

La Elsinore-Perris Valleys

Laguna Revue

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

VOLUME IV, NUMBER 11

OCTOBER, 1965

The
News-Magazine
Dedicated To
Uniting
Riverside County

35 cents



IN THIS ISSUE:

ROY HECKMAN

TUG-OF-WAR PHOTOS

CLAUDIA OF CLAUDIA'S

BRAVE BULLS

LUAUS GALORE



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

OCTOBER, 1965
Volume IV Number 11

A Monthly Magazine Devoted To The
Recording Of Coming Events, And
A Pictorial Review Of Past Affairs,
Occurring In The Great Elsinore-
Perris Valleys.

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OCTOBER COVER



Our Personal Attention
Is Given In The Print-
ing And Publishing Of
Your La Laguna Revue

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VOLUME IV

OCTOBER, 1965

NUMBER 11

Your local businessman and his problems

"Buying Power" is a phrase almost as common in the homes of Americans today as is "Babies and Bills".

Our businessmen suffer, more than those who control the "buying power" could even begin to visualize. In fact, people with the so-called BP, are those who are known to complain the loudest.

They walk into the local department, grocery, hardware and other types of stores in our Valleys and ask for a certain item. If it is available, they complain that it is priced too high and the businessman is the "Jessie James" of the Valley; or if the item is not available the customer usually makes a remark similar to this, "No wonder, I buy out of town, you never have anything I want".

Now, let's look at the businessman's side of the story. Why, aren't his prices as low as those of the big chain stores? Why doesn't he have all items in his particular line?

First, chain stores buy in thousands and sell in thousands, so they do not need a profit markup of — say 10 or 15 per cent — they can manage on 5. Second, chain stores are CASH, they in turn purchase with a 2 to 10 per cent discount, right off the top. But, most people that have BP, also have charge accounts, which are due, but seldom paid within thirty days. This means our local businessmen must in turn charge, thus losing whatever discount they might have received by being able to pay cash for their purchases.

And, a variety of items. In a Valley of eight or ten thousand, how many people are interested in a, "left-handed monkey wrench" . . . one or two, and the businessman has to order six. He would order it for you, this is for cer-

tain, but do those with BP, also have just "P", or patience. No, they'd rather make the remark, Why don't you have it? No wonder I buy out of town. But, on the other side of the ledger. How much wear and tear does your mode of transportation cost to get you "out of town". Even the government figures 6 cents a mile or more.

For the past month, the Lake Elsinore Valley Chamber of Commerce has been trying to raise \$1,500 to put up Christmas decorations in the town of Elsinore so that when the people with BP do go shopping, Elsinore will be as well lit as any big city. Who, do you think has contributed anywhere from \$15, to \$50 for these decorations? Naturally, the businessman.

On the uniforms worn by boys of the Little League, who has put out hard CASH to sponsor them. The Businessman.

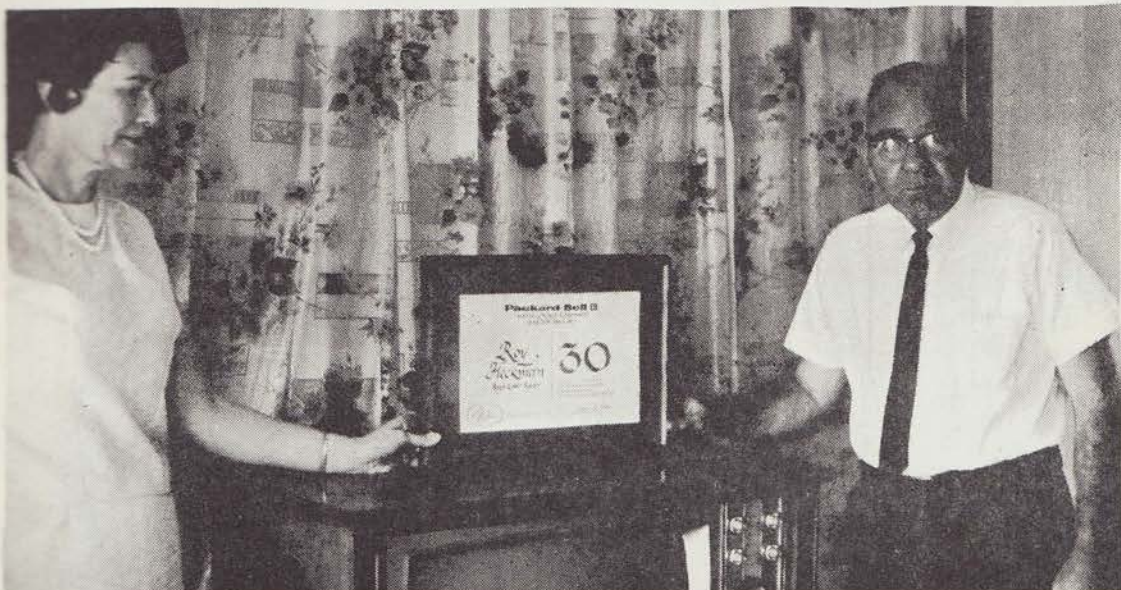
Why don't you, the people with BP, set up your own budget to allow a \$5 membership in your local chamber of commerce, it's deductible. Why not put aside just \$5.00 per month out of your earnings and give it for worthwhile causes, such as do the members of Lion's and Rotary Clubs, (which by the way are composed of Businessmen who build ball parks for your children and buy glasses for those in need.)

Why not, get on the ball and buy locally. One real advantage of buying at home is the fact your complaints are immediately taken care of, for in a small town a gripe is the loudest sound made.

Support your town, your businessman and remember, you with BP is all that keeps the businessman's doors open.

ROY HECKMAN

Receives Sales Achievement Award



Caroline and Roy Heckman with the plaque presented Roy by the Packard-Bell Company.

In the window of Roy's Radio and Television Shop on Main Street in Elsinore you will see a hand-painted, framed award that reads "Packard Bell, 40th Anniversary Sales Award to Roy Heckman for 30 years of Sales Achievement with Packard Bell". You will also note that it is signed by Robert Bell.

This is the only such award you will ever see, for Roy Heckman has the district honor of having merchandized the company's radios, television and stereos more consecutive years than anyone else in the history of the Packard-Bell Company.

The Award was presented to Roy by Leo Tresselle of the R. H. Tresselle Co. of Rubidoux, the Packard-Bell Distributor for this district.

Men like Roy are hard to find, when interviewed about this achievement he did not say one word about his ability or the fact that he is one of the longest es-

tablished businessmen in the City of Elsinore.

And when we insisted on a photo, he agreed, but his lovely wife Caroline, was to share the honors, as well as Robert Sherrod and Walter Cierley.

Then, Roy discussed his favorite topic . . . all of the local boys who he trained as apprentice technicians and how some of them are still in that field after all those years.

The first of Roy's trainees was Malcolm Parks who is now an Electronic Engineer with Eitel-McCullough, Inc. in San Carlos, California.

Jim Arthur, son-in-law of Mr. and Mrs. Noble Strickland, who is now a facility man with West Coast Telephone Company in Hillsborough, Oregon.

Harold Burroughs, son of Professor H. R. Burroughs of the University of Washington. Harold is presently a research engineer for General Electric in Syr-

cuse, New York. Rudy Sauer, now personnel manager in San Fernando Valley.

Richard Winegarden, son of Luella Sherrod. He is now an executive with the IBM Corporation.

William Knittle, son of Carmela Knittle.

Robert Selover, son of Mrs. Pearl Selover is serving with the United States Navy as a Communication Technician.

Jack Kellar who is presently with the California Highway Patrol.

Jerry Smith, son of Mr. and Mrs. Al Smith. Jerry is a teacher with the Los Angeles School System.

Larry Haskell, son of Mr. and Mrs. M. D. "Bingo" Haskell, is now in the United States Army.

Gary Washburn, son of Mr. and Mrs. Grant Washburn. Gary attends Riverside City College but on weekends he still gives Roy a hand.

Cecil Curry, son of Mr.



Bob Sherrod and Walter Cierley are both proud of the "Boss".

and Mrs. L. T. Curry. He is presently with the United States Navy.

Working with Roy at the present time is Robert Sherrod. He, like his brother Richard, is studying as an apprentice technician. Bob is a senior at Elsinore Union High School and upon graduation will go onto college where he intends to further his outstanding ability in the field of electronics.

Bob has been with Roy for two years, and as with all of his other "boys", Roy is extremely proud.

Also in the shop is Walter Cierley who came to Roy with twenty years experience in the United States Air Force as an Electronic Technician, four years of that time spent at Cape Kennedy (Cape Canaveral) with the Missile Tracking Station.

To sum it up, Roy not only has 30 years with Packard-Bell, but in his shop it comes to 58 years of experience in the service end . . . Walt 20, Bob a total of 3 and the "Boss" 35. Quite an achievement in itself.

Roy and Caroline may be the parents of two daughters, Mrs. Grant Tanner, Elsinore and Mrs. Marvin Loosle of Salt Lake City but they chalked up a record of approximately fifteen boys, who still refer to Roy as "The Boss".



SO WHO'S PERFECT?

In the September issue of La Laguna Revue on Page Seven the above photograph was identified incorrectly. The caption should have read, "Betty Jennings as Nellie Lovelade is greeted by Mookie Maguggins, played to perfection by Jean Lockerby." This gal did a terrific job on the part.

Martin-Scott

Vows Exchanged

The lovely bride, Jeannie Louise Martin, walked down the aisle of the St. Francis de Sales Roman Catholic Church in Riverside, on the arm of her father, Clifford P. Martin of Perris, where he gave her in marriage on August 21, 1965 to Ralph Dennis Scott.

Over four hundred friends and relatives attended the afternoon marriage ceremony performed by the Rev. James Munnelly, Pastor of St. James Church of Perris.

Jeannie, daughter of Mr. and Mrs. Cliff Martin of Perris Boulevard, chose for her wedding, a William Cahill original gown. It was a floor-length sheath of white Swiss scalloped lace with a sheer yoke forming a jewel neckline and a full chapel length train of sheer silk alpaca. Her short French veil was held by a cornet of sheer silk rosebuds with petals of pearls and her bridal bouquet was a cascade arrangement of white roses.

For her maid of honor, Jeanne selected her sister, Janice. Bridesmaids were Miss Jane Widdersheim of Burbank, Mrs. Bruce Cooper of Perris, Mrs. Thomas Darley of Inglewood and Miss Marilyn Kelly of San Francisco.

Serving the groom as best man was his brother, Timothy. Ushers were Robert Nett of Riverside, Peter Parker of Huntington Beach, Bruce Cooper of Perris and Satoril Tamart-buchi.

Following the ceremony a wedding reception was held in the Elks Lodge in Riverside with Katherine Johnston of Pomona, a cousin to the bride, in charge

La Laguna Revue — October, 1965



Paul E. Lambert Photo

MR. AND MRS. RALPH DENNIS SCOTT

... the former Jeannie Louise Martin

Jeanne is a graduate of the guest book. Perris Union High School and the University of California at Santa Barbara.

The bridegroom is the son of Mr. and Mrs. Victor Giardinelli of Perris and he is also a Perris Union High

School graduate and San Jose State College. He is presently working on his Master's Degree in industrial relations at the University of California at Los Angeles.

Mr. and Mrs. Scott will reside in North Hollywood.

Chamber of Commerce Display Takes Second

Elsinore once more came in as one of the top three winners in fair competition.

The display, constructed by The Reliable Decorating Company for the Elsinore

Valley Chamber of Commerce, is of a large swan and was given a second place ribbon at the Los Angeles County Fair.

The display will be shown in Ventura beginning October 6, at the Ventura County Fair.

IN MEMORIUM

DR. JACK D. McDOWELL

August 7, 1927 — September 11, 1965

"Show me a man who loves children and animals — and I'll show you a Man."



Dr. Jack Duane McDowell, veterinarian, humanitarian, citizen of Elsinore Valley, died at his home on September 11, 1965.

Jack came to Elsinore as the town's veterinarian in 1957. He was born in Harlan, Iowa on August 7, 1927 and it was there he attended school, taking an active part in basketball and football. He was a graduate of the veterinary college of the State University of Iowa at Ames and in California, took a post-graduate year at the University of California at Davis. He was a life member of the Kappa Beta Phi Fraternity at Ames and served in the U.S. Navy during World War II.

In Elsinore, where he spent just eight short years, he will long be remembered for his direct aid to the youth of our community. Jack managed the Farm League in 1958, Little League from 1959 through 1965 and a director on the Little League board.

In 1965 he was appointed

Director of Little League Area 3, which takes in a large portion of Southern California.

During 1961-62, he served as president of the Elsinore Rotary Club, which he joined in 1958, and was a member of the Methodist Church.

Education was important to Jack and he served as a member and past president of both the Elementary and High School Board of Trustees and fought a long-hard battle to the passage of school bonds in the area.

Services for Dr. McDowell were held at the First Methodist Church, with interment following in the Elsinore Valley Cemetery on September 13. Rev. John W. Wright conducted the funeral service, assisted by Jack's good friend, The Rev. Carl Schmitt, former pastor of the church.

Pallbearers for their friend were James Feely, Ted Nelson, Harvey French, Nori Nakai, Bud Ebersole and Clyde Longe.

He leaves his widow,

Irene, one son, Tim, his father Charlie McDowell of Corning; his mother, Mrs. Ethyl Brashear of Corona and a sister, Mrs. Dolores Peltier of Lancaster.

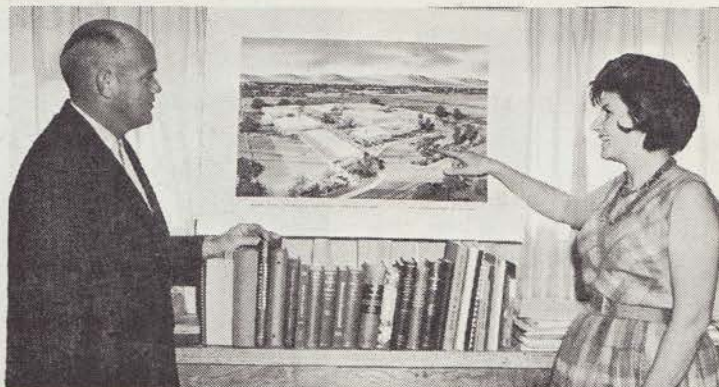
In an effort to assure Tim McDowell, age 14, of an education the "McDowell Scholarship Fund" has been setup. Checks to this fund may be made out to the "McDowell Scholarship Fund" and given to Mrs. Cheryl French, Ted Nelson or sent to the Evans-Brown Mortuary.

Jack will long be remembered by the owners of animals that he cared for during his stay in Elsinore.

We, at the Revue, have a healthy dog, thanks to quick action on the part of "Doc". And when our 13-year-old Cocker Spaniel was struck by a car this year, it was once more "Doc", who with loving care put Sandy out of her misery.

Yes, many of us knew and loved Jack McDowell, and we shall miss this "man among men."

It was in March of 1963 that we published this photo of school board members Jack McDowell and Kathryn Pease as they looked over the architect's rendering of the then proposed Machado Street School.



In August of 1963, Jack, far left, was the Manager of the Elsinore All-Star team.



Just Doc and the boys.



August of 1965, we once more had the active Jack and his beloved Braves. Indicative of Jack's popularity and his tremendous influence in the Valley and neighboring communities, approximately 100 boys and 500 adults attended his funeral service. One of the greatest attendances in the history of Elsinore. Schools in the area were dismissed at noon on the day of his funeral so students and staff could attend the services held for this fine friend.



This is the greeting one receives as he steps into the newest restaurant in Elsinore Valley.

But, it is not just a greeting, it is the sincere feeling of Barbara Murillo towards everyone she has the privilege of meeting. When this talented woman says "Welcome, ladies and gentlemen to the Brave Bulls", she really means "Welcome".

Barbara is not a newcomer to the Valley, although many may not know her. It was at the ripe old age of six, that she was brought to Lake Elsinore on weekend visits by her parents from their Los Angeles home, and as a child, she fell in love with the countryside, the lake, and all that Elsinore could offer her.

Time passed and Barbara studied to be a nurse and practiced her profession in Orange County.

Then as all young ladies do, she married and became the mother of four children, Dennis, a freshman at Elsinore Union High, Pam, senior at Elsinore; Kathy, who is in the eighth grade at Machado and Jon, in the fifth grade at Wildomer.



Barbara Murillo of the Brave Bulls holds the door ready for you to enter her restaurant and enjoy the fine food she turns out from the kitchen.

Bienvenidos Senoras y Senores Para la BRAVE BULLS

Why did she go into the restaurant business? Well!

Barbara had a friend, who opened a restaurant and to the friend's dismay, the cook failed to show up for work, so Barbara, being Barbara gave her cooking talent a real try-out, she worked two months in the kitchen and enjoyed it tremendously and also discovered that people liked her style of cooking.

She talked it over with her husband Al, who had been a builder of homes

and a finisher until he was injured, and told him of her desire to open an eating establishment . . . in Elsinore. They came to the Valley



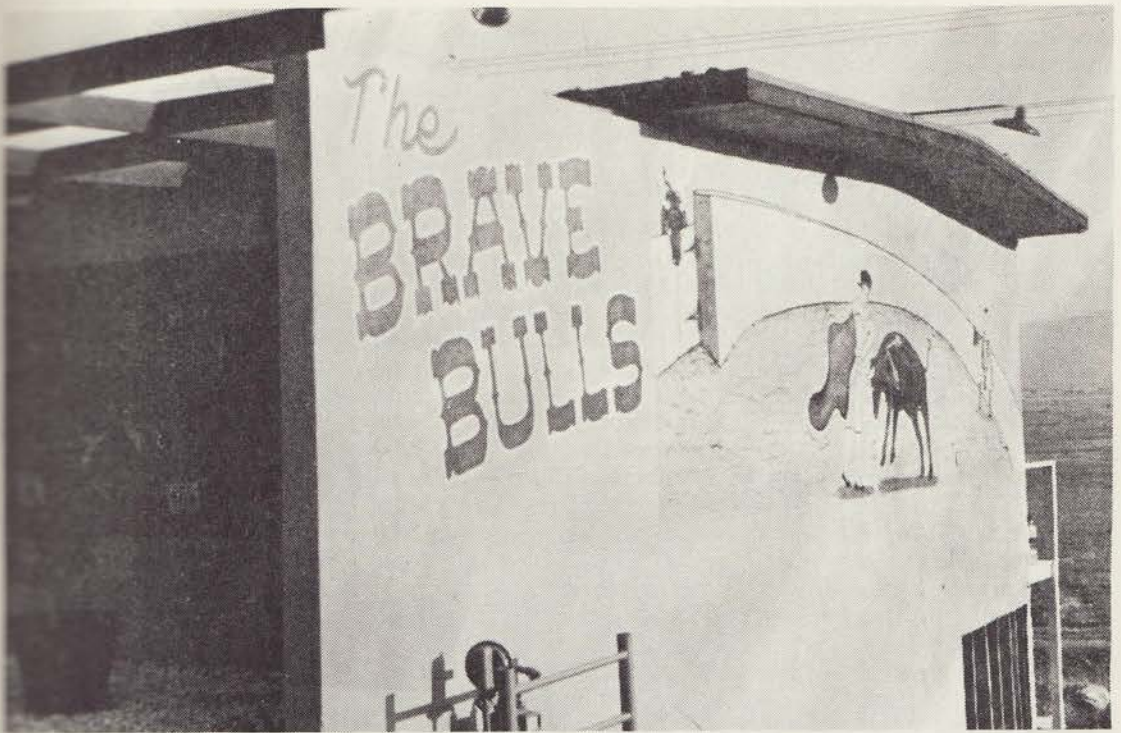
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This sign is your invitation to good eating.

and met with A. S. Averill, owner-operator of the Mobil Bulk Plant on Railroad Avenue and negotiated to use the empty building just south of town to put in their restaurant.

But, this wasn't to be just a restaurant, it was to be something "different", something "gay", something "plush". The kind of place where you could take guests or go by yourself and still be at ease.

She went to work and designed the interior, with red as the predominating color. This would fit in with the name she had chosen, "The Brave Bulls", from the title of the book by Tom Lea.

Wall-to-wall carpeting, red, was installed, paneled walls of a neutral wood, round tables for families, and intimate tables for two, were purchased with matching captain - type chairs. Then for atmosphere, along one wall is a section of the floor, two-steps higher than the rest,

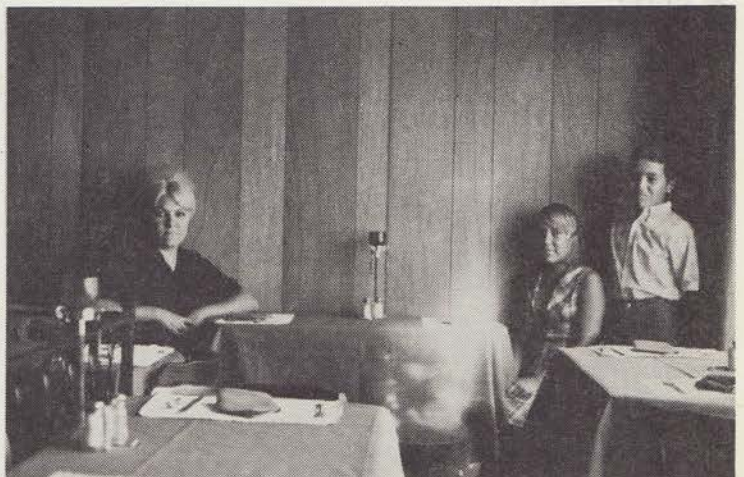
encompassed with a black iron rail, that houses more tables, with a view of the highway and mountains.

Next, came the organ, set in an out-of-the-way corner, where the music seems to come down from the ceiling.

The bright red table cloths and napkins, glow even redder as the low de-

the indirect lighting cascades in rays on the entire room.

Barbara Murillo being the type of person she is, kept another important thought in mind while working on this project . . . the food and what it would cost the potential customers. She serves Spanish and American food, cooked to



Pam, Kathy and Jon Murillo at one of the tables on the cafe. Pam, after school and on weekends, is the cashier.

perfection, at a price that everyone from teens to adults can enjoy and afford.

Hours for the cafe were another major project, from Sunday through Thursday, 11 a.m. to 2 a.m. and on Friday and Saturday until 4 a.m. During the week a one-dollar luncheon is served.

Working with Barbara and her family to perfect the building was Harry Lake, cabinet maker, Pioneer Lumber Company and John's Furniture and Appliances.

In her spare time, Barbara collects sound tracks from Bull fights, writes, sings, plays musical instruments, manages a home, does the purchasing for the newly-opened business and enjoys talking with people, for as she put it "People are the most wonderful people I know."

Quarterback Club Changes Name

The Quarterback Club of Elsinore held its first meeting of the new season on Tuesday, September 21, with Roy Shadel presiding.

The club members voted unanimously to change the name of the club from Quarterback Club to the Elsinore Booster Club. This will enable the members to take part in all sports activities at the school, be it basketball, baseball, football or track.

During the meeting Head Coach Al Peyton and his assistants, Tilman Turley, Ken Hunt and George Stanley gave their opinions as to how Elsinore would rank in the coming season. A championship season was not among their predic-



Roy Shadel

tions but if all goes well, Elsinore will be noticed.

The group voted to donate to the Timmy McDowell Scholarship Fund to see that fourteen year old son of the recently deceased Dr. Jack McDowell has an education fund.

Watch your daily and weekly papers for the Booster Club meeting dates.



Coming in the November issue will be the newly constructed home of Toni and Ed Stewart of Machado Street in Elsinore. This home, with its circular driveway, shake roof and stone facing houses one of the most unusual and modern interiors seen in a long time. We will show photos of the "keeping room", "Bake Center" and the "Parlor". Doesn't this sound different? See it all in the November issue of La Laguna Revue.



Come on Rotarians . . . pull. And pull they did as they beat the Lions in the tug-of-war game. From left to right we have anchor man Jack Savage, Murray Snyder, Dr. Victor Overholt, Al Peterson, Dennis Johnson, John Harrison, Rev. Malcolm White, Ray Winders, Bob Harper and Rotary Club President Bob Perry. In the photo below we have some of the losers from left is Lions' Club President Vic Giardenelli, Tall Turley, Royce Bell, Todd O'Dohery, Steele Rawlins, Ray Reed and anchor man Frank Bell.



LABOR DAY JUBILEE RESUME

A tug-of-war was to be the highlight of the Labor Day Jubilee and believe me — it was. To begin, we had both teams line up prior to the tug-of-war and asked the TEN men who were on the Perris Rotary team to gently pull on the rope while the SEVEN men living for honors on the Perris Lions were to ever-so-gently grasp the other end of the rope and we would take a photograph.

They did, and wham, before we could get the photo the rope just split in two.

After tying a huge knot in the rope, the tug-of-war began, and not just an ordinary tug either, for sitting in the direct center of the two teams was one mud puddle and to make it even more exciting Ernie Elmer, Jr. had turned on a hose and was continuously spraying the center mark and the participants with water.

The strong Rotarians, pulled the losing Lions into the brink. Oh, yes, not to mislead you readers . . . when the game started, both teams had ten men.

The grounds of City Hall on D Street were packed with people from far and near, who had come to enjoy the fun and festivities that the city fathers and the Labor Day Jubilee Committee had arranged.

An old-fashioned picnic began with music and a blessing by the Rev. Malcolm White. Then games such as badminton, horse-shoes and shuffleboard were played and there was donkey rides for the kids as well as balloons.

Dr. Armin Altemus umpired the Little League Championship Ball game (see photos on other page).

The 15th Air Force Band

under the able direction of Chief Warrant Officer Lloyd Overton, gave an hour-long concert and Clarence Muse was master of ceremonies for that part of the program. He introduced Assemblyman John P. Quimby, who explained the meaning of Labor Day.

Next was the introduction of the local dignitaries . . . council members, Mayor Robert Warren, Jr., Royce Bell, Ben Minnich and Elmer Smith; Earl Mitchell president of the N.A.A.C.P.; Bob Walker, Jr., newly elected president of the Perris Valley Chamber of Commerce, Murray Snyder, city manager and many others.

The drawing for the Rumpus Room was the highlight of the day and when Mrs. John Fonseca of 376 West Ninth Street, name was drawn from the basket and she was proclaimed winner, the lucky young lady sent up a squeal of delight.

On the committee of the Perris Valley Special Activities, who made this and other memorial days in Perris possible, are Mayor Warren, Mr. Muse and Al Sorenson.

Although these men refused to take the credit alone and they in turn have asked that recognition be given the people behind the scenes. So in their behalf we thank the following persons and organizations.

Perris Valley Chamber of Commerce; coordinator Murray Snyder and the city staff; Ted Zschokke; Vic Giardinelli; Bob Sanders; Thurman O'Doherty; Ernie Elmer, Jr.; Frank Bell; Pete Miller; Emerson Jefferson, Jr.; Ruben Taylor, Jr.; J. B. Turley; members of the Lions and Ro-

tary Clubs of Perris; Bob Perry; Jack Savage; Robert Furner of San Jacinto; Ena Muse; the Business and Professional Woman's Club; Bob McCafferty; Jim Stager; Dr. Richard Blowers; Dave Kitsmiller; Minnie Penn.

John Valero, Pete Del Rio, Al Serna and the Sociedad Progresista Mexicana, Inc; Rev. Malcolm White; Mrs. Stevens; Allie Gibbs; Rev. Luther Steiner; Fritz Baskett; Bill Lowe; Bob Harper; Junior Woman's Club and all of the publications that gave the event tremendous publicity.

Receiving trophies at the Little League Banquet were Darryl Stone, most outstanding player; Dennis Stone, batting champion; Dennis Thomas, pitching champion; Gary Glass, outstanding player in the all-star playoff and Eric Archibek, sportsmanship trophy winner.

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The Perris All-Star team cleaned house on the Yankees team during the final game of the season held on Sunday, September 5 at the ball park in Perris, during the Labor Day Jubilee Celebration held that weekend. On the All-Star team, top photo from left front row are: Edward Gonzales, William Reed, Dennis Stone, Darryl Stone and Jeff Gonzales. Back row is coach Gary Farrell, Donnie Black, Jimmy Peterson, Stanley Killingsworth, Michael O'Doherty, Andrew Johnson, Eric Archibek and team manager, Bob Harper. The hard-playing Yankees front row from left are Mike John Robles, Phillip Millar, Mark Donahoe, Robert Clark, Jerry Dodgins and Richard Price. Second row: Manager Roy Tinney, Joe Balders, Joanny Brown, Gary Glass, Dennis Thomas and coach Paul Thomas.





At the microphone is Perris's Clarence Muse as he introduces to the hundreds of people attending the celebration the great 15th Air Force Band from March Air Force Base with Chief Warrant Officer Lloyd Overton as the leader.

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Dania Steen now Mrs. C. A. Beeson

Dania Denise Steen, the lovely daughter of Mr. and Mrs. William H. Steen of Lakeview became the bride of Charles Arthur Beeson, son of Mr. and Mrs. Joseph B. Beeson of Perris on September 11, at the First Methodist Church of Rierside, with the Rev. William H. Hobbs officiating.

The bride choose for her wedding an empire bodice gown of Alencon lace and pearls with a sabrina necklace and short sleeves. Her floor-length gown was of silk organza with a wide band of lace gracing the sheath skirt which had a chapel train. Handrolled French illusion caught in a cluster of organza roses with crystal and pearl sprays formed her veil. Her bridal bouquet was of white gardenias.

Maid of honor was Janice Martin and bridesmaids were Mrs. John Motte of Fullerton, sister of the bridegroom; Laurie Steen, sister of the bride and Karen Potter of Riverside.

Robert Long of Perris served as best man with John Motte of Fullerton, Dick Walker of Nuevo, Bruce Beckley, Pat Bradshaw of El Centro and Greg Pipkin of Bakersfield as ushers.

A reception for the three hundred guests was held at the Ramada Inn.

Charles is a 1961 graduate of Perris High, graduated with honors from San Diego College and is presently a student teacher at El Cahan. He is also working for his secondary credentials and masters degree at San Diego State.

Dania graduated as valedictorian from Perris



MR. AND MRS. CHARLES BEESON

... the former Dania Steen

Union High School in 1963, attended college at Santa Barbara and the University of California at Riverside, and the Academy of Beauty where she studied cosmetology. She is also Past Honored Queen of Job's Daughters Bethel 165.

Charles and Dania were both representatives of Girl's and Boys State, he in 1960, and she, in 1962, for Perris Union High School.

The couple spent their honeymoon at Crestline and are presently making their home in Grossmont.

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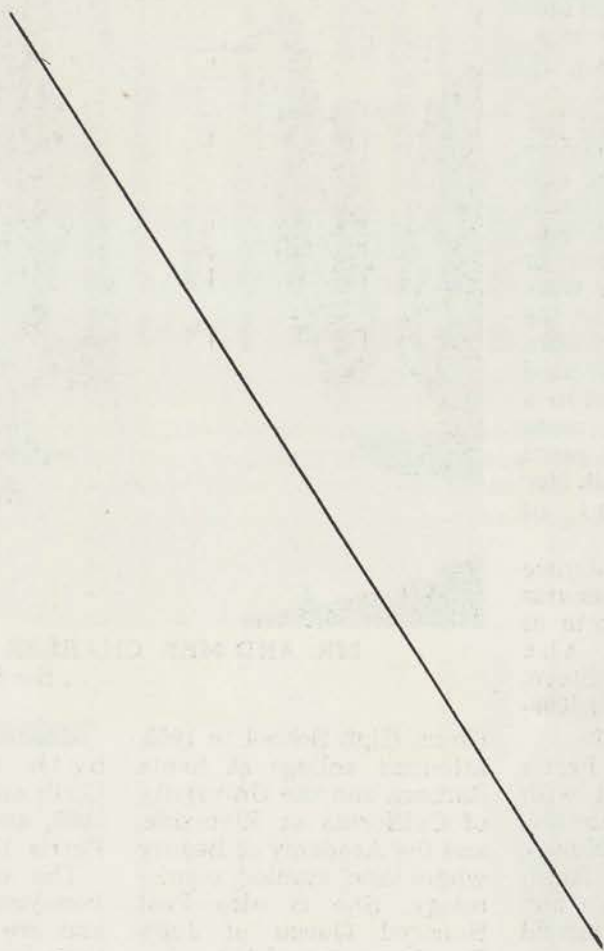
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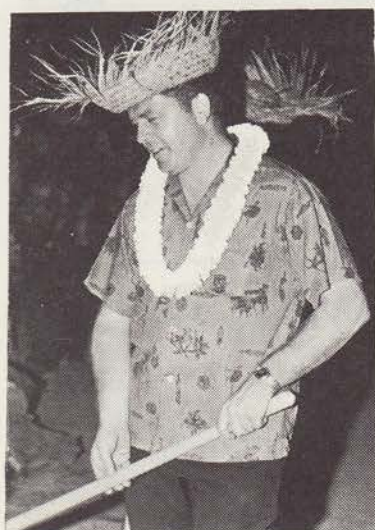
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Chamber Elects Bob Walker Jr.

Robert W. Walker, Jr., of Walker Realty, was elected president of the Perris Valley Chamber of Commerce at the chamber's regular meeting held on September 2 at the Perris Valley Inn.

The election followed the seating of four new directors, Stanton Fretwell, Marvin Funk, Jack Savage and Ray Winders. The four board members whose terms expired at the meeting were Cecil Babcock, Marvin Funk, Frank Pettit and Dwight B. Minnich.

Bob succeeds Marvin Funk, assistant manager of the Perris branch of Security First National Bank, as president.

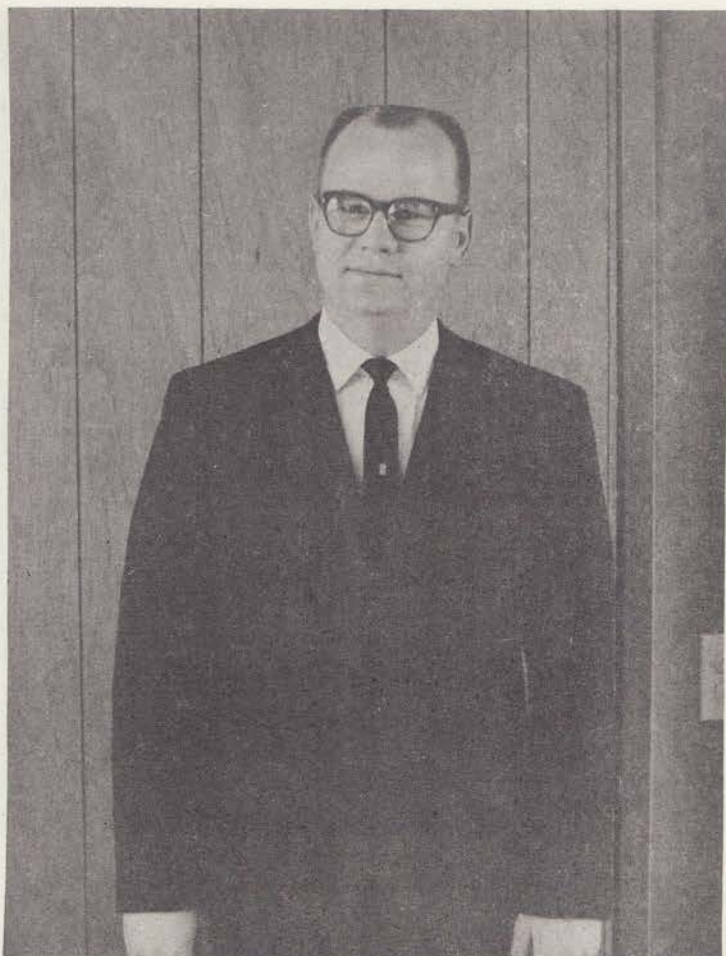
Serving with Bob during his term of office will be Harvey Goertzen as vice president, and Russ Stewart was returned to office as secretary-treasurer.

Other holdover board members are Herbert Christensen, Charley Buster, John Brown, Minnie Penn and Paul Struble, Sr.

Bob is the exclusive agent for Indian Hills Estates and he and his wife Denise are the parents of four children—Becky, Patrick, Scott and Laura.

In accepting the gavel denoting the office of president, Bob issued a direct invitation to members of the board and the general membership of the Chamber "to feel free to offer suggestions to aid the community and the Chamber."

Talk of the annual installation dinner was postponed as guest speaker for the affair is to be John V. Tunney and the banquet will have to be planned to work in with this busy man's schedule. Watch your local newspapers for the time and place.



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... the former Mary Nicolai

Mary Nicolai and P.F.C. John A. DiGiacomo were united in marriage on August 9, in the Wishing Well Chapel, Las Vegas, Nevada.

The newlyweds were feted to a reception at the home of the bride's parents, Mr. and Mrs. James A. Nicolai on Machado Street on September 4.

Mrs. James Nicolai, Mother of the bride, was assisted at the reception by Mrs. John Finnell, Mrs. Jack Stokes and Mrs. Ernest Elmer. Greeting the guests was Mrs. Jean DiGiacomo, mother of the bridegroom.

Francis Nicolai, cousin of the bride, assisted Mary in the opening of the gifts.

Pat DiGiacomo, sister to the bridegroom, entertained the guests with a vocal solo of "Because".

"Jad" as John is known to Elsinore Valley residents is in the service and presently stationed at Camp Pendleton.

Both Mary and Jad are graduates of Elsinore Union High School and are making their home at the Capri Apartments on North Main Street.

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JUDGE HILLIARD HONORED AT LUNCHEON

Murrieta's Judge Vernon Hilliard was honored at an appreciation luncheon at Guenther's Murrieta Hot Springs Hotel on Saturday, September 18.

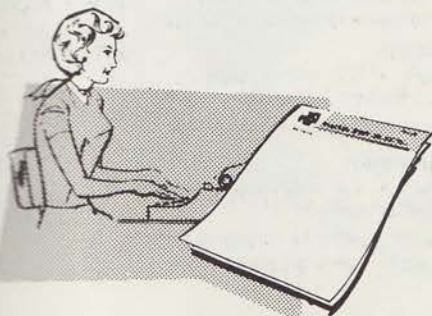
District Attorney William Mackey acted as master-of-ceremonies for the event, and among the guests was former Governor Goodwin J. Knight, on whose campaigns Judge Hilliard has worked.

Judge Hilliard has been presiding judge in the Murrieta Judicial District since 1950 and has also served on other justice courts of Riverside, San Bernardino and San Diego counties.

The luncheon was given for this great man by a group of friends out of appreciation for his judicial service.



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is the way Larry and Kathie Perkins of Skylark Field announced the birth of their daughter.

The newest "jumper" used the Hemet Valley Hospital for her "drop zone," and her "jumpmaster" was Dean Jennings, M.D. Exit time for the new jumper, Pennie Anne, was 5:46 p.m. on September 3,

and she weighed down her "chute" at a round 6 pounds 13 ounces.

The announcement further stated that the "rigger" for this young lady was none other than Larry Perkins, son of Mr. and Mrs. Cy Perkins, owner-operators of Skylark Aviation and the "scorekeeper" was Kathie Perkins.



Short Drink Customs

SCOTCH MIST

1 jigger (1½ oz.) Scotch

Pour into Old-Fashioned glass filled to brim with cracked ice. Add twist of lemon peel and stir. Serve with short straw.

Make Bourbon or rye mists the same way. Or, for a mist you won't want to miss, use Southern Comfort.



ST. LOUIS COCKTAIL

As served at Stan Musial and Biggie's, St. Louis.

½ peach or apricot • chilled Southern Comfort

Put fruit in sherbet or champagne glass. Add cracked ice; fill with Southern Comfort. Serve with demitasse spoon and short straw.

ALEXANDER

½ oz. fresh cream • ¾ oz. creme de cacao
1 jigger (1½ oz.) Southern Comfort, gin, or brandy

Shake with cracked ice; strain into glass.

GRASSHOPPER

¾ oz. fresh cream • 1 oz. white creme de cacao
1 oz. green creme de menthe

Shake well with cracked ice or mix in electric blender. Strain into cocktail glass.



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Our Center is located in the mountains of the Cleveland National Forest, between Santa Ana and Riverside, California. It is at an elevation of 3058 feet. The site has a compound area of forty-five acres. There are thirteen buildings, all of them painted olive green.



A work crew preparing the sight of the proposed fire weather station.



Carpentry Class



VOLLYBALL AND BASKETBALL GAMES

Interested corpsmen will be able to participate in sports. An organized Physical Education Program gives the corpsman the opportunity to participate in touch football, basketball, baseball, and other activities. Cultural and recreational opportunities from the Tehachapi Mountains to the Mexican Border will be made available through tours planned by the Los Pinos Center Staff. The outings will include trips to Disneyland, Balboa Park Zoo, and industries throughout the nearby areas of Southern California, under the supervision of the members of the Center Staff.



The education program is designed to give the individual corpsman an opportunity to gain a basic education. Courses are offered in reading, arithmetic, language arts, typing, science and history. In all of the courses the student works on programmed materials with an instructor to guide and assist him at a pace he can handle.

Center Routine

The work week starts on Tuesday and runs through Saturday, Sunday is free and Monday is a day for cultural and educational tour. Passes are given from Saturday 5:00 till Monday at 9 a.m., unless the camp has a function(dance, or an outing) Saturday nite, in that case the pass would start on Sunday morning.

Planned work projects include constructing some of Los Pinos Potrero Camp Grounds, located two miles from the center, and are in addition to regularly programmed Forest Service work. Conservation work will include planting and maintaining new tree plantations, and constructing fire break, wildlife watering stations, fuelbreaks, browseways, quail guzzlers, roadside hazard reduction, fire water tanks, roads and trails. Some Corpsmen will become skilled in heavy equipment operation, carpentry, auto mechanics and other trades.

Daily Routine

6:30 A.M. — Arise
6:30-7:00 A.M. — Dress and Dorm Clean Up
7:00-7:45 A.M. — Breakfast
7:45-8:00 A.M. — Inspection
8:00-11:45 A.M. — Education and Work

12:00-Noon — Lunch
1:00-4:45 P.M. — Work and Education
5:00-6:00 P.M. — Dinner
6:00 P.M. — Free time and Recreation
11:00 P.M. — Lights Out

Los Pinos Job Corps Conservation Center

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ADMINISTRATIVE ORGANIZATIONS: U. S. Forest Service



Our dormitories are H-shaped, designed to accommodate thirty-two corpsmen each. We assign four corpsmen to a room. They are responsible for the housekeeping of their rooms and the dormitories. The group living at Los Pinos is concerned with these major areas: 1) an attempt is made to develop desirable and healthy habits of living, 2) an attempt is made to provide the corpsman with a healthy model, after whom he may pattern himself, in the person of the Resident Advisor, 3) to provide the opportunity for people of different backgrounds to learn to live together successfully, 4) an attempt is made, through the cultural exposure program, to acquaint the Corpsmen with as much Americana as possible.

Now That You Mention It

By BEN MINNICH



We have had a couple of harumphs from the opposite ends of the educational philosophy spectrum that are worthy of perhaps some comment.

Dr. Robert Maynard Hutchins, former president of the University of Chicago and long standing darling of the liberal intelligencia, has leveled a blast at vocational education, offering the interesting theory that since all minds are created equal they should all be given equal educational stimulus.

Our school system, he says, emphasizes vocationalism and is inferior to Russia's which gives everyone the same treatment for the next 15 years.

While one hesitates to disagree with so distinguished an educator as Dr. Hutchins, he has, as he has done before, gotten it almost precisely backwards.

For one of the vaster deficiencies of our school system, repeatedly pointed out is that it assumes all the

students should and would attend college. As a result vocational schools are few and far between and seldom does anyone learn how to do anything useful in school.

Whatever the merits of intellectual stimulation, they have been namelessly degraded by making them a prestige item with the result that our colleges are filled by people who have no business there and persons who could really benefit are often crowded out.

At the same time, burgeoning incompetence in all fields of endeavor threatens to cripple our technological society.

On the other hand comes the plea from Maxwell Raftery, our State Superintendent of Schools, who says we should stop making fun of people who get athletic scholarships because some football players have turned into wonderful citizens and take the fifth amendment before the House of Un-American Activities Committee less often than other college graduates.

Well, as I have said before, football in my book is an idiot game and I would feel no loss if it were never played again. But on the other hand for them that enjoy it I hope they have a nice time.

I will agree with Dr. Raftery that there is nothing basically wrong with athletic scholarships and I will also add an amen to his suggestion that the abuses can be corrected by requiring the athletes to meet the same requirements as other students.

I would suggest that the best start to this end be made by eliminating "physical education" as a recognized field of study in our state universities, for insofar as there are muscle-

bound morons taking up space in college I am satisfied that most of them lurk in this department.

I had my first encounter with the Black Muslims the other day and found myself unfavorably impressed. It all happened Sunday morning when an impeccably dressed young man shoved a copy of "Muhammad Speaks" through my car window and said, "You wanna learn about the Negroes boss man?"

I said as politely as I could that I was not interested in this particular publication, which brought the hostile reaction of, "Oh, you won't buy rom af Negro, huh?"

I inquired whether the man had a permit to solicit in Perris and he replied angrily that he didn't need one. So, I summoned the police who politely suggested that the rabble-rousing be done in Los Angeles.

The man drove up and down the street a couple of times to see who was talking to who and I have no doubt been fingered as the fink who called the cops.

The whole thing angered me somewhat because I buy from and associate with Negroes all the time on the basis that they are individuals and subject to the same respect and responsibilities as anybody else.

I am even perfectly willing to accord the Muslims the right to hold and practice whatever beliefs they choose as long as they do it peaceably and do not annoy me.

But I don't cotton to being abused by anybody, without regard to race, creed, or color. I don't think anybody else should either.



Claudia Bell proudly shows her display of capris, bell-bottoms and skirts.

The Story Behind Claudia of Claudia's

Residents of Elsinore recently saw the opening of a dress shop on South Main Street called "Claudia's Apparel for Women", and upon investigation discovered that in this store they could purchase the most beautiful, up-to-date dresses, jumpers, blouses and skirts along with decorative purses and costume jewelry.

This new business is run by one Claudia Bell, with the assistance of her daughter, Barbara Houlihan, but how many people know that this woman, who so graciously takes care of your apparel needs, made history in 1961?

It began on June 18, when Claudia and five female friends decided to hike down Oregon's rugged and treacherous Rogue River.

These six women, each carrying 25 pound knapsacks, embarked on this five day, fifty mile trip, that had never been mastered by a female group.

They carried no weapons except two hunting knives and an axe to defend them from bears and other animals that abound in the area. Their journey took them into some of the most unspoiled country in North America. They encountered forests, meadows, waterfalls and breathless views from the steep sides of cliffs, that forced them to walk the trail in a single file.

Located in Southern Oregon, the Rogue River area is one of the wildest, isolated regions in the States. Rapids make the river perpetually difficult to navi-



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gate downstream, and impossible to navigate upstream. The only other way to travel along the river is the trail taken by the women adventurers, a trail largely on a sheer cliff, a thousand feet above the river, and about two feet wide.

Although, Claudia and the group were making history, which was unknown to them at the time, they were personally enjoying the trip, according to the diary kept by the women.

"Blisters, mosquitoes, ticks, aching muscles and rattlesnakes were some of the problems we encountered".

When the trip began a rule was established that no one under forty could go along, in fact two of the women were grandmothers, and all fun-loving, according to the diary.

Mrs. Bell said that the entire group was somewhat overweight and it was agreed that they would lose weight, so they started out with a bucket of a weight-control powder, but after hauling it along for a while, they discussed the matter and decided that the one who liked it could carry it. The bucket passed hand to hand through the six women and finally reached Claudia, who with a big heave, pitched it over the side of the cliff. (All, returned from the trip a few pounds heavier.)

This is just a short insight to the trim, woman you will find ready to help you at Claudia's.

She and her husband, Alfonso, purchased property on the Lakeland Village side of Lake Elsinore and in the past years had visited the area often from their Lawndale home where Mr. Bell is owner-operator of "Bell's Glass".

Their daughter, Barbara,



Barbara and Claudia stand in front of the fireplace located at the back of the store.


who helps at the store on weekends is employed as a statistician at Autonatics in Anaheim and she and her husband, Mike, are the parents of two children.

Their son, Louis Fires is with North American as an accountant.

The interior of the store was remodeled with the able aid of local business people. Jack Kaufman did all of the sign work, the

avacado carpeting by Marjon's and the electrical work by Mapes.

Stop in and see Claudia any day except Monday, for that is the day she takes off to the big city to the suppliers, where she hand picks each and every item in the store, so that Elsinore women, regardless of size, from petite to large, will have a wide variety of outfits from which to choose.



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Walking sticks carved with dates of their hike and names of women on the aunt are shown by Alice Worden and Claudia Bell (right). The expeditionary group made history as the first all-female party ever to complete the rugged journey down the Rogue River.



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Elsinore Chapter City of Hope Visits Los Pinos

Members of the Elsinore Chapter of the City of Hope boarded one of the Elsinore School buses on August 26 and paid a visit to Los Pinos Job Conservation Corps Camp on the Ortega.

Upon arriving at the camp the group extended Job Corps Members a warm welcome to the Valley and invited those who wished to come to Elsinore to worship at any one of the churches and synagogues.

The group did not go empty handed either, for each one carried a home-baked pie, cookies or cake so that the fellows at camp would really enjoy the visit.

The local chapter of the City of Hope has a membership list of approximately 175 persons and they

hold meetings on the second Tuesday of each month at the Israel Center.

In the top photo are officers of the local chapter. From left to right back row are Rebecca Hirsch, recording secretary; Rose Corngold, first vice-president;

Anna Weintraub, president; Ruth Brent, gift chairman; Esther Mengar, Blue Collection box chairman and Beatrice Lindeman, hospitality. Front row we have Eric Corngold, Alan Robbins and his sister, Karen.

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Members of the chapter who visited at Los Pinos from left to right: Pamela Field, Eva Seitz, Mary Oberhofer, Anna Clyman, Anna Flom, Mr. Price, Frieda Wishniak, Ruth Arbor, Ann Heskett and Nathan Hirsch.



In the bottom photo: from left, Ada Beldner, Sanord Beldner, Rose Rifkin and Mr. Rifkin, Mr. and Mrs. Tranchez, Rose Blum, Rose Shapiro, Anne Tobin, bus driver William Bullard, Charlotta Bass, Rose Rosenthal and Lillian Selcer.

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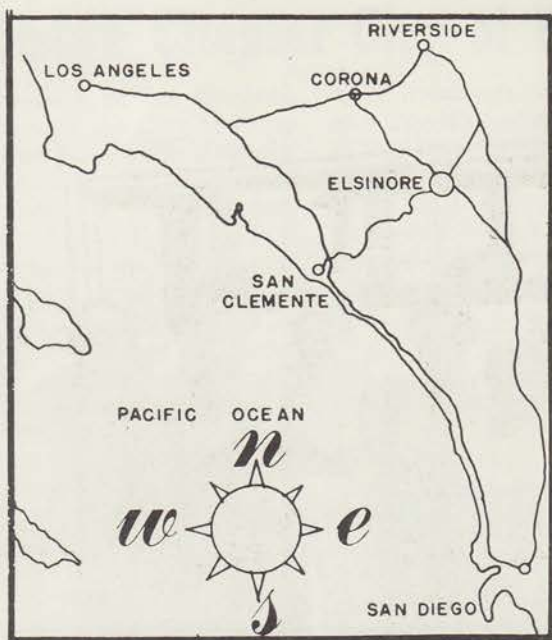
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A visit to Alaska - Our 49th state

BEN MINNICH

Editor's Note: The recounting of "A Visit To Alaska" is being continued from the September Issue. This five-week, 14,000 mile tour is one that many people dream of making, but never quite do so. We hope, after reading Ben's story, you better understand the people, the country, and "Alaska — Our 49th State".

But surely the most colorful of B.C.'s perennial politicians is one Philip A. (Phil) Gagliardi, the Minister of Highways. Like Manning, Mr. Gagliardi is a preacher in one of the Bible thumping evangelistic sects and his sermons are regularly heard on the local radio, but his admirers point out that he never mixes religion and politics, perhaps as a comparison to Manning.

Until recently they didn't teach evolution in Alberta at all and even now do so rather tentatively and apologetically.

Indeed it could well be that the greatest single difference between us and the Canadians is that they never acquired the heritage of separated church and state.

Anyway, we found Mr. Gagliardi's efforts most worthwhile. Most of the highways in B.C. are excellent, although to remind the voters, signs are posted in each section telling when it was completed. Those under construction request one's indulgence for any delay or inconvenience that may be occasioned.

There was a fairly big battle going on when we were there between Gagliardi and Bennett over just where and how a mighty bridge would be built between Vancouver and its northern suburb.

Gagliardi had promised the whole works and then Bennett, without telling him beforehand, publicly denounced the appropriation.

The Fraser River, although overshadowed by the Columbia on the south and the great Mackenzie and Yukon systems to the north, nonetheless is a

mighty waterway in its own right, and we were to follow it through the heart of B.C. for the next two days. Like all northern rivers, it was, in the days before highways and the railroads, the only artery of commerce and travel. Later its canyon provided the route through which the railroads and highways reached the coast.

However, this same canyon was the site of almost one hundred miles of rapids through which no boat could pass. At the foot of the canyon lies the little village of Yale and it was from there that the British Army engineers built their famous wagon road north to the Cariboo gold fields.

Yale today is little more than a flagstop on the railroad with a few Indians and merchants catering to them and to the tourists. An interesting insight into the economy of the area was gained by a sign in one store which read, "All past due accounts must be paid by August or no credit will be extended next winter."

The Fraser River Canyon is in the rain shadow of the coastal mountains and flows through an area of semi-



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desert, although one can look up and see the forested mountain tops many thousands of feet above on either side.

It also is a very effective heat trap and it was there that we experienced the only really hot weather during the entire trip. The thermometer at one gas station read 98 and was supposed to have been 104 earlier in the day.

At Lytton, the road forks and the railroads and the highway turn away to the east, following the Thompson River, a major tributary. The Fraser goes on north to Lillooet and the main road does not return to the riverside until Williams Lake, 200 miles beyond.

At Cache Creek the railroads and the main highway turn east and overland following the Thompson River and the destination we followed was, for the first time, a road primarily to the northland rather than to the east.

The mile posts on the

Cariboo road for some reason were never counted in the Fraser Canyon but started at Ashcroft Manor, just a little bit below this junction. The old road houses were located a day's journey apart. A few of them still stand and a number of communities still bear the name of 70 Mile House or 100 Mile House, etc.

When I last traveled this road 13 years ago, the pavement ended at the Cache Creek junction. Now it continues on for almost 600 miles more. The consequence of this improvement has been to open up a great deal of the territory for settlement.

I felt forced to doubt the wisdom of this program, since much of the area is marginal both as to farming and for markets for produce and the effect seems in large measure the creation of a great long poverty pocket.

At Williams Lake the road returns to the river and also is joined by a railroad, this time neither of the major trans-continents but the provincially owned Pacific Great Eastern. The locals advertise it these days as North America's most modern, though I have never learned just

what the basis for this claim might be.

But it was for many years a railroad from nowhere to nowhere. The line began originally at Squamish, some 40 miles north of Vancouver on Howe Sound, one of the many glacially formed deep water inlets.

From there, the PGE ran overland to Lillooet and up the river to Quesnel. Except by means of barges on Howe Sound, there was no connection to any other railroad, and although it helped some to develop the hinterlands, it really didn't go much of anywhere.

The original destination was Prince George, some 76 miles north of Quesnel where a connection could be made with the Canadian National. But for many years these seemed impossible of attainment, although there were no particular engineering difficulties, and to many the initials came to mean "Prince George Eventually."

In 1952, however, the provincial government undertook to complete the Prince George connection, followed shortly by an extension from Squamish to Vancouver, where there were tremendous engineer-

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ing problems because of the sheer cliffs on the coast of Howe Sound.

Subsequent efforts pushed the line north to Fort St. John and Dawson Creek, the farm town that was chosen as the southern terminal of the Old Alcan not because any of the roads led there but because it was the end of the railroad.

But it was the Northern Alberta Railroad, from Edmonton, not the PGE, and it was always a wound in the pride of B.C. that the territory known as the Peace River block, which had been opened as a rich farming district not too many years back, was only reached by railroad from another province.

At Quesnel a side road, which is the original Cariboo Highway, turns eastward to the historic mining community of Barkerville and the somewhat more modern town of Wells.

Because the Cariboo excitement occurred largely in 1861 and 1862 when we in this country had other more pressing preoccupa-

tions, it is less well remembered in the United States than some of the other northern gold rushes.

The whole business started when an old prospector named Billy Barker found colors in a buried drift about 60 feet down in one of the creeks in the area, a situation that turned out to be the prevailing circumstance in the entire district.

The surface creeks here, without exception, were almost barren, but all had carried gold gravels prior to the last advance of glacial ice. This ice had buried the old stream beds in new drift, so it was necessary to dig tunnels to get the gold, a particularly troublesome arrangement because there was no hard rock and the tunnels had a way of caving in.

At one time, Barkerville was the biggest city west of Chicago, or at least so it is claimed, and notwithstanding a good deal of searching, some of which continued up until the 1930's, the mother lode proved to be elusive.

It remained for Fred Marshall Wells, who was born in Whitfield, New Hampshire in 1861, the same year Barkerville was discovered, to find a good enough lode that would support hard rock mining. Indeed his mine is still producing at the nearby town that bears his name.

A chain of hardware stores (Marshall Wells) is sort of the Canadian Western Auto, and the first store in the chain is still operated in Wells.

The Cariboo district did, however, leave us with one of our popular expressions. When the district was beginning to sag, a new and very profitable discovery was made by a man named

Chips. People who struck it rich nearby were thenceforth spoken of as being "in the chips."

We spent our sixth night out near Barkerville, and the next day set out once again on the main road north. This was a Sunday and we forgot one of the facts of life in most places other than Southern California; every store in Prince George was shut down tight. We finally were able to find a rinky-dink grocery store where we stocked up on supplies.

In addition to camping out we also decided we would, in general, avoid hash-houses because in many of the areas we were to penetrate there weren't any or any good ones, and their costs tended to be high.

We would accordingly stock up periodically on canned goods and sandwich materials, the former being cooked by a device that held a can over the exhaust stack as we drove along.

We found that five miles of average operation sufficed to create enough steam to pop the ends of the can out, although we almost forgot a couple of times. The amusing concept of a passing motorist getting splattered with a can of exploding stew failed to take place.

From Prince George north to Dawson Creek, is 256 miles. I drove the road shortly after it opened in 1952. Before it was built, Alaska was almost a thousand miles further away from the west coast than it is now over roads which, at that time, were pretty grim but which are now all hard surfaced.

Since both the road and the railroad are both so new we were, for the first time, in a genuinely wilderness area. Here too, we

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found the first really northern plant community.

The fireweed is found throughout much of North America, particularly in areas which have recently been burned or cleared. But suddenly about the latitude and elevation above Prince George, it becomes the dominant flowering plant.

Also, in these uninhabited areas, forest fires or wildfires, as they are called, rage unchecked over hundreds of thousands of acres for want of any people or access to put them out.

About 50 miles out of Prince George there is a fairly impressive roadside waterfall, which, as far as we could determine, had no name, so it came to be fireweed falls in our lexicon because it drains a great burned out area in which the wretchedness of the snags was tempered by an almost solid carpet of the reddish-purple flower.

The effect, except for its vastness, is somewhat the same as that of hillsides in Southern California that are covered with purple verbena. I believe both are members of the phlox family, although my taxonomy

of the flowering plants course was a long way back.

The road crosses the Parsnip River and turns back east through Pine Pass in the Rocky Mountains. Some day both road and railroad will no doubt be built directly north along the Parsnip through the Rocky Mountain Trench, a natural geographical route that is almost arrow-straight, and which, leading to Watson Lake on the Alaska Highway, would cut off nearly 500 miles and two unnecessary mountain range crossings.

Again, the original layout was conditioned by the railhead of the Northern Alberta Railroad and some already existing airfields from which the hastily built Alaska Highway could be supplied.

Coming down off the mountains the road again enters the farming country of the Peace River block which for the first time in many miles afforded largely cleared and tilled areas.

North of this point is being built the Peace River dam, the most ambitious hydro project ever conceived, save one which we will discuss later on.

Premier Bennett sought initially to get this built by private enterprise, but officials of the British Columbia Electric Railway Co. Ltd. demurred at the usefulness of the program, so he nationalized it, the B.C. Hydro Authority was created, and work began on the Peace River power project.

Boondoggle or not, this project has successfully fired the imaginations of most B.C. residents and has made it possible for Bennett to coerce both Ottawa and Washington into export treaties for some of the power in which both were somewhat dimly interested.

Chetwynd, which didn't even have a name 13 years ago on my last trip, now has become a major boom town as a jumping off place on the highway and the railway for Hudson Hope.

We paused there only briefly and Sunday afternoon found us in Dawson Creek, southern terminal of the storied Alaska Highway.

TO BE CONTINUED

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NORTH ELSINORE

A NAME IS BORN

by Tom Hudson

EL CAMINO REAL

(Pronounce it el kah-MEEN-yoh ray-AHL)

Portions of it today are six-lane freeways; portions are dusty roads winding among the somber brown hills; some portions are now only a memory. Yet there is perhaps no other highway in America so appealing to the imagination, so fraught with the romance of a romantic era, as is El Camino Real.

It was in 1769, at a time when the colonies along the Atlantic Coast were a part of the British Empire, that an expedition comprised of Spanish soldiers and Padres of the Franciscan Order of the Catholic Church, came up from Meico and sailed into San Diego Bay. In a coalition between church and state the plan was to extend the domain of Spain to include California, and to extend the influence of the church through conversion of the native Indians to the Cath-

olic faith. Without doubt Father Junipero Serra, leader in the church's part in the coalition, was the outstanding personality to emerge from this stupendous project of conversion and colonization.

A mission, San Diego de Alcalá, founded in 1769 at San Diego, was the first of a chain of 21 missions to be established in the ensuing 54 years along the far-flung coastal area of wilderness California. The last of the missions, San Francisco Solano, was established in 1823 at Sonoma, in the land of redwood forests more than 600 miles to the north.

In their days of prosperity the Franciscan missions were centers of culture and education in California. Most of the work, both in their construction and maintenance, was performed by neophyte Indians. Irrigation was practiced, and vast herds of cattle, horses and sheep, tended by the Indians, roamed the hills

and valley lands surrounding the missions.

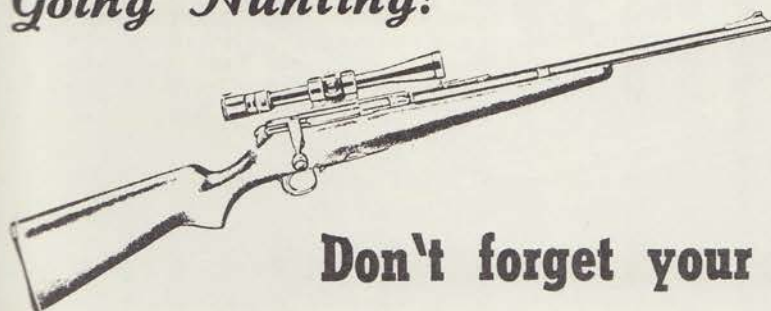
Even the musical names of the missions reflect the piety with which they were bestowed: San Gabriel Arcangel, 1771; San Luis Obispo de Tolosa, 1772; La Purisima Concepcion, 1787; San Juan Capistrano, 1776, and San Carlos Borromeo del Carmelo, 1770, where Father Serra made his headquarters and died in 1784.

The 21 missions were constructed a day's journey apart, and in those days travel was very slow. Father Serra is said to have traveled the route many times, always on foot. Because the work of the church along the road thus formed was so closely associated with the business of state under King Charles III of Spain, it came to be known as El Camino Real — The King's Highway.

Some of the old missions today are only dust. In some of their towers the bells brought so laboriously from Spain still call the faithful to worship, and El Camino Real still beckons the adventurous to trod its long glamorous miles.

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Elsinore to try Unification Again

December 7 is the date set by the County Committee on School District Organization for the Elsinore area to vote again on school unification.

Unification would unite the Elsinore High School District and the Elsinore, Murrieta and Temecula elementary districts into a single district.

STOP! READ THIS:

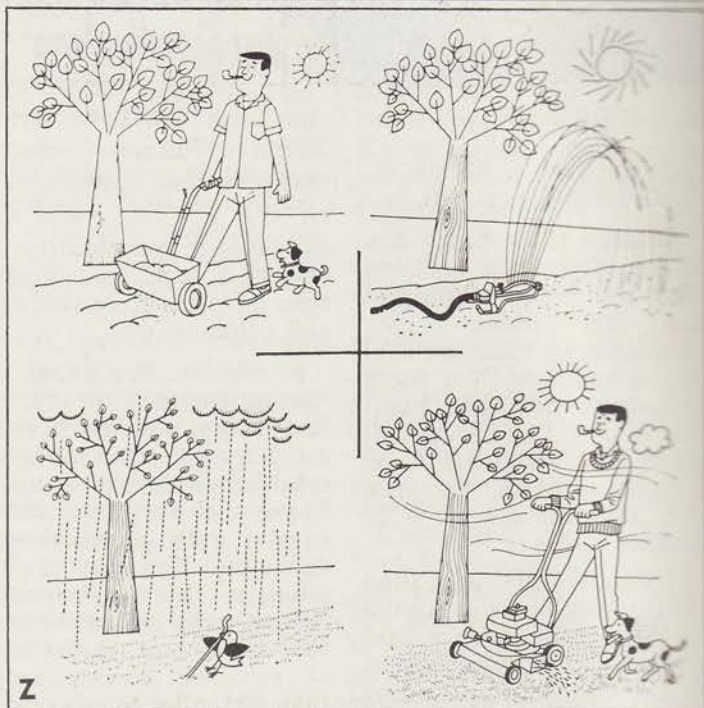


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There's No Lawn Like A Fall Lawn



Everyone talks about planting in the spring, but the man who really wants a beautiful lawn should plant it in the fall. That's the time when there's enough warmth for seed germination, root growth is heaviest, and most important, cooling temperatures keep weeds down to a minimum.

Selecting the right kind of seed is the first step toward a lush, thick lawn. Avoid bargain priced seed. It often contains impurities and a high percentage of miscellaneous grasses and weeds.

For the average homeowner in the bluegrass area, pure Merion Kentucky Bluegrass or mixtures with 40 percent or more are best. This strain has long been preferred for many of the nation's parks, airports, athletic fields and golf courses, besides home lawns.

Best planting time is early to mid fall. Like most cool-season

grasses, optimum temperature for Merion growth is about 70 degrees. Germination of the seed takes from 8 to 30 days. During this time it's a good idea to water frequently. But hold off mowing till the grass is more than 1½ inches high.

During the cold winter months, the lawn goes into a dormancy period. Nature does its work and there's nothing the homeowner can do until the onset of warm spring weather.

Then, when the growth cycle starts again, is the time to water. Start mowing when the grass is a couple of inches high and soon your lawn will be coming up a velvety carpet of green.

The committee acted at the request of the Elsinore elementary and high school boards and the plan will be exactly the same as that which failed by a fraction of a percent last April 20.

The plan calls for seven trustees, elected from trustee areas and candidates

for trustee must file nomination papers by October 22.

In the previous voting Elsinore voted for unification but there were enough negative votes in Murrieta and Temecula to block it. It takes but a simple majority to carry.

CENTER AISLE RIGHT

By Garey Carr

Following the recent riots in Los Angeles a lot of people bought guns for protection in case the riots were renewed and spread to the vicinity of their homes.



It was purely coincidental and had nothing to do with the fear of a riot that I bought a box of cartridges for my 22-revolver shortly following the Los Angeles affair.

As a matter of fact the cartridges were blanks but they make a lot of noise and I was sure they would serve my purpose.

I have been continually

reminded over T.V. that there is a fellow sneaking into homes throughout the neighborhood tattling on persons, (mostly children) who fail to brush their teeth after every meal. So incensed have I become over the nerve of this character that if ever he shows up at our house, just as I am leaving after a meal, and informs my wife that "he didn't brush his teeth", I am going to distribute the contents of those cartridges in his direction and if nothing else is accomplished I hope it will give him a sufficient scare that will cause him to think twice before he enters another home with this silly admonition. In fact I hope he will be so frightened he will forget to brush his own teeth after a few meals.

Come to think of it we could use this fellow's talents and nerve on a more worth while campaign in extolling the merits of La Laguna Revue in these homes he is able to sneak into, uninvited, and the way the occupants have been responding to his admonitions regarding "brushing teeth after every meal" he would probably come up with a hat full of paid subscriptions after a day's work which would please our editor no end and she, being the wife of the publisher, would tell him all about it, and he would share her happiness, (and the money), and we just can't imagine two happier people.

So what else is new?



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The Admiral

On Our Thirty-Third Year

A Message of Greeting from our President



Col. G. R. Conklin
President

As President of the Elsinore Naval and Military School, and Chairman of its Board of Directors, it is again my good fortune to extend personal and official greetings of welcome to all of our cadets and to the members of the staff and faculty.

The prospectus for the fall term of 1965-66 indeed looks good. With changing needs, we have been scanning carefully every facet of our principles and program with the hope in mind that we can intelli-

gently and wisely meet the needs of every cadet entrusted to our care.

With this thought in mind Lt. Colonel Frederick R. Stimus was appointed Superintendent of the School — and Major Fred Jansen was given the assignment of Commandant of Cadets. The wisdom of these appointments is now clearly seen and is reflected in every avenue of our organization.

We have improved the physical assets of the School by the building of the Annex to the Gymnasium. Chapel services are held in the annex, and also an evening study hall, which lends itself well to supervision and study.

Mrs. Conklin joins me in extending her wishes for a year of unusual progress and happiness for everyone here at Elsinore Naval and Military School.

...about Col. Stimus

... before his appointment as Supt. of the School this year, Colonel Stimus was for the past five years in an executive capacity as Commandant of Cadets at E.N.M.S. ... served in similar capacities at Sewanee Military Academy in Tennessee and at the New Mexico Military Institute in New Mexico for over seven years prior to coming to Elsinore ... has an outstanding war record ... his job here - to coordinate all educational programs ...



Colonel F. R. Stimus
Supt. of the School

Let Us Introduce NEW MEMBERS -- INSTRUCTIONAL STAFF



Lt. James Churchill



1st Lt. Don Zee Dunkerson



Lt. W. Hayden



Lt. M. A. Graham



Lt. H. Morgan Whittaker



**1st Lt. McClure
Whittington**



**Commander Joseph B.
Williams**

The seven new members of our instructional staff at E.N.M.S. bring with them a wide and unique variety of educational and professional backgrounds. Since space in this edition of the Admiral is limited, we will be able only briefly to introduce each man to you. However, we promise more in future editions.

Lt. James Churchill, Teacher of History and Government, graduated from Yankton College in South Dakota. He has attended

additionally North Western University, Fresno State College, the University of California at Berkeley, the University of Utah, and the Claremont Graduate School. He possesses several degrees — a J.D., B.A., and M.A.

He was formerly a member of the staff of the Kern Co. Supt. of Schools. For many years he was a history teacher and served as principal at the McIntosh High School in South Dakota.

1st. Lt. Don Zee Dunkerson, Assistant Commandant, is a former member of the U.S. Air Force, attached to the Eighth Air Force. A former police officer, he was associated with the Los Angeles County Sheriff's Dept., and the Buena Park Police Dept. More recently he has been working with boys in the YMCA Camp Program. Among his duties are — coach of the Varsity Soccer Team, and instructor for the school rifle teams.

Heading up the English Department is Lt. W. Hayden. His educational background includes a B.A. from San Francisco State, attendance at San Jose State, Burl Jr. College, and graduate work at San Francisco State. His professional career includes the teaching of English on the secondary level in public schools, work with foreign students, and social service activities.

Lt. M. A. Graham will be teaching Latin, Math, and Journalism. He is a graduate of the University of Southern California where he also lectured in Logic and Philosophy. He has attended Yale University and the University of South Carolina. He has worked for many years professionally in journalism and will handle our journalistic chores.

Lt. H. Morgan Whitaker, Teacher of Spanish, comes to us directly from S. C. Military Academy in Long Beach, Calif. Educated in Canada where he was born, he also attended the University of Oklahoma, and the Summer Institute of Linguistics in Southern Mexico where for twelve years he has worked among the Popolucas Indians of Veracruz and the Tila Choles of Chiapas.

His professional career

also includes pastorates in Calgary and Winnipeg, Canada, and the teaching of Spanish at the Eastern Baptist College in Penn.

1st. Lt. McClure Whittington, Assistant Commandant, attended Colgate University on a basketball scholarship. Among his many duties here will be that of coaching basketball. He was a member of the U. S. Marine Rifle Team and has been a member of the National Rifle Association since 1945. He will instruct the E.N.M.S. rifle teams.

As a Marine pilot, Whittington won the Purple Heart and Bronze Star.

Commander Joseph B.

FREDERICK JANSEN NEW COMMANDANT

Major Frederick J. Jansen has been appointed Commandant of Cadets at the Elsinore Naval and Military School by Lt. Col. Glenn R. Conklin, president of the school.

He joined the staff at the Military School on September 1, 1964, as assistant commandant and in addition to his regular duties, coaches varsity basketball and instructs the drum and bugle corps.



Frederick J. Jansen

Williams of our Junior High School has a varied career in both the military and civilian areas. He is a graduate of the University of New Hampshire with three degrees — a B.A. and M.A. in history and an M.S. in Mathematics. Additional graduate courses were taken at the University of Vermont and Columbia University. His associations with the Navy and Army are of such an extensive nature that we will have to cover them in a later article.

Again, more later.

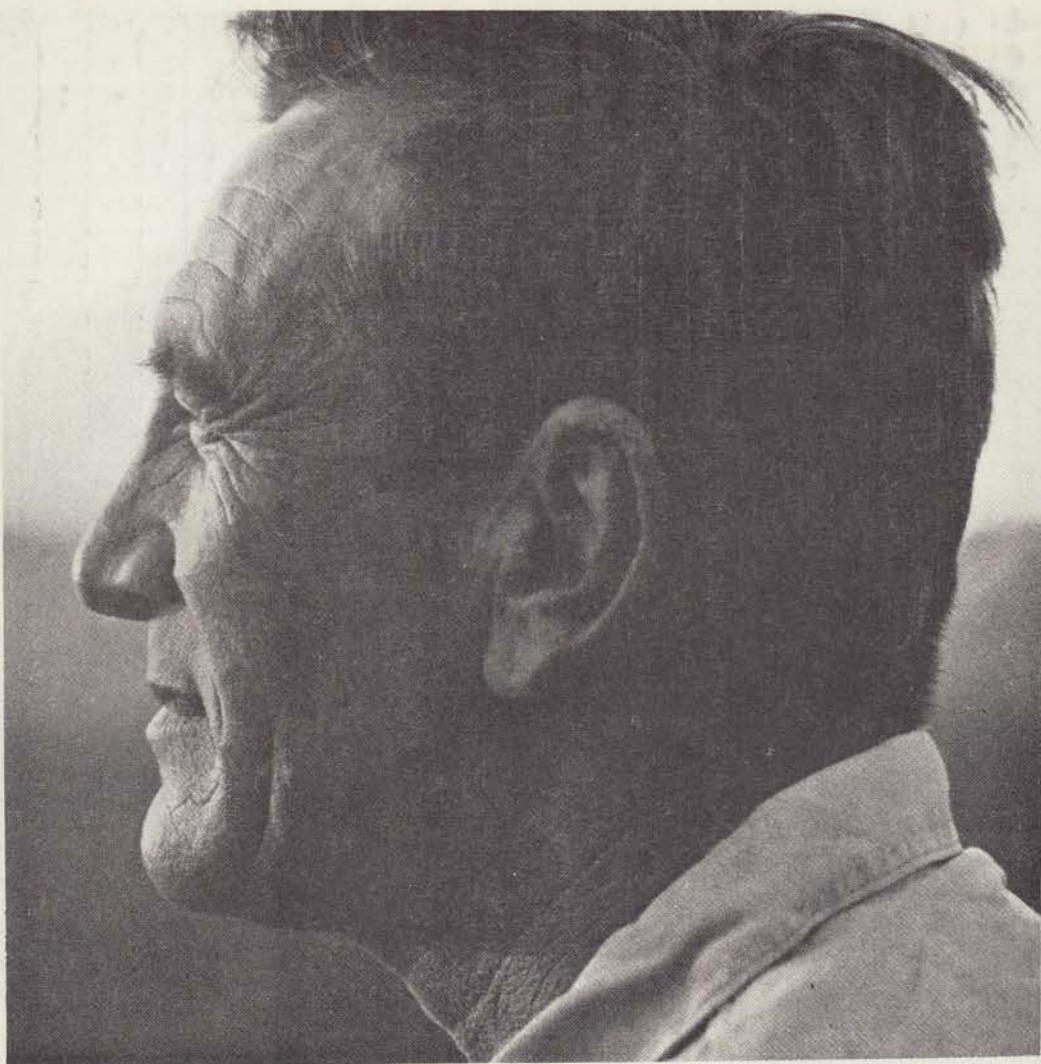


TWO WAY PROMOTION FOR CAPTAIN DARYL MICHAUD

Lt. Michaud had been with E.N.M.S. since September of 1962 teaching in our Junior High School. He is a popular member of the staff and all were happy to learn of his promotion to the Assistant Principalship and to the rank of Captain.

This office means the care of a lot of boys, and, since one more or less does not matter, his wife Judy presented him immediately thereafter with a son, Patrick, thereby promoting him to the rank of Father.

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Art Center Luncheon

The Grand Avenue Civic Center in Lakeland Village was the setting for the installation of officers of the Elsinore Art Center on Tuesday, September 21.

Vivian Plano of Lakeshore Drive was installed as president of the group by installing officer, Mrs. Harry Davis of Sedco.

Serving with Vivian for the 1965-66 term of office will be Roseanna Ashbridge as vice president; Rebecca Hirsch, treasurer; Clara Peyton, secretary; Esther Clapp, business manager; Judge Arthur Gediman, parliamentarian; Fritzi Gediman, historian; Mathis Mocker as auditor and Frances Parks, poster chairman.

Prior to the luncheon installation, Father Jalbert gave the invocation.

It's true that money isn't everything.

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I should have been more suspicious at my wedding ceremony.

When I said "I do". He muttered "You'd better".

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Incoming president of the Elsinore Art Center Vivian Plano, poses with outgoing president (right) Theresa Borchard.



Some of the group at the head table from left were Frances Parks, Mrs. Harry Davis, Father Jalbert, Vivian Plano, Theresa Borchard, Mr. Mocker, Clara Peyton, Rebecca Hirsch and Esther Clapp. We couldn't recognize the lady serving.

Followell-Donoho Wed in Murrieta

The First Methodist Church of Murrieta was the setting for the afternoon wedding of Jenny Eleanor Followell and Larry Lee Donoho on September 18, 1965.

The bride choose for her wedding, a white, street length, brocade dress with a shoulder length veil held in place by a crown of rosebuds and orange blossoms. Her bouquet was of white rosebuds surrounding a white orchid.

Judy Givens was maid of honor and wore a gold, street-length dress.

Serving as best man was Harold Jones.

The bride is the daughter of Mr. and Mrs. Howard Followell of Machado Street in Elsinore and the brdegroom is the son of Mr. and Mrs. Robert Donoho of Murrieta.

After the private wedding ceremony a reception was held for the newlyweds at the home of the bride's parents for family and friends.

The couple spent their honeymoon at Palm Springs.

Both are Elsinore Union High School graduates and Larry is presently employed at Pat Luck's Lakeside Tire Shop, Elsinore.

They are at home to their friends at 33097 Machado Street.



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... the former Jenny Followell

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Never pick him up by the scruff of the neck. Such handling may cause internal injuries. Never lift him by his front or rear legs, or by holding him in the middle of the body.

Don't let the children play rough with their cat. He won't endure the same amount of mauling as a dog, and he doesn't like his tail or legs being tugged at.

And, if you're taking a trip, don't just bundle your cat into the handiest cardboard box. The experts at the Purina Pet Care Center suggest that you purchase a regular cat carrier. Allow your cat to get used to it at home, and when you do go on a trip, your cat will be happy to live and travel in his carrier.

Handle your pet properly, and you'll have a very contented cat.

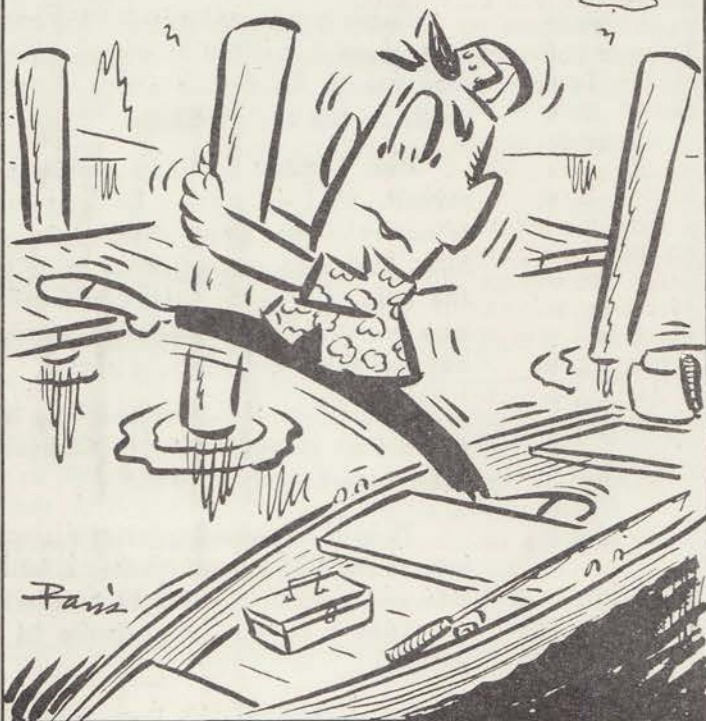
COMING IN THE NOVEMBER ISSUE

The Village Blacksmith by Arlean Garrison will be one of the features coming in the November issue.

The Civic Improvement League and its officers and purpose will be quite a story along with the De Molay Installation of officers.

Photos (a few) and excerpts on the Ohio trip taken by the editor will be in that issue and many more articles.

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Are You Worried. Don't You Belong

There it was, the sun peeked out through a cloud and once more I realized it was morning and in one hour I was due to be at the office — wide-awake, alert and ready for the day's business.

But, I didn't feel like working. Why work, I asked myself. All I get from a forty or even a fifty-hour week is money — that won't stretch far enough to pay all of my bills. And even when the occasion comes I get one paid, the wife tags up at least two more (for necessities such as a wig to cover her present hairdo, or a new dress for our daughter to wear to a party).

But, when it comes to going out for an evening, I found that things were too expensive. Why we haven't been anywhere in a year.

Then it happened . . . I saw a copy of La Laguna Revue. It showed a town having a ball game, picnic, tug-of-war and even music and the cost — nothing.

Then I read of the parade in Anza — cost again nothing.

I immediately took three dollars, ordered a subscription and life is great. I take the family from one town to the other and we enjoy all of the combined efforts of people from towns like Elsinore, Perris, Anza, Sun City and all over the area to put on parades, parties and shows.

The cost is so minute that I take it out of the small sum set aside each week for entertainment and find that I have enough left to buy the wife a dress.

How's that for being a good business manager as well as husband, father and bread earner?

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PERRIS Football Schedule for 1965

Friday, Oct. 8 — San Miguel at Elsinore	8 p.m.
Saturday, Oct. 16 — Troy at Buena Park	8 p.m.
Friday, Oct. 22 — Perris at Elsinore	8 p.m.
Friday, Oct. 29 — San Jacinto at San Jacinto	8 p.m.
Friday, Nov. 5, — Beaumont at Beaumont	8 p.m.
Friday, Nov. 12 — Moreno Valley at Elsinore	8 p.m.
(Homecoming)	
Friday, Nov. 19 — Hemet at Hemet	8 p.m.

ELSINORE Football Schedule

Friday, Oct. 8 — Carlsbad at Carlsbad	8 p.m.
Friday, Oct. 15 — Indio at Perris	8 p.m.
Friday, Oct. 22 — Elsinore at Elsinore	8 p.m.
Friday, Oct. 29 — Moreno at Moreno	8 p.m.
Friday, Nov. 5 — Hemet at Perris	8 p.m.
Friday, Nov. 12 — Beaumont at Beaumont	8 p.m.
Friday, Nov. 19 — San Jacinto at Perris	8 p.m.
(Homecoming)	
Friday, Oct. 1 — Royal Oaks at Elsinore	8 p.m.

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