Rex Vance and Meredith Helm.

The bride is the daughter of Mr. and Mrs. Carlton Biermann of Garden Grove.

Dennis is the son of Mr. and Mrs. John L. Burke of Elsinore. He is a graduate of Elsinore Union High School and of Orange Coast College. This month he will graduate from Fullerton's Orange State College where he is a political science major.



Mr. and Mrs. Dennis Frank Burke  
... the former Judith Biermann

## Good guides for new home buyers



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Southern California Edison **SCE**





La Laguna Revue Photo

Mr. and Mrs. Al Knott of Temecula on their 50th wedding anniversary

## TEMECULA COUPLE

# Celebrate Golden Wedding Anniversary

The Front Street home of Mr. and Mrs. Al Knott was bursting at the seams on Sunday, April 26, when over two hundred friends and relatives attended an open house and joined in the celebration of the Knott's fiftieth wedding anniversary.

Mrs. Knott was gowned in the wedding dress she wore as a bride fifty years ago when Mrs. Ed Freeman was bridesmaid to Mrs.

Knott and Ross Rail served Mr. Knott as best man.

The entire affair began when the members of the family had a picnic lunch in the yard and at two in the afternoon the guests arrived and Mrs. Laurel Van Vickel and Mrs. Gail Wilcock served punch, cake and coffee.

The wedding cake was made for the occasion by the Knott's daughter, Vera

of Fallbrook and she was assisted in the decorating by Vesta Berry of Henderson, Nevada.

The biggest surprise of all to the Knotts was a gift of having a telephone installed and the phone bill paid for a period of one year by the Temecula community and some Murrieta residents.

They also received many lovely gifts and cards.

**Tommy Morrow does sell Insurance**





La Laguna Revue Photo

Mr. and Mrs. Albert L. Otto

## Married fifty-four years

The Albert L. Ottos celebrated their 54th wedding anniversary on Sunday, April 26 at the Temecula home of their son and daughter-in-law, Mr and Mrs. Vernon Otto.

The Ottos were married on April 28, 1910 in Wisconsin. The following year they moved to Redondo Beach and from there to Aguanga, where they lived three years.

It was in 1918 that they moved to the town of Temecula where Mr. Otto served for 30 years as caretaker, janitor and bus driver at the Temecula School.

This celebration for their 54th anniversary took place the same day as the Albert Knotts' 50th wedding anniversary, so the two couples and all of the friends and relatives joined in a dual-community celebration. ■

## We are proud to announce . . .

A series of advertisements published in the La Laguna Revue has won international honors for Southern California Edison Company in the Public Utilities Advertising Association's 1964 Better Copy Contest, J. N. Savage, Edison District manager, recently announced.

The ads, including one headed "Night Light for a Nervous Dachshund", which showed the calmed canine asleep in his lighted doghouse, took second-place honor in the contest's institutional advertising category.

Edison won two other awards in the contest, said to be the oldest advertising competition in the world and one that is now international in scope.

The local electric company won a second-place

award for its color and sound motion picture, "Tradition of Leadership" a filmed chronicle of recent Edison activities, and

a third-place award for its continuing program of acquainting prospective home buyers with new Medallion home developments. ■

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**WE KNOW THE VALLEY**

**HOMES**

**ACREAGE**





# SURVEYORS OF ELSINORE

Construction in Elsinore and the Valley is at an all-time high, and buildings are mushrooming up from the outskirts of town to the city itself.

To the average person this is progress, but what does one need to reach this point of erecting a building or a house on any given piece of property?

He needs the property surveyed and Elsinore is a fortunate town, for within the city limits is Joseph F. Switzer, licensed land surveyor, and his crew of fifteen men.

In December of 1963 Mr. Switzer of San Diego, began his surveying business at 159 South Main St. and since that time has been busy keeping the land owners, builders and necessary officials happy.

Office manager is Don Cox, formerly of San Diego Tex Janice is the instrument man and Cliff Kuel, party chief.

**The Lord gave us two ends—one to sit on and one to think with**

A man's success depends upon which end he uses the most. It's a case of "heads you win, Tails you lose."

## Pachanga Hot Springs

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ELGINORE, CALIFORNIA



La Laguna Revue Photo

**Don Cox, office manager, takes time out from his paper work.**



La Laguna Revue Photo

**Tex Janice holds the plumb bob for Cliff Kuel, who is using the running transit. Map reader is owner, Joe Switzer. These men are a part of the crew that make up "The Surveyors of Elsinore."**

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119 N. Main St. or 1207 West Heald St. — Elsinore



# *These Valley Citizens Will Vote*

## **"YES"**

### *on Both School Bond Issues*

## **on June 2**

**Mr. and Mrs. R. Bennett,**  
208 Campus Way

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# Murrieta's Annual Fireman's Barbecue

The postman can deliver in spite of sleet, snow, hail and rain — and the Murrieta Fire Department proved themselves to be every bit as good as the postman.

On the day of the 17th Annual Barbecue of the Murrieta Fire Department the firemen, their wives and friends served almost 2000 people in weather that was unbelievable.

There was rain, hail and what have you—even sunshine. But this did not stop those serving the food from doing their job, and better still, it did not stop the wonderful group of people who had come for this barbecue and horseshow.

In fact, the statistics on the amount of food cooked, served and consumed is almost astronomical. First the beef—150 pounds of choice meat was placed in the pit behind the fire house and carefully tended by the able, fireman-chefs. The 125 pounds of beans were cooked at Guenther's Murrieta Hot Springs and Lucy Dunham made the chili sauce with which they were combined.

The potato growers of neighboring Perris will be glad to learn that 150 pounds of potatoes went in the potato salad, and news to the poor chickens — 60 dozen eggs. Crates of cabbage, a full truck-load of bread, 50 gallons of coffee and quarts of cream were also used.

The mixing of the salads is done by the women in almost every kitchen in Murrieta. The entire town helps to put on this annual



La Laguna Revue Photo

Chief cooks and bottle washers from left to right. First Meatcutter Chief Ray Thompson. Order taker Marvin Curran. Leaning on Marvin's shoulder is the congenial greeter, Bill Jennings and looking in the cash register with that "satisfied smile" is Lawrence Dumham.



La Laguna Revue Photo

The jackets and coats indicate it was a mite chilly, but the clouds overhead really told the tale, for the moisture they emitted, joined the party also.

barbecue and each year since its inauguration it has grown and grown and grown.

Along with the barbecue is the horseshow and gymkhana, this year under the leadership of Ernie Elmer

of the Equestrian Trails Chapter No. 43, Tri-Valley Riders, whose members are from Perris, Hemet and Murrieta.

High point winners of the horseshow and gymkhana were Kim Sawyer





La Laguna Revue Photo

This booth was for the Murrieta Chamber of Commerce. To the left is Ralph Bates, Murrieta resident since 1926, seated is Eunice Cain, who took a great part in the designing and actual decorating of the booth and in the back is Mel Miller, president of the Murrieta Chamber. Theme for the booth was "We have water — how about gas."

and Mike Wilcox of Hemet. High point senior girl was Pam Sawyer of Hemet and high point senior boy, Art Sotello of Murrieta.

Taking first in various events were Mike Wilcox,

Continued on Page 51



La Laguna Revue Photo

Miss Elsinore was among the many guests. In the background are three of the hard working firemen. Please note that Bill appears in almost every photo. He is the ideal P. R. (public relations) man for the department.



La Laguna Revue Photo

Nelda Sheld was just about to leave, but we noted that that she was one of the many persons who purchased the delicious beef to take home for a later meal.

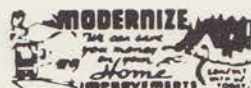
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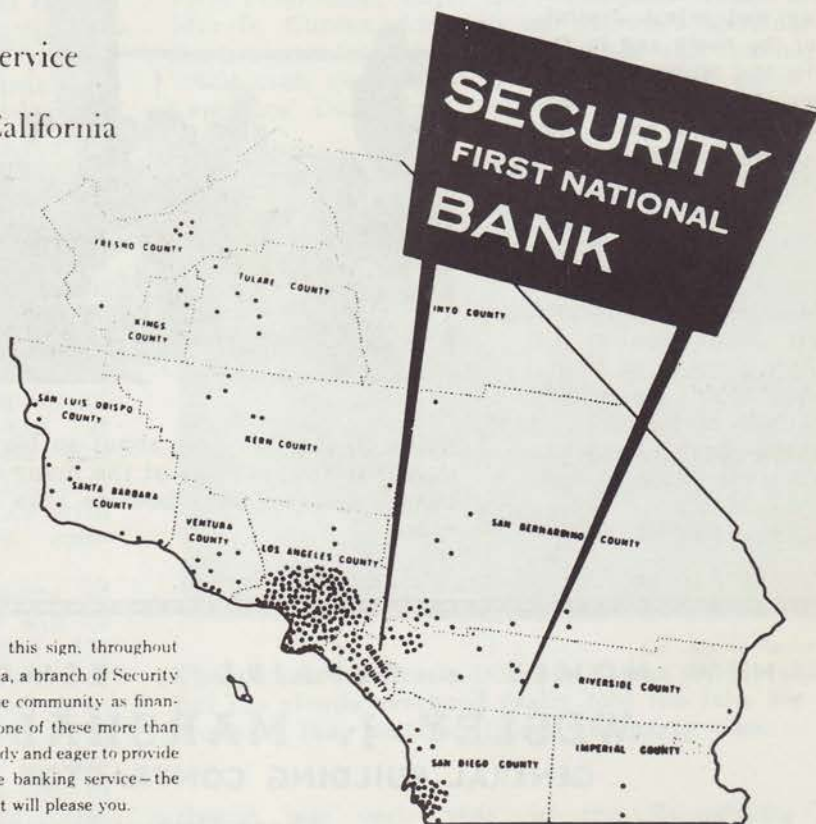
Salad makers Mrs. Mel Miller and Mrs. C. Yoder.



La Laguna Revue Photo

More of the hard workers, left to right: Mrs. A. Matteson, Mrs. Bill Jennings, Phronie Wickerd, overseer Bill Jennings and Mrs. Mel Miller.

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# Elizabeth Averill Chosen Girls' Stater

Every year for the past fourteen years the American Legion Auxiliary Lynn Mort Post 200 has patriotically contributed to the future of the American Government by sponsoring a Girl Stater.

This year, Elizabeth Averill, daughter of Mr. and Mrs. Joseph Averill has been chosen and a dinner was held in her honor recently at the Veterans' Memorial Building. Joining in the event were former Girl Staters.

Since only one Girl Stater can be chosen from the junior class the requirements are rigid. First the girl is selected by the Elsinore faculty and she must have a high scholastic ability and participate actively in government.

Elizabeth has already shown an interest in high school government as she holds the office of secretary of the Future Teachers of America; girls' representative in the student coun-

cil and Girls' League president. While maintaining these offices she also takes an active part in such activities as the prom committee and the El Lago staff.

Teaching is the career Elizabeth anticipates entering and is now in the Student Teacher program at the Elsinore Elementary School.

Her comments on the program are, "It is very interesting but very challenging. I only hope I am teaching them as much as they are teaching me."

Girls' Stater for all of the girls from other schools as well as Elsinore will be held at the University of California, Davis Campus, during the week of July 22 through July 30. ■



La Laguna Revue Photo

Mrs. Joseph Averill, Mabel Beers and Girl Stater Elizabeth Averill.



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# A fine way to spend the day

One never knows what they might encounter by just driving down the highway.

A couple of months ago, Rubie and I were heading to Murrieta when we saw the Younger Brothers truck and the B & Y House Mover equipment parked at the Wildomar Elementary School site. Standing beside the vehicles was Herb Younger, owner of both businesses and George Terry of Capistrano Development Company, now with Dick Cruse, builder of Elsinore.

We decided to investigate the large building which was up on logs and found ourselves in the middle of a school building being moved from the Elsinore Elementary School site to Wildomar. Herb explained that these were called portable classrooms and that floor and all were moved at one time.

Being a sidewalk superintendent is a fine way to spend the morning, plus you get to meet the finest people doing the most intriguing work. ■



La Laguna Revue Photo

George Terry and Herb Younger take time out to explain what they are about to do next to get the building set on the proper site.



La Laguna Revue Photo

Housemovers' jacks were being placed under the building as this photo was taken. Shortly after we left the site, the building was lowered into place and preparations to move in the second portable classroom were underway.

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# VOTE "YES" ON SCHOOL BONDS



**Lon Finnell**

Lon Finnell, owner of Meadowbrook Market, Meadowbrook: The bonds need to be passed. Without them Elsinore will not grow. The growth will go to the other side of the lake. Yes, I am in favor of school bonds and the Wildomar site.

(Beard on Lon is in preparation for the Fresno rodeo.)



**A. B. Wallington**

A. B. Wallington, Elsinore. I will vote yes for school bonds, even though I have no children in school. Schools are a necessity and I am in favor of good schools.

Joe Shook, owner of Shook Plumbing Company: My vote for school bonds will be yes. Period.

Fred B. Klarer, vice president and cashier, First National Bank of Elsinore, residence 15164 Lincoln St.: Yes on School Bonds. I don't care where you build a school, just build.



**Clyde Longe**

Clyde Longe, owner of Lakeside Chevrolet: The property for the high school is available. Transportation is not a problem and Wildomar is the potential population center. Yes, for the school bonds.

**Editor's Note:** I spoke with a good many more people on the coming election and it amazed me how many of them expressed their opinion, but did not care to be quoted.

The reason for not being quoted was that they were afraid that those who disagreed with their opinion would not deal with them in the business field. I personally, have never been so small minded that because I disagreed with their Constitutional Right of Freedom of Speech, I would not go into their place of business and take

advantage of their product or service.

I would like to take a definite stand now: Dolores Mayhall, editor of La Laguna Revue:

My mark will go to the "Yes" on the ballot, for I

am in favor of the school bonds and the school site.

If any one disagrees with me, fine, this is your right as an American, just as it is your right to go to the polls and vote. ■

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**Ralph Torn**

Ralph Torn, Lincoln St.: I am very much in favor of the school bonds and Wildomar. Nothing better has been offered. Four years of thought and planning have gone into the proposed site by the School Board, professional architects, land planners and engineers.

Harold Harvey, Elsinore Firestone Dealer Store: Yes, on school bonds. Build a school, no matter where you build it. The Wildomar site is fine and was bought at a reasonable price. Proper authorities have accepted the Wildomar site, so let's get it done. The longer we wait, the more it will cost.



**John Burke**

John Burke, owner of Grand Avenue Pharmacy: I am voting yes for school bonds and I am in favor of the Wildomar site, it's paid for. As to distance, what's a couple of miles? I have no children in the Elsinore schools, but I intend to vote in favor of the bonds.

Harry Kerdraon, 42683 Juniper Street, Murrieta: Yes for school bonds. If not on the Wildomar site I believe I'd vote No.

Lowell Henes, owner of Holiday, residence 17915 Lakeshore Drive. I always vote yes for school bonds. We do not have enough good schools.

Larry Cartier, owner of Elsinore Ready-Mix. I will vote yes on the school bond election on June 2. I have always voted in favor of school bonds.



**Roy Hoffman**

Roy Hoffman, Southern California Edison Company: I shall vote yes on school bonds. Just build a high school. The Wildomar site is fine.



**Richard Le Blanc**

Richard LeBlanc, owner of Le Blanc's Richfield Service, 17595 Grand Avenue: My vote is absolutely yes for the school bonds. I think the Wildomar site is excellent for it is out of the hassle and is geographically centered. I will have the Elsinore schools in the Elsinore schools in September and naturally want the best for them.

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## Spring recital held

The Steinmetz Studio of Music and Drama held its seventh annual spring recital at the Perris Elementary School on Sunday, May 24.

Students taking a part in the program were Barbara Schaffer playing "Song of the Palomino"; Chris Clark, "Ching Chee"; Janey Shouse, "Rose of Tralee"; Douglas Gordon Smith, "Battle Hymn of the Republic"; Pete Shouse, "Spooky Hollow"; Jeannie Store, "To a Wild Rose";



La Laguna Revue Photo

Getting ready for the recital are Janice Echols, Delma Walker, Debbie McGaughey and teacher, Sonia Steinmetz.

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Joanne Del Rio, "Mary Had a Little Lamb"; Becky Shouse, "Lullaby"; Janice Jordan, "Over the Waves"; Debborah Shaffer, "Toyland."

Mary Jane Boris, "Up in a Swing"; Janet Porter, "Cedar Brook Waltz"; Penny Boyd, "Waltzing Parakeet"; Bruce Echols, "They're Off"; Allen Steiner, "Theme from Tschai-kowsky's Piano Concerto Number One"; Marilyn Giardinelli, "Song of India."

Linda Zelders, "Country Dance"; Debbie McGaughey, "Dance of the Wooden Shoes"; Cathy Beatty, "Whispering Hope"; San-

dra Martinez, "Robin's Return"; Gayle Store, "Moonlight Sonata"; Monica Offutt, "Crescendo"; Janice Echols, "Rustle of Spring"; Delma Walker, "Concerto in A Minor"; Leslie Offutt, "Gypsy Rondo"; Iris Grewing, "Thais (Meditation)"; Cindy Starnier, "Waltz of the Flowers" from the Nut Cracker Suite and Linda Bliss for the finale played "Malaguena."

During the program, Delma Walker sang "Harbor Lights" and Carmen Bergren "Passepiet." Both girls were accompanied in their solos by Linda Bliss at the piano.

Carmen Bergren did a dramatic monologue.

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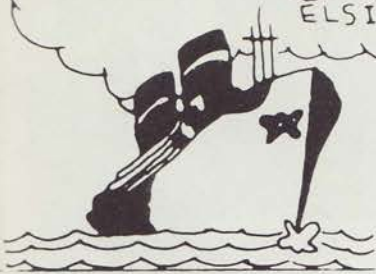
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## Annual inspection of Cadet Corps announced by Colonel Stimus

Among the many activities which are scheduled annually during the closing of an academic year, Colonel Frederick R. Stimus, Commandant of cadets, announced the annual inspection of the local cadet corps by the U. S. Army representatives from San Bernardino.

The eagerly anticipated day was scheduled Wednesday, May 13, 1964. Every phase of the military science and military training program were carefully in-

spected and evaluated by the U. S. Army representatives. In addition to the military personnel, Colonel Stimus was aided by his assistant commandants as follows: Captain John Penfield, Captain Melvin Meincke and Captain Fred Rosenberger.

The concluding phase of the annual inspection day was held in the afternoon on the marching field during which time military weapons were carefully inspected. Military forma-



Colonel Stimus

tions as well as military drills concluded the annual inspection, concluded Commandant, Colonel Frederick R. Stimus. ■

## TRADITIONAL ACTIVITIES

President Conklin described only the highlights of the thirty-first annual graduation exercises at Elsinore Naval and Military School which has been scheduled for Sunday morning, June 7, 1964.

The program will officially begin at 10 o'clock and will demonstrate the many achievements of all graduating cadets for the various levels of the total school program.

The graduation program will include special honors to the sixth, eighth, and twelfth graders on their day of special memories. There will be many trophies, ribbons, certificates and other awards given to

deserving students in the military, academic, and athletic departments.

This year's program will open with an address, presented as a cordial welcome to all parents, friends, and guests of the school, who will attend the annual exercises. Prior to the introductory welcome by Cadet 2nd Lt. Thomas Kornell, traditional activities will be scheduled, such as "The Star Spangled Banner," "To the Colors," and an invocation by Cadet Sgt. James W. O'Connor.

All Cadets and especially the graduates will hold their farewell formation on the marching field and everyone will be facing the

American Flag as the colors will be lowered and concluded by echo taps.



Col. G. R. Conklin





## OPEN HOUSE

The above photograph, which shows the main entrance to our beautiful campus, the front door of the administration building and the classrooms of the Junior school, which is under the superintendency of Mrs. Dorothy Long and assisted by her instructional staff for grades 1 through 6 as well as the large gymnasium which has the educational exhibits, special demonstrations which were scheduled for Sunday, May 17, 1964 under the principalship of Major N. B. Sewell, assisted by fourteen faculty members and cadets.

Mrs. Dorothy Long's open house activities were scheduled between 3:30 and 4:30 o'clock Sunday afternoon during which time all parents and cadets were welcome to review the achievements and observe some of the instructional materials made available

to all cadets in the Junior school.

President Colonel Conklin gave particular emphasis to the innovation of the secondary educational department which concluded the educational exhibits by the four different classroom demonstrations in the gymnasium between 2 and 4 o'clock. All parents, friends and guests of the school were cordially invited by Colonel Conklin and Mrs. Conklin to attend many phases of the educational demonstrations from grades 1 through 12.

The following educational demonstrations were under the direction of the instructors by cadets as listed below:

Mr. John Stover, mathematics instructor, presented methods and techniques in teaching mathematics from grades 9 through 12 of the senior high school. Audio visual aides, text books, slides, and blackboard demonstrations were illustrated by his students which included: Wayne

Burcham, John Cairncross, Douglas Green, Kris Heaton, Keely, the latter two cadets gave a demonstration of Ratio and Proportion as methods of teaching Ratio and Proportion.

The foreign languages were capably illustrated by instructor Mr. Paul Berzins who teaches both French and German. The methods and techniques of modern language teaching, illustrated tape recordings of pronunciation by students, language records, flash cards and audio visual materials.

Mr. Berzins was assisted by Robert Foster, Michael La Marr, Raymond McCloskey, James Moody, Andrew Smith and Thomas Stephenson. Language Arts were concluded by illustrative materials from magazines in both French and German as well as graphic and cultural pictures of other countries.

Mrs. Gertrude Flyte, who has taught English for several years at our school



and is now serving as full time librarian, gave a brief analysis of all English courses taught from grades 7 through 12. She concluded her demonstration with particular emphasis in developmental and remedial reading. She was ably assisted by William Barrick, Jamie Camhi, James Clem, Fausto Hernandez, Joseph Ingram, Richard Lewsader, Alan Curtis, Elmer Tilson, Alex McDougall, James Moody, Andrew Smith, John Pollack and Jorge Vasquez.

Concluding the four one half hour demonstrations of special methods and techniques of teaching, was presented by Mr. Clayton Sherrick, instructor in Chemistry and Physics. In as much as the sciences have received particular emphasis since World War II our school has completed the construction of a new laboratory for both Chemistry and Physics as well as special demonstrations for the courses in General Science, Physical Science and Biological Science.

Mr. Sherrick was assisted by his students in science courses as well as representatives for all of the science courses in the science department.

Terry Barton and Stephen Woods gave a special science demonstration, text books, slides and science equipment were illustrated by Joseph Holmes, Mark Koeckritz and Dennis Rogers which added to the classroom demonstrations.

The following instructors were assisted by cadets in special exhibits: Mr. Robert Stokes and Mr. John Stover were responsible for the mathematic exhibits and were ably assisted by Rodney Collins, George Keely, John Pilcher, and Larry Parkhurst.

Special illustrative mate-

rial demonstrated for Mr. Paul Berzins in both French and German by William Barrick, Jamie Camhi, Robert Foster, Rory Gage and Joseph Ingram.

Mr. George Clarke, as shown in the adjacent photograph, was greatly assisted by the following cadets Michael Cassell, Jeffrey Miller, Henry Pilcher, Jeffrey Sallay and Jorge Vazquez.

Mr. Dale Cummings, who had special exhibit material showing the great accomplishments by students in General Science, Physical Science and Biology was assisted by Kris Heaton, James Moody and Andrew Smith.

Mr. Daryl Michaud represented the instructional staff from the Junior school staff grades 7 through 8. Demonstration materials completed by Jeffrey Sallay, Richard Cromwell, and James Rossetti.

Mr. Richard Cozad, instructor in both Junior and Senior English as well as Speech, had exhibited special reports, term papers and other instructional material.

He was assisted by Terry McCarty, Thomas Stephenson, Stephen Van Wagner and Michael Patte.

Mr. Charles McCaril, who teaches business education courses and English II, assisted the instructors for the open house activities.

Mr. Santiago Urquiola instructor in Spanish I and II as well as English I, assisted members of the department in making the educational exhibits very attractive and informative.

Mr. John Ablauf, who recently joined our instructional staff and teaches U. S. History, English II and Speech, worked with Mr. Jeffries in establishing

illustrative material in both English and History courses.

President Colonel Conklin concluded by giving special recognition and commendation the following cadets at the open house activities: Andrew Gordon, William Alderman, Robert Roberts, Steve Newman, Warren Schuyler, Douglas Wray, George Anderson, Dennis Williams and Robert Noble.

The ranking cadets assisted Mr. Sewell by serving as hosts to all the parents, guests and friends of the school as follows: Cadet Capt. Mark Koeckritz, Cadet 1st Lt. Terry Barton, Cadet 2nd Lt. Keith Bogart, Cadet 2nd Lt. Thomas Kornell, Cadet Sgt. Garry Gorman, Cadet Sgt. John McGuire, Cadet Sgt. Larry Parkhurst, Cadet Sgt. John Pollack, and Cadet Sgt. Thomas Stephenson.

One of the most delightful and enjoyed phase in the open house activities were the refreshment tables arranged by Mrs. Pearl Conklin who has graciously assumed the responsibility of making attractive tables of delicious cookies and punch. She was assisted at the refreshment table by faculty wives and secretarial office personnel.

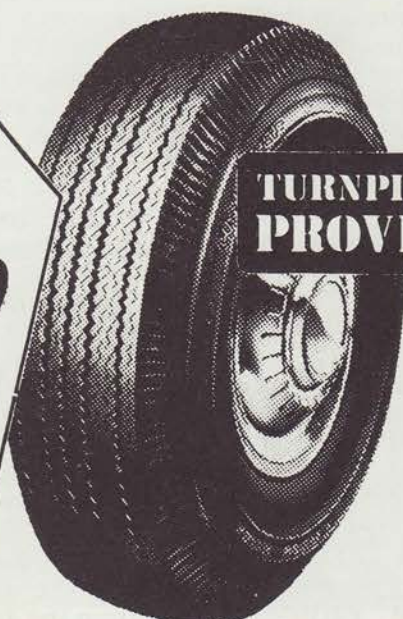


**Mr. Paul Berzins**

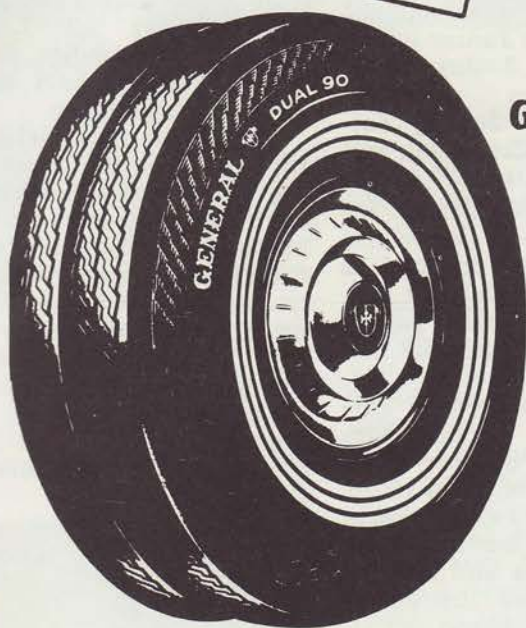


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# BPW hosts Senior High School girls

**T**hirteen hard working girls, all seniors at the Elsinore Union High School, who had spent the day working in the various business houses in Elsinore, were rewarded on April 28 at a banquet given by the Elsinore Business and Professional Women at the Grand Avenue Civic Association.

This is an annual affair sponsored by the BPW and each year the group makes arrangements for the girls to spend part of a working day in the everyday work field.

Dorothy Dodson was chairman of the affair and was assisted by Ethelynn Coles, Carolyn Heckman, Effa Newton and Doris Palmer.

Taking part in Career Advancement Day were Shirlene Cavanaugh at Richens Flowers; Rose Chavez and Carmen Garcia who worked with the Sheriff's Department; Sherrie Alexander and Sandra Mackley learned about hair styling from Inez at the Beauty Bazaar; Rose M. Perez and Chuey Guterrez spent their time at the California Water and Telephone Company; Frances Wells learned what it is like to be on the other side of the counter at the C. W. Harris & Son Department Store; Cheryl Anderson and Patsy Maloche heard the usual complaints and compliments at the Elsinore City Hall; Lo Vae Pray spent her career day time learning about frames from Dr. Richard Blowers; Jeanne Stambach and Jenny Followell discovered that the bank is one of the

few organizations that gives no free samples, while Sandy Monroe learned that there is more to electricity than just flipping a switch, at the Southern California Edison Company.

After the dinner, each of the girls gave a short report of their morning's activities and then all sat

back to watch a fashion show, with fashions from Fran's Fashion Shop in Perris.

Career Day is not new to Elsinore or to its business houses and is one of the days during the year that the senior girls and the businesses look forward to. ■



La Laguna Revue Photo

**Lo Vae Pray and Dr. Richard Blowers never did get the machine turned on. What they needed was Sandy Monroe, who spent the day at the power company, to tell them to put in the plug.**



La Laguna Revue Photo

**Shirlene Cavanaugh and Grace Richens look over a floral piece.**



## Graduation party plans told

The annual all night graduation party for the seniors of the Elsinore Union High School has been scheduled for graduation night, June 4 at the Veterans' Memorial Building.

This event is sponsored by the Elsinore Union High School PTA with the assistance of local businesses, service organizations and parents and is open only to the seniors and their guests.

Plans completed at this time include an outstanding five-piece combo and vocalist from Oceanside,

varied entertainment during intermission and a color movie. Refreshments will be served during the night and will be concluded by a 5 a.m. breakfast.

The party is planned with the idea in mind of providing entertainment attractive enough to encourage the seniors to attend, thus keeping them off the highways and at home on graduation night.

Chairman of the event is Mrs. Ray H. Farrar and she stated "I wish to convey the thanks of members of the party committee and of the PTA for the cooperation we have received from local persons in sponsoring the party."



Airman 1/c Ralph Torres

## Stationed At Travis

Airman First Class Ralph Torres returned home in April after one year's service in Veit Nam. He will be stationed at Travis Air Force Base.

Ralph has been in the air force for three and one-half years.

He was graduated from Elsinore Union High School in 1959 and then attended San Bernardino Junior College before enlisting in the United States Air Force.

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Continued from page 30

taken on her visit and travels to Chili.

Barbara is the daughter of Mr. and Mrs. Harley Totten of Riverside.



Barbara Totten left and Mrs. Parker

Barbara and Robert were two of the six United States delegates of the International Farm Youth Exchange who left San Francisco in October of 1963 for a six months' assignment, that of visiting and living with the families of other countries.

The funds for this exchange came from contributions of individuals and organizations. The Farm Bureau, Wildomar and Sedco Hills University Groups and the 4-H Clubs are contributors to the International Farm Youth Exchange Fund.

Continued from page 3

into the desert. From the archives in Washington and in Bologna, Italy, came data to authenticate his story, which is further en-

hanced by a glossary, index and bibliography.

As proof that the author lived his story as he wrote it, I quote a few lines from a poem he wrote for use in the book:

The trail the brown-robed padres trod  
From booming surf to barren sod  
Still points the way by Guajomito  
To desert's edge at Vallecito—  
Far up the River of San Luis Rey  
And through the Valley of San Jose.

## Murrieta Barbecue

Continued from Page 37

trail horse junior; Pam Sawyer, trail horse, senior; Scott Morse and Patty Perryman, both of Murrieta, western pleasure junior and senior respectively.

Kim Sawyer, first in western horsemanship and English horsemanship; Janet Stingle, English pleasure; Jinney Wilcox, western pleasure, Art Sotello won in pole bending and keyhole racing and Diana Daley, keyhole race.

The barbecue and horse-show is the one time of the year when all of the residents have a chance to come "home" and pass the time of day with each other.

One does not need to be from Murrieta to enjoy this annual event, for many

residents of Perris, Elsinore, Hemet and other surrounding towns are there and they seemed to be having a grand time.

Murrieta firemen are Raymond Thompson, chief; Marvin Curran, assistant chief, Lawrence Dunham, Curtis Thompson, Murrel Jensen, Thomas Sheld, Leslie Dunham, William Jennings, Lewis Wright Jr. and Gus Dimitri.

## At Convention in Sacramento

Mr. and Mrs. Floyd Raymond of Quail Valley left on May 15 for Sacramento, Mr. Raymond as a delegate to the Grand Lodge Session of the Independent Order of Odd Fellows and Mrs. Raymond as delegate to the Rebekah Assembly Session.

Both sessions took place in Sacramento from May 17 through May 22.

Floyd is Noble Grand of Olive Branch Lodge No. 336 and Grace is vice grand of Laguna Rebekah Lodge No. 367, Elsinore.

On their way North, the Raymonds visited with their granddaughter, Judy who is a resident of Three Rivers. They made the trip complete, with stopovers visiting various friends in Bridgeport and Wellington, Nevada.

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# As Usual, He Stood Me Up ... but I fooled him, for I have a new love.

It all began when my short, chunky boyfriend (with an annoying habit of humming) asked me out.

I donned my prettiest dress, put on my dancing shoes, a dab of perfume behind each ear and an indelible lipstick (for later).

At eight o'clock I was ready to go as arranged, but lo and behold, he didn't telephone or come by.

While waiting, I reached over and picked up the latest issue of La Laguna Revue and began reading. I read about the water in Lake Elsinore, the barbecue in Murrieta, about some nice people in Perris, Elsinore and all of the local towns.

Soon, I was really enjoying **MY** magazine, when, darn, the phone rang and I was interrupted.

It was my ex-boyfriend, but who needed him—now I have a going affair with La Laguna Revue. In its pages, I go places my boyfriend would never take me; I meet people that he could never introduce me to and I laugh at jokes he could never remember, let alone tell.

Well, I am a subscriber to the Revue, and once each month we have a date—which is never broken; always dependable and furthermore, never gives me any phony excuses why it doesn't show up.

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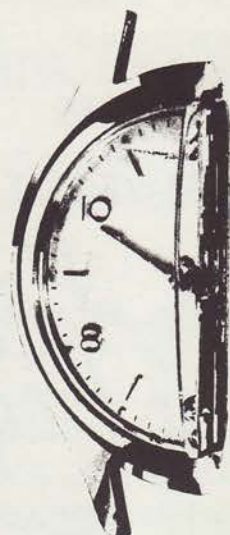
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