

La Elsinore-Perris Valleys

Laguna Revue

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

VOLUME V NUMBER 3 and 4

January-February, 1966

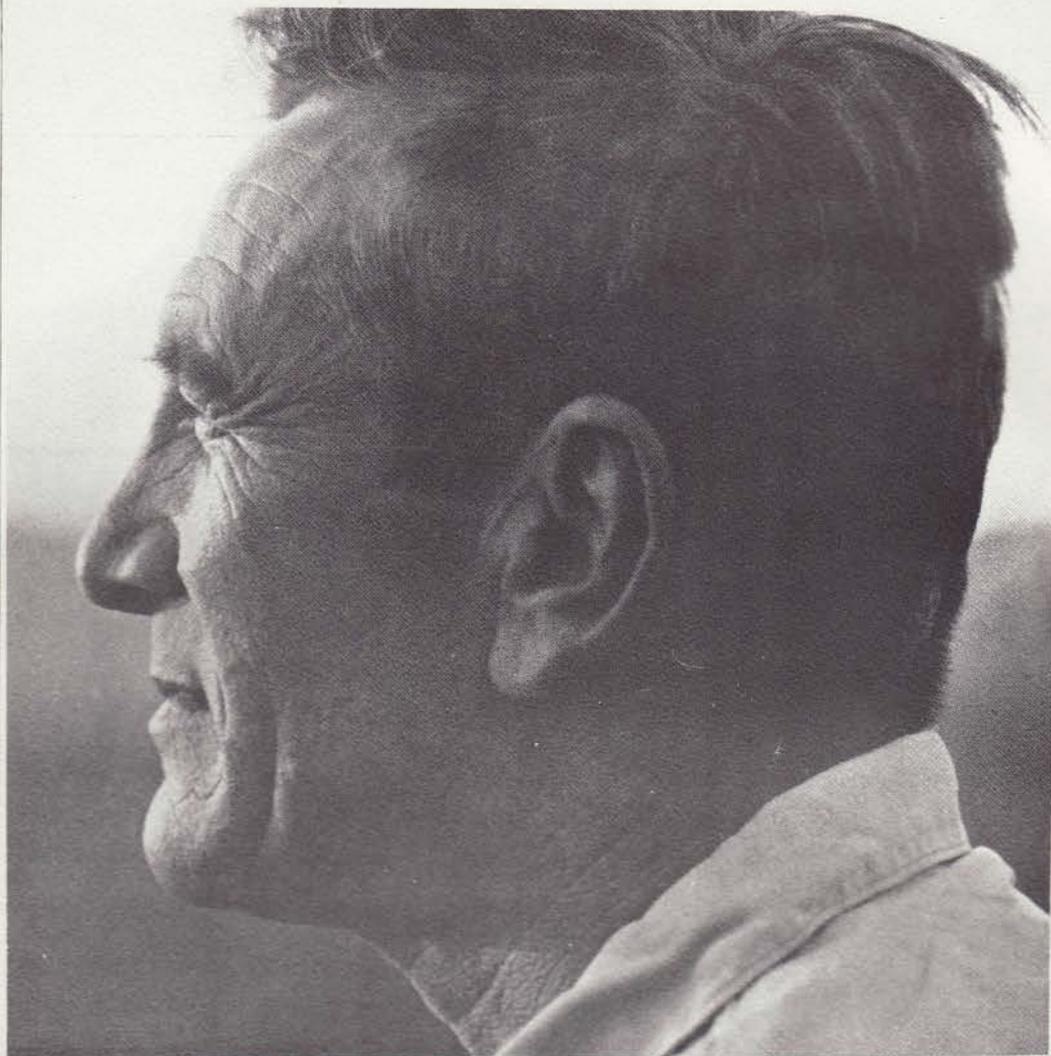
HAPPY NEW YEAR

The
News-Magazine
Dedicated To
Uniting
Riverside County

35 cents



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



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La
Laguna
Revue

January-February, 1966

VOLUME V _____ NUMBER 3 and 4

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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JANUARY - FEBRUARY
 COVER

Beauty unfolds in untold
 splendor as the brown hills
 of the valleys turned green
 and the dying trees once
 more reach their branches
 to the blue sky with finger-
 tips of green.



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Subscription Rates:

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VOLUME V

JANUARY-FEBRUARY, 1966

NUMBER 3 and 4

1966 Is Your Best Year

1966 is the year for positive thinking. This is the year when one person can look at another and say "This is going to be the best year I have ever had!" Everything around us indicates that 1966 is going to be great. Rain has saturated our lands, added water to our lake and made the entire countryside green. The business houses boasted of the best Christmas sale they have had in a good many years and the general attitude of the public is on the positive thinking side.

Don't sit back and wait for opportunity to come to you, get up and meet it at the door and when it walks in, give it a hand and work for a positive goal this year of years.

JANUARY-FEBRUARY ISSUE

The response received from subscribers about the special issue we gave them in August was so overwhelming that we at La Laguna Revue decided to do it once more. This means, that sometime during the year, we will add anywhere from 24 to 28 extra pages to subscribers-only magazine. Stand copies will contain the usual 48 pages.

COMING IN MARCH

Lions Installation, the weddings of Mayhall-Trausch; Younger-Breuer; and Watson-Harrison; Danny Thomas program at Machado Street School; Realtors' Installation; Polar Bear Initiation and other fine features.

PERRIS GROWS AND GROWS

According to figures accepted by the County Board of Supervisors, population growth in the Perris Valley will be twice the average in Riverside County. The figures show that Perris Valley will lead the rest of the county in percentage of population growth and will increase five times its present population.

The plan was prepared by the County Planning Department to indicate growth patterns desired and expected by 1985 and the population of the Valley is expected to jump from under 19,000 to over 98,000 in the 20 year period.

ELECTIONS AHEAD

April will soon be upon all of us and it is now time for all citizens to register for the coming elections. Go to your city hall and get your name on the voting roster, then when the time comes, you will have a chance to participate in the local elections.

Highlights of 1965 From La Laguna Revue Files



January issue was where we met the George Howells of Murrieta Valley; John Merrifield of John's Furniture and Appliance in Elsinore; Rev. Dan Newburn, Gordon House and Lewis Gagon, all three important figures in the Murrieta Methodist Church; Joe and Ann Uharriet of O'Hara's Cocktail Lounge on Grand Avenue; Micki Papini, "Miss Elsinore for 1965" (holding flowers) pictured with LoVae Pray queen for 1964 and William Stewart, president of Elsinore Valley Chamber of Commerce for 1965; Vern and Eunice Mason and their trailer home and Aaron and Rose Finkelstein of the Elsinore Clothing Store.





February and March were the installation of officers months; the realtors of Elsinore installed Clint Joseph as their 1965 president (third from left); William Stewart, right of photo, installed as president of Lake Elsinore Valley Chamber of Commerce with outgoing president Roger Mayhall. (No photos) Grace and Floyd Raymond installed as Nobel Grands of their respective lodges, the Olive Branch Lodge I. O.O.F. and the Laguna Rebekah Lodge No. 367, and Mary Lou Sosbey as queen of the International Order of Job's Daughters.

The Lake Elsinore Hotel reopened its doors to the public; Dorothy and John Edwards gave us a tour of their hilltop home; the lovely Barbara White was crowned "Miss Perris for 1965" and a "Welcome to Perris" night was a big affair. In picture from left: Robert Walker, Robert Tatum, Mayor Robert Warren Col. Hinton of MAFB and Marvin Funk.





April was a busy month for businesses. Tom and Grace Thomsen opened the Western Auto Store in Elsinore; Don Killian and Chris Kennedy opened Chris's Cafe on the Ortega Highway; Margaret and Richard Ramsey took us on a tour of their Hitching Post Antique Shop near Murrieta; Tommy Morrow and family were featured both in the home and in his newly remodeled insurance office in Elsinore and, we did that fabulous, funny, out-of-this-world article on Sonny's Pizza House on Riverside Drive, Elsinore.

It was in that issue we showed the entire Coudures family; introduced the candidates for the Cinco de Mayo queen contest (no photo) Bertha Anzures, Flora De La Cruz, Nellie Cabrera and Lynda Robles and it was the issue of the successful Beau Arts Ball with Judge and Mrs. Art Gediman as chairwoman of the affair.



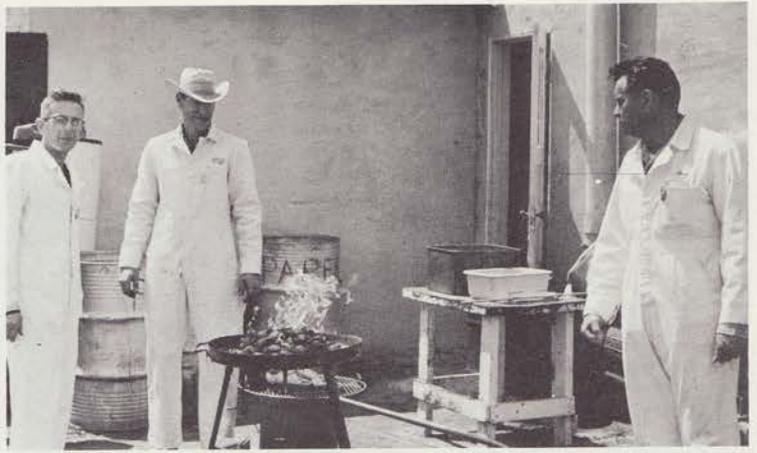




Highlights of 1965 From La Laguna Revue Files

May was the time we went to Whitney's Lake, Sedco Hills; the Jack Roripaugh home to meet Jack and Madeline of Temecula. The Murrieta Fireman's Annual Barbecue (photo) Marvin Curran, Cliff Mefford and Ray Thompson; where we did the article from the Board of Trade magazine entitled "What is a farmer" (David Brown in photo with dog). Joe DePalma of DePalma's Italian Village and the dedicaton of the Murrieta Church. No photo.





In June we told of the May 4 opening of the Elsinore Community Hospital, met the Andy St. Pierre family and took in the grand tour with Pauline as our guide. The Lon Finnells' of Meadowbrook showed us their homey home with its circular driveway and semi-precious stone fireplace and we met Margaret Luecke the owner-operator of Marjon's Interior Decorating and Home Furnishings Center in Elsinore.



Highlights of 1965 From La Laguna Revue Files

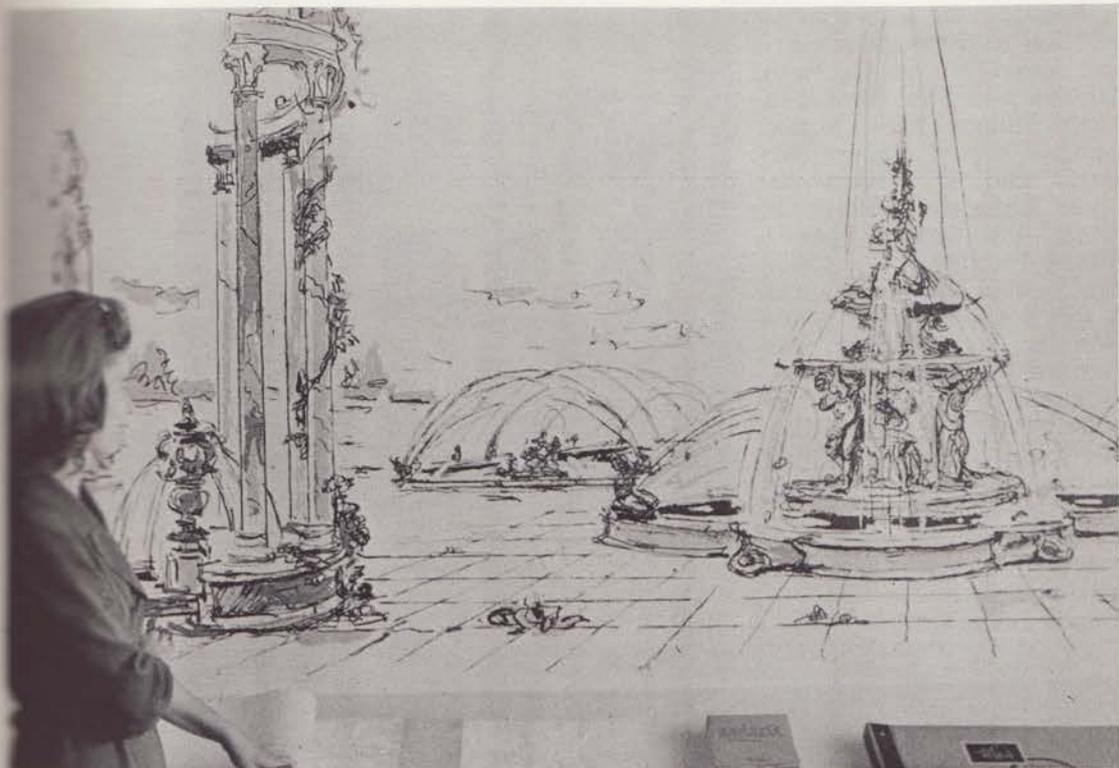


Complete Your Library With A Copy Of
MY CHILDREN'S HOME
 (A History Of Murrieta)

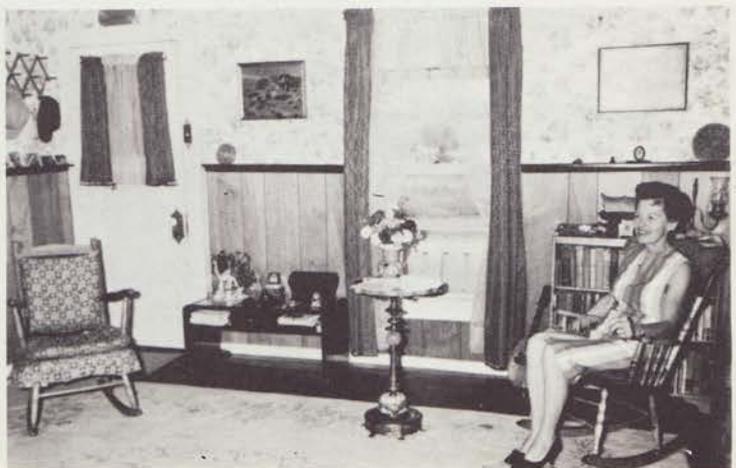
Compiled and Written by **ARLEAN V. GARRISON**

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July was when we went way up on the hill above Lakeland Village, through the Spanish style home of Anna and Oliver Hill and then to Temecula to visit the Arnold French's (in picture is Ann French in the living room of this "House in the Weeds"). This was also the month for the Potato Festival, high school and Military School graduates and the Elsinore Fishing Derby.



August was our special addition to the regular edition issue. We visited with Dianne and Jim Walker in their Indian Hills home; (couple seated on couch); Sally and Ed Misner in their Lakeland Village abode; the newly opened Perris Bulding C e n t e r; watched as the demotion of Larry Cartier took place and Jim McGill, right, was handed the gavel of office; Where Ernie Bowlus hands the gavel to Jim Shaw (both men in white jackets) during the Sun City Lions Installation and where T. C. Richards imposes like interest on Victor Giardinelli president for 1965 of Perris Lions Club.



PORTRAITS TAKEN
IN YOUR OWN HOME

By

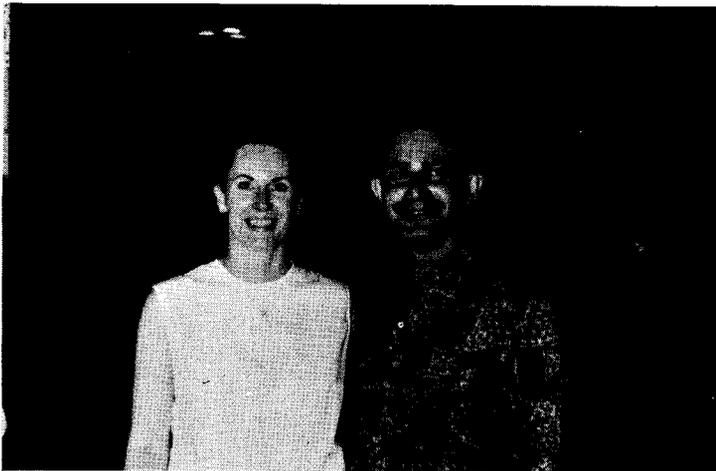
mayhall

of elsinore

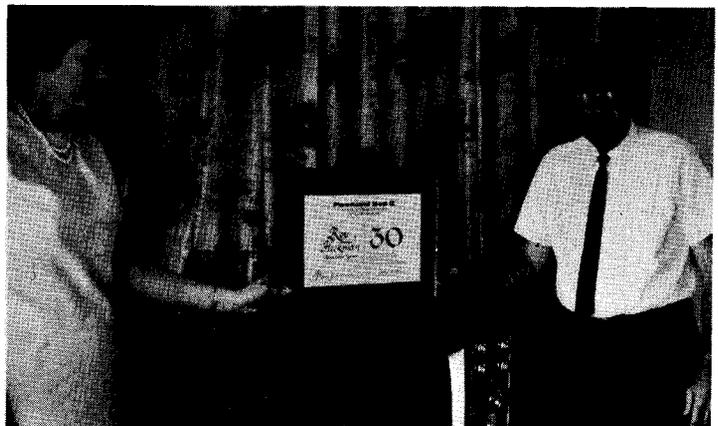
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September of 1965 saw Hodges Top Camper going into full production (behind camper, left, Al Oakes and owner-manager of the company, Lyle Hodges; Ele and Gordon Tornberg. Ele manages the Lakeview Hotel and swinging dances that has been arranged for the Elsinore-Perris teens. Stories such as Project Nurse Mare, the Great Dane that visited Elsinore and the Labor Day celebration were all in the month of September.



October was when we proudly announced that Elsinore's Roy Heckman had received a sales achievement award, shown with his wife Caroline. Claudia Bell had opened Claudia's Apparel for Women in Elsinore and working with her is her daughter Barbara; Judge Hilliard was guest of honor at an appreciation luncheon and luaus, we featured them "galore". Brave Bulls held their opening during this time and we took you on the grand tour of Los Pinos Job Corps.





November was the issue we toured Toni and Ed Stewarts new Machado Street home; met Dr. William V. Bockwell, new Elsinore veterinarian; took part in the open house of Dr. Gordon Johnson, dentist, in Ferris and watched as the tears streamed down the cheeks of Elsinore's queen, Barbara Sosbey, at the Coronation Ball.

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ELSINORE



Our final issue for 1965, was one that everyone who took any part in the construction, printing, writing photos or any other phase of the operation, classed as our "Top Magazine". And

if you haven't seen it yet, just write and we will send you a sample copy at our next regular mailout.

If there are any of the issues you missed, and would like an extra copy, drop 50

cents in an envelope with your address for each one and we will mail them to you or anyone of your choice

Happy New Year and keep reading the Revue!





Family photo, from left; Marion Leveson, Dr. Frank Kholos, Mrs. Sam Kholos and guest of honor, Sam, Bat'ya; daughter, Seama Green and her husband, Norman.

Many Happy Returns of the Day

Sam Kholos was honored on his eightieth birthday on Saturday, December 4, by his children and grandchildren at the Hebrew Congregation Auditorium with a musical revue, prepared and planned by the family.

Hundreds of friends and relatives were on hand to share in the festivities.

His son, Dr. Frank Kholos of Huntington Park was master of ceremonies and introduced other members of the family, including three great-grandsons, who played piano solos.

Seama Green, daughter of Sam, accompanied all other musical and dance members on the piano.

The second part of the program featured Seama and the songstress, Bat'ya Ben Israel.

Both young women are

professionals and last year toured the orient and Australia.

On this and the following pages are photos of Sam, his family and Bat'ya.



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Seama accompanies her son, Don Green



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Master of ceremonies Dr Frank Kholos



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Seama Green



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The Blackout For West Coast . . . Maybe

Editor's Note: Ben Minnich recently wrote an article for the *Review* entitled "Blackout". He explained in detail his version of what occurred. We received the release from Southern California Edison Company and following is their opinion on the possibility of a blackout for the West Coast.

A spokesman for six major California electric utilities testified before an assembly interim committee today that "it is highly unlikely that a total system interruption approaching the magnitude of the recent Northeastern interruption can be experienced in California."

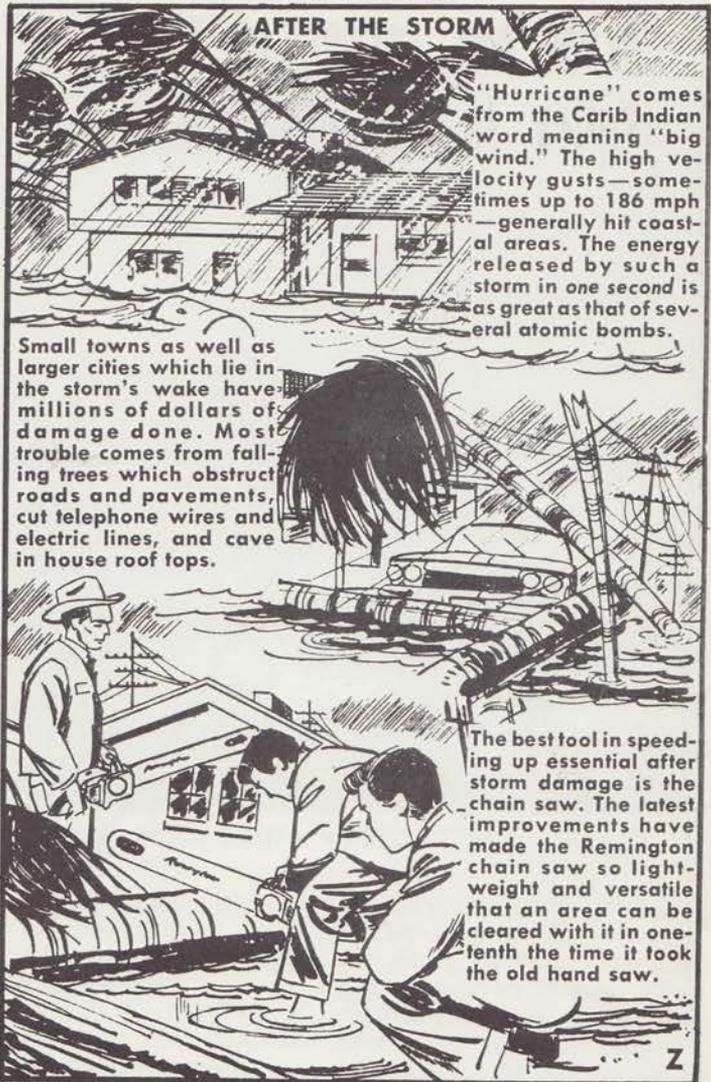
Speaking on behalf of the utilities represented at the hearing was Robert N. Coe, vice president of Southern California Edison Co. He told the committee on public utilities and corporations that there is no need for legislation in California in the wake of the massive power blackout in the East.

Coe was representing Pacific Gas & Electric Co., the Los Angeles Department of Water and Light, Pacific Power and Light Company, Sacramento Municipal Utility District and San Diego Gas and Electric Company as well as Edison.

"Electric utility system planning and operation in California is directed toward providing customers with service with a high degree of reliability," Coe said. "The specific aims are to reduce the likelihood of interruptions to service and to minimize the effects from trouble situations such as led to the failure in the Northeastern states on November 9, 1965."

He noted that the utili-

IT'S A FACT!



AFTER THE STORM

"Hurricane" comes from the Carib Indian word meaning "big wind." The high velocity gusts—sometimes up to 186 mph—generally hit coastal areas. The energy released by such a storm in one second is as great as that of several atomic bombs.

Small towns as well as larger cities which lie in the storm's wake have millions of dollars of damage done. Most trouble comes from falling trees which obstruct roads and pavements, cut telephone wires and electric lines, and cave in house roof tops.

The best tool in speeding up essential after storm damage is the chain saw. The latest improvements have made the Remington chain saw so light-weight and versatile that an area can be cleared with it in one-tenth the time it took the old hand saw.

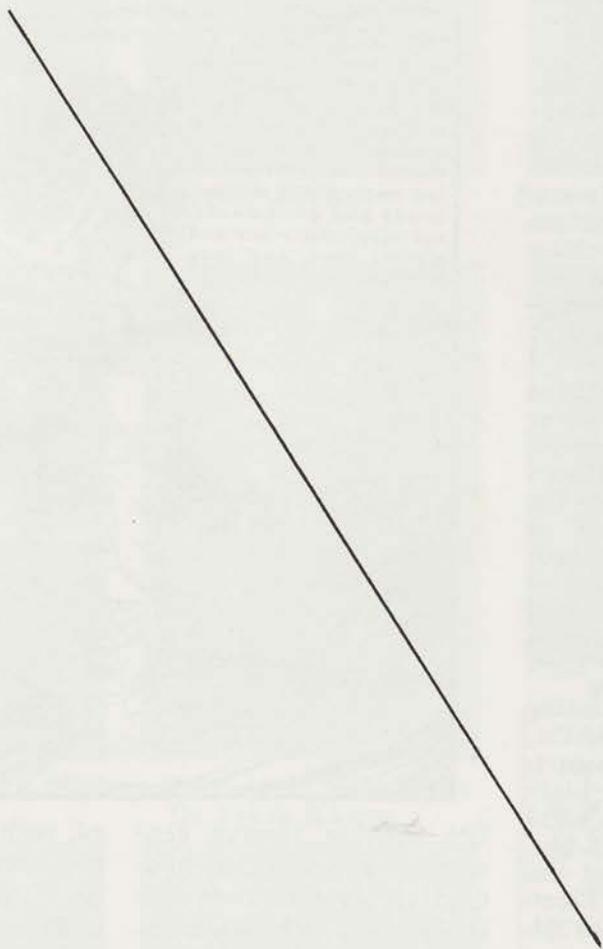
ties provide reserve generating capacity equal to about 17 per cent over and above their estimated annual peak requirements. "A sufficient portion of the reserve capacity, called 'spinning reserve,' is kept in operation, ready to pick up load so that the loss of the largest single source of power from any generating plant or transmission line will not affect the system's ability to serve its customers," he said.

In addition, Coe explain-

ed, each of the major utilities, "thus forming a power 'pool' which can be drawn upon if, in an emergency situation, the resources of the utility are inadequate to meet its own requirements."

However, in the event that these preventive measures fail, Coe said the utility systems are "designed to confine the resulting outage to as limited an area as possible so as to preclude any cascading effect from any single case of trouble.

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



SEITZ LIQUOR STORE

142 N. Main

Elsinore

Mrs. Anna M. Petrinic, Student

Anna Petrinic, a grandmother in her early, early seventies, is without a doubt, the proudest student at Moreno High School.

Anna is a former Elsinore resident, making her home at 805 West Graham Avenue for seventeen years. While in Elsinore, she was an active member of the First Presbyterian Church and many other civic organizations.

In May of 1964, she sold her home and moved to her



MRS. ANNA M. PETRINIC

HOLD IT, BROTHER



Have you noticed that your car wanders to the right or left, every time you stop? Compensating with the steering wheel won't help - a brake adjustment job will! Low cost - rapid service. Better drive up today!

FINNELL'S SERVICE
Hwy 74 - Meadowbrook

new mobil home at the Edge Lane Trailer Park at 21875 Eucalyptus Avenue in Riverside.

It was in September of that year the new Moreno High School opened its doors and along with 390 other students, she registered for night school. Her first year of school she went two evenings, studying English and Spanish. The second year, night school was held three nights and Anna took advantage of this by carrying three subjects, English, Government and sewing.

In November she was given a General Education Diploma test and passed it with a total of 227 points or 8 credits and better yet, the equivalent of two years of high school, this along with the credits earned this year, makes her

an eleventh grade student.

The way it figures out for Anna, is, that when her granddaughter Nancy, goes on the platform for her diploma in June of 1967 in Negaunee, Michigan, she will be going up on the stage of Moreno High for her diploma also.

If you ask Anna why, at seventy years young, she decided to get a diploma, her answer is, "When all my family gets together for dinners and for evenings, I use to sit and listen to all the conversaton. . . . now I don't just listen, I join in."

Anna's desire to get a formal education and the fact that she is able to achieve this desire should be an inspiraton to one and all We shall see you Anna - graduation night! June, 1967.

Christmas in Perris

Christmas in Perris again this year, will be one the children and adults will long remember, for every civic minded person and organization pitched in and cooperated with the committee working on the project

Christmas Hollow, complete with Santa, was just one of the projects. Santa Claus arrived on a fire engine on Saturday, December 18, at high noon, much to the delight of the youngsters. He then went to the "Hollow" and listened to the hearts' desires of the hundreds of children. Each child left holding a toy in one hand and candy in the other.

When Mama went with her youngster to see Santa, they left with a live Christmas tree, courtesy of C. J. Lacey, Jr. of Old Mountain Nursery in San Jacinto.

City Hall and the simulated Eiffel Tower that adorns the front lawn of that building were decorated with colored lights, as well as the Statler Youth Center Building, which houses the Chamber of Commerce.

Working to make this Christmas better than ever were Mayor Robert Warren, Jr., Clarence Muse and Al Sorensen, members of the Perris Valley Activities Committee; City of Perris; Chamber of Com-

merce, merchants, professional and businessmen; fire department members; students of PUHS under the guidance of Vice Principal Joe Beeson; Junior Woman's Club; Rotary Club; BPW; SCE; Palette Pals; Community Organization; Perris Progress; La Laguna Revue; Lions Club; Good Hope Civic Organization; Gold Rush Roost; Color Camera Club and many other civic minded citizens who have become patron members of the PVAC.

Music for the Holiday Season was provided by carolers under the direction of Richard Williams, director of the First Congregational Church choir.

A WELCOME WITH ROSES



A mass of flowers line the walk from Spring until fall when floribunda roses are used as an edging. The 1966 All American Rose selection, Apricot Nectar, is a natural choice for this kind of planting, with its continual masses of large, fragrant flowers in a clear, soft apricot shade. Photo courtesy of California Association of Nurserymen.

Keeping up With the Boys in Service

George A. Bray, son of Mr. and Mrs. Charles F. Guinn of Sun City, has been promoted to technical sergeant in the U.S. Air Force.

Sergeant Bray is an auto-pilot maintenance technician at James Connally AFB in Texas. He is a member of the Air Training Command which operates the world's largest technical school system to train personnel for Air Force duty.

The sergeant, a graduate of Hollywood High School, attended Los Angeles City College.

His wife Nancy, is the daughter of Mr and Mrs. T. R. Weed of New Paltz, New York.



Lawrence A. Dunham

Airman Lawrence Dunham, son of Mr. and Mrs. Lawrence E. Dunham of 24925 Second Street, Murrieta, has been selected for training at Chanute AFB, Illinois, as an Air Force fire protection specialist.

The airman, a 1965 graduate of Elsinore Union High School, recently completed basic training at Lackland AFB, Texas.

Lamont K Churchill, son of Mr. and Mrs. James Churchill of Elsinore, has been commissioned a second lieutenant in the U.S. Air Force upon graduation from Officer Training School (OTS) at Lackland.

Lt. Churchill, selected for OTS through competitive examination, is being assigned to Vance AFB, Okla. for training as a pilot.



2nd Lt. L. K. Churchill



Mrs. Helen McElvaine was honored recently at a farewell luncheon held at the Brave Bulls, with Betty Dakin as hostess for the affair.

Mrs. McElvaine left for Canada and joining in the farewell were from left, Mrs. Homer Hillebrand, Mrs. Dean Yoder, guest of honor, Mrs. McElvaine, Alice Canfield, Alice Hersche and hostess Betty Dakin. The prettily wrapped, cone-type gifts each is holding is a gift to them from Betty and they contained beautiful art sketches.

PARTY KING of Elsinore

TERRIFIC
YEAR
1965
HES ASLEEP
NOW!



He Didn't
Know We
Took This
Picture

BUZZ HENES

Sez: **NO PARTIES IN
January-February**

SO BUY YOUR BEER IN ANY OF THE 142 PLACES IN THE VALLEY
(They Are All Nice Places)

BUT... for a real good time anytime stop in at

The HOLIDAY

—bring your thirst along to

AND SEE BUZZ AND DINO

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By Garey Carr

"The United States shall guarantee to every state in the Union a Republican form of government. . ."



If that's the law how come all the high offices are filled with Democrats?

I have just been reading the Constitution of the United States and I am amazed at the perceptibility of that group of men who make up our present Supreme Court. With all the powers delegated to the United States by the Constitution the Supreme Court has been able to find additional powers never thought of by the original signers of the Constitution and never even suspected by previous Supreme Courts during the first 100 years of its existence.

And yet with all its imaginative talent the present court seems to have overlooked Article 10 of the Amendments to the Constitution which went into effect December 15, 1791. It reads "The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people."

We got along pretty well with this Constitution up to World War One.

Of course we did have a little trouble in the early 1860's when some of the inhabitants of the northern states thought they could tell the people in the south how better to run their af-

fairs and they are trying to do the same thing today.

Anyhow, the Constitution is a great piece of literature and I hope L.B.J. gets a chance to read it sometime.

Henrietta Throws a New Years Party

Well, we made it again this year! We got to see the Pasadena Rose Parade on color television.

We were the guests of Henrietta Trafton of Hemet for breakfast and luncheon on New Years Day and were among thirty guests privileged to see both the parade and the football game.

Henrietta conducts a home for under-privileged TV viewers who do not own a color set and are financially unable to buy one.

In order to qualify for an invitation one must be a better than average bridge player and one's financial statement must accompany the application. Tryouts for applicants' bridge playing ability are held thirty days prior to January first at the Newcomer's Card Club in San Jacinto.

We were fortunate in being invited to a private party at the Trafton home some weeks prior to last New Years Day and having the good fortune of holding excellent cards which served to offset our poor knowledge of the fine points of the game and leave the impression that we were well qualified.

Once accepted into this exclusive inner circle one is automatically invited each year, at least that's what we like to think, and the only thing that would prevent our gaining admission would be the discovery that we had purchased a color T.V. set during the previous 12-month period

MINNICH NEW MEMBER TRANSPORTATION BD.

Ben Minnich, whose column, 'Now That You Mention It', is a regular La Laguna Revue feature, was named Riverside County's member of the Public Transportation Subcommittee of the Transportation Agency of Southern California. Mr. Minnich is Vice Mayor of the City of Perris.



The Facts of Life

Any owner of a "lady" dog will soon have to come to grips with dog facts of life. Lady will begin to show a lively interest in her sex life only at the time of her "heat period." This will usually occur the first time between the age of six months and one year and normally every six months thereafter. During these periods she may be bred and will conceive.

The heat cycle usually lasts 18 to 21 days. For the first 8 days your female will probably refuse the attention of male dogs though they will be attracted to her and therefore very much in evidence. From the 10th to the 14th day, your female will be very interested in receiving male attention. If mating takes place at this time, it will likely result in puppies. During the latter third of the period, her interest in males will have waned. But the males will continue to seek her out.

Dog experts at the Purina Pet Care Center in St. Louis give this cautionary warning—a female in season should never be left unattended or off leash unless she is in an unclimbable pen or in the house.

or had suddenly become financially solvent.

Henrietta is a marvelous hostess and has made New Years Day an event to look forward to and we do hope to remain qualified in the future.

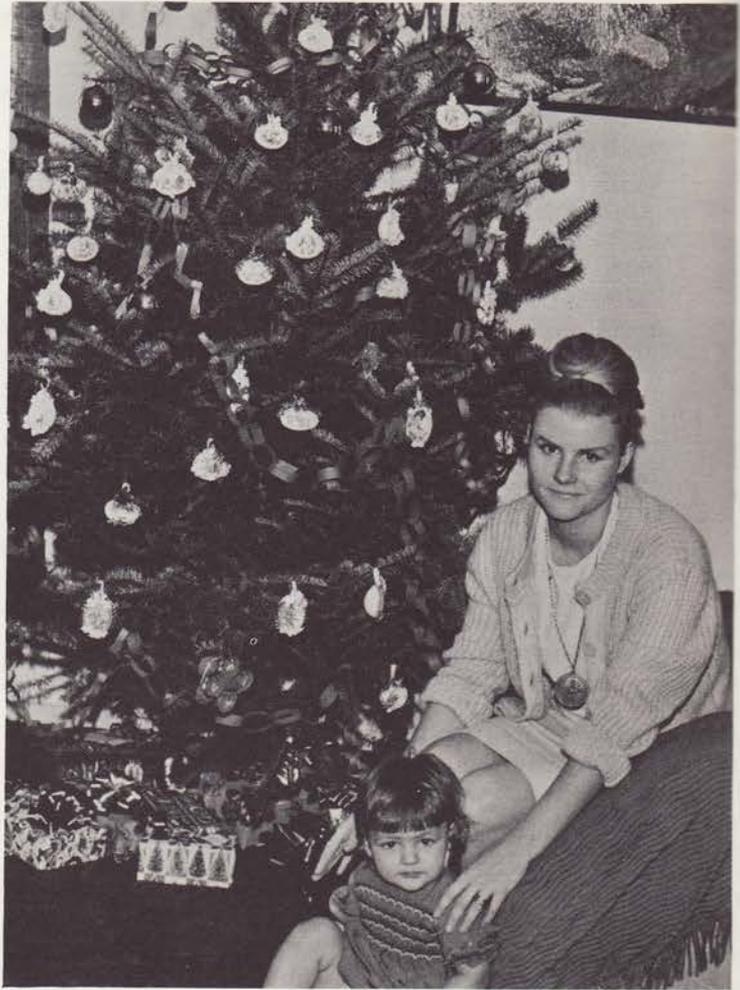
Egg Shell Christmas Decorations

Jeanie Corral of Elsinore without a doubt holds the title of the world's "Most Patient Woman", for her hobby is taking an ordinary chicken egg, carefully breaking the shell in half and from there the work begins.

She takes Christmas cards, a pair of manicure scissors and cuts out all of the little scenery, animals and people. Next, hot wax, then with tweezers, these tiny figures are placed to stand in the wax and a completely new scene is created, after many hours of work.

The interior of the egg finished, Jeanie then takes a beautiful piece of crochet work, attaches it to the outside and a loop on top makes it possible to attach to the branch of a tree.

Looking carefully at the photo with Jeanie and her 18 month old daughter, Helen, one can see that there are dozens of egg-shell decorations, all of a different scene. Some have angels, birds, (eating minute breadcrumbs) fireplace scenes with stockings no



Jeanie and daughter Helen sit beside their tree of egg-shell decorations

larger than a sixteenth of an inch hanging from the mantel; religious scenes and typical Santa Claus type.

Jeanie's tree denotes a three-year collection of the shells, but she has made many, many more and persons from all over the area buy these from her for their own use.

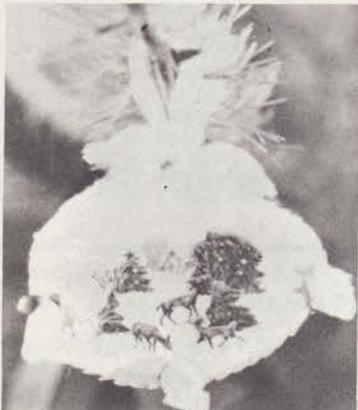
Along with Jeanie and Helen in their Wilson Street home are Camella, aged two and one-half and husband and father, Raymond, a teacher at the Machado Street School.

They are former residents of Blythe. Ray has a BS degree in Industrial Arts and in Special Educa-

tion and is studying for a master's degree.

Jeanie went to college in New Mexico and there studied for her language major.

She also paints and has a natural flair for decorating and decorative items.



Close-up of one of the finished pieces.

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Happy New Year

By LoVae Pray Maddox

FEARLESS FORECAST

It seems to be the growing custom, at the first of each new year to join the ranks of the "authorities" who predict things-to-come. So, at the risk of appearing ostentatious the Laguna Revue herewith sets forth some bold predictions for the new-born 1966. If they fail to materialize, don't call us, we'll call you!

... A lady will phone the Revue office with the earth shattering announcement that her cat had a new litter of kittens. — "You have such wonderful photographers. Could you send one of them out to take a picture?"

... Someone will send a party invitation to the staff of the Revue in Sun City, by the time the over-work-

ed post office department forwards it to the right address the party is over. . . Everyone's had fun and the only ones with headaches are members of the staff of the Laguna Revue. (The party giver is mad at them and threatens to cancel his ad.)

A feminine voice on the phone at the office will protest long and loudly that she was at a party where the Revue photographer was taking pictures and HER picture didn't get printed. Now where is it?? She wants it.

... An attractive man comes into the office and says he wants umpteen copies of the March, 1964 issue. His daughter's name was in it. After much searching we learned it was the December, 1963 issue and they are out of print.

... A nameless voice over the phone announces that

some teenage boys have gone through the stack of Revues in his waiting room and ripped all the pages containing pictures of Miss Elsinore and Miss Perris for the past three years and just wait until he gets those scamps in the dentist chair again

... An important civic meeting will be announced in a metropolitan newspaper and Dolores will expect LoVae to cover it and LoVae will expect Rubie to cover, but to be sure, all show up to cover it and find the meeting has been postponed

... The crystal ball that we reporters carry to see what's going on around us will develop a few cracks because no one ever tells us anything, and everyone will be mad at us

... Mrs Whatsername's cousins' brother-in-law's
(Continued to page 47)

ONE CENT SALE

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buy 2 drinks --- get 3rd one for 1 cent

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'ALL ELECTRIC KITCHEN'



OPEN ALL HOLIDAYS

A NAME IS BORN

by Tom Hudson

LAKE PEND OREILLE

Pronounce it **PON-du-RAY**

Like so many other places in the northwestern part of the United States, Lake Pend Oreille in northern Idaho was named by French explorers who came down out of Canada in the beginning of the nineteenth century.

Although more than 42 miles in length—one of the largest fresh-water lakes in the United States—Lake Pend Oreille is a gem of blue waters, in places more than 1000 feet deep, nestled among the forested hills of Idaho's Panhandle. It is fed by many mountain streams, chief among which is the Clark Fork of the Columbia River. Its flood waters eventually reach the Pacific through the Columbia.

It was on the shores of Lake Pend Oreille that David Thompson, called "one of the greatest land geographers the English race has ever produced," in 1809 founded "Kullyspell House," the first of the fur-trading posts to be established in the Northwest. The post was operated by the North West Co. While its buildings were burned and the site lost many years ago, in 1923 a blind Indian whose mother had been employed by Thompson, led a party to its ruins.

The isolated lake was the scene in early days of many stirring events. An ancient Indian trail led from the lake up the valley of the Kootenai River to Canada. Wild Horse Trail, a route that later led into British Columbia, passed its shores.

When the French-Canadian trappers in the employ of the Hudson's Bay Co. penetrated the area they encountered a tribe of Indians who are said to have worn ornaments in their ears. The trappers called the Indians Pend Oreilles, which some have translated as Ear Bobs. At least that is one version.

However French dictionaries say that "pend" means "pendante," or "hanging," and that "oreilles" means "ears," so another translation is Hang-Ears, or Flop Ears, leading to the belief that these Indians had very large and floppy ears.

From the tribe of Indians the lake was given its name.

Whatever meaning the Hudson's Bay Co. trappers may have had in mind, today Lake Pend Oreille is noted as one of America's great sport fishing bodies

of water. Many world's record rainbow trout, including one that weighed 37 pounds, have been taken on Lake Pend Oreille. Kamloops, a specie of land-locked salmon, abound in the lake. Even the youngsters can have fun fishing in Lake Pend Oreille for such small-fry as blue-gill and crappie.

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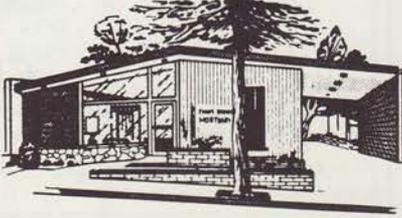
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Pete and John Moga of J & J Plumbing Company on Graham Avenue in Elsinore were the November winners of the Lake Elsinore Valley Chamber of Commerce award for the most outstanding store display of merchandise for the month. These brothers moved to the Valley less than two years ago and have already become active in various civic and social organizations and from all reports do excellent work in their field.

MOTELS - COCKTAILS - CAFE

**LOW BALL
&
DRAW POKER**

COME AS YOU ARE LADIES WELCOME



Sportsman's Card Club

2090 RAILROAD AVENUE
ELSINORE, CALIFORNIA

ELSINORE VALLEY BOARD OF REALTORS TO INSTALL

Tuesday, January 18, is the date set by the members of the Lake Elsinore Valley Board of Realtors for their annual installation dinner.

It will be held at the Elsinore Woman's Club and an eye of rib roast dinner will top the menu.

Boomer Lee will be installed as president; Mammie Moore, vice president;

Anna Lee Biecher as secretary-treasurer with Clint Joseph, Stormy Keats, Willie Joy, Ed Tomlin and Jerry Harmatz as directors.

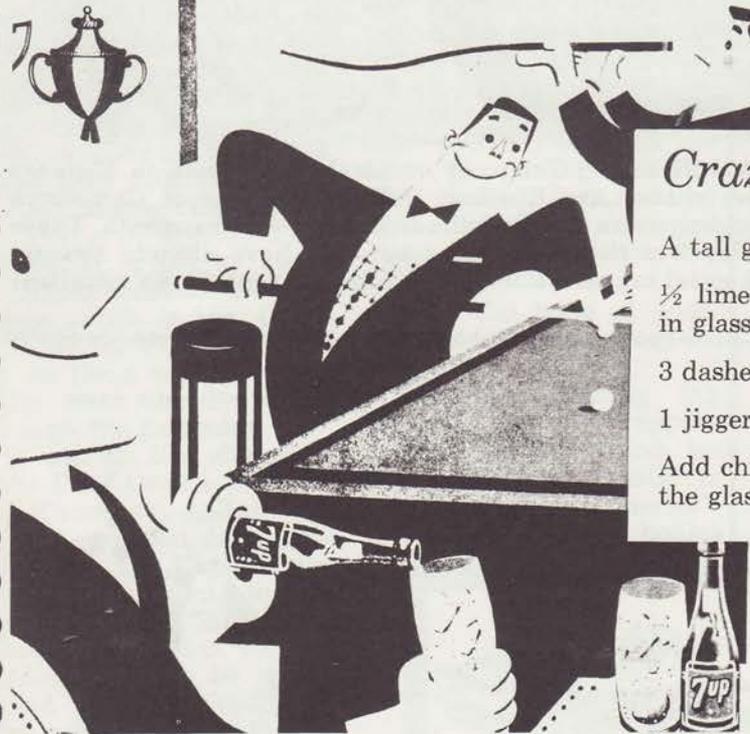
Guest speaker will be Robert L. Unger, general manager of Rancho California.

KUBIK WINS AUTO AT SUN CITY DRAWING

Frank J. Kubik of 28877 Hope Drive, Sun City was the winner of the 1966 au-

tomobile that the merchants of Sun City gave away during their huge pre-Christmas prize contest.

The automobile, a four-door sedan, was the final prize in a series of drawings that brought 57 other prizes, either \$25 gift certificates or merchandise awards. Approximately \$10,000 in prizes was provided by the Merchants Association in Sun City.



Crazy Cue

A tall glass with ice cubes

½ lime, squeezed and left
in glass

3 dashes Triple Sec or Cointreau

1 jigger of brandy

Add chilled 7-Up to fill
the glass.

Also...

Delicatessen

NEWSPAPERS

MAGAZINES

CIGARS

CIGARETTES

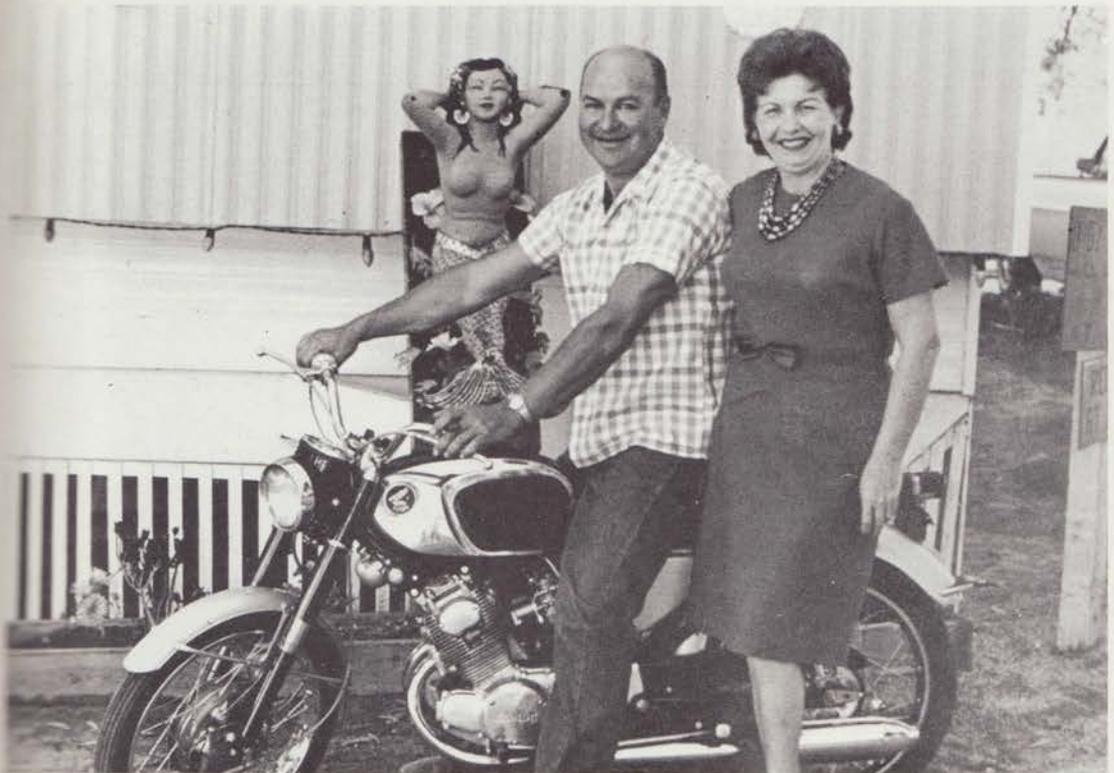
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We Deliver Large Orders

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Holiday at the Holiday Trailer Park



Ken and Myrl Weise in front of their trailer. Ken's Honda proves to be quite a timesaver while checking out the property.

Kenneth and Myrl Weise are the genial, owner-operators of the Holiday Trailer Park off Lakeshore Drive in Elsinore.

These two people are water skiing enthusiasts, and prior to 1960 had looked for an investment, in property that would work in with their hobby, when they came to Elsinore and became the owners of the Holiday Trailer Park.

Much cleaning, repairing and hard work went into getting the area in shape to house the hundreds of trailers that have been parked there.

Presently, there is room for 78 trailers and boats, or campers; a small sundry grocery store, where forgotten items from home can be purchased; wash house and public restrooms plus beach area.

Myrl takes care of the trailer park during the week as Ken is Maintenance Mechanic for the Goodyear Tire and Rubber Company in Los Angeles and is in that area weekdays.

They are the parents of Mrs. Ed (Doris) Sampson of Elsinore.

Cost at the park is only \$2.00 for a trailer, car and four people with no charge for children under six. As well as overnights they have seventeen permanent trailerites.

Both are active in the Elsinore Chamber and the Elsinore Boat and Ski Club.

ALL LOCAL RESIDENTS
DINE AT

Guenther's

MURRIETA HOT SPRINGS

On Monday, Tuesday and Wednesday Evenings
and then get together for a

SiNg-A-LoNg

Song Sheets Available
Social Hour 8 to 9 P.M.

Dining 5:30 to 8 P.M.
Music 9 to Midnight



Star Points from left to right Anne O'Connor as Adah; Violet Elmer as Ruth; Mildred Horn; Louise Felber as Esther and Virginia Nelson as Martha. Jean DiGiacomo, not in photo will serve as Electa.



Elizabeth Elder was installed as conductress and Eileen Fogelman as associate conductress.



Ester Johnson and Margaret Hales, both Past Matrons



The Masonic Temple of Elsinore was the setting for the November 27 installation of officers of the Elsinore Chapter No. 243 Order of the Eastern Star. In photo from left is Ernest Elmer, Associate Patron; Marjorie Carr, Associate Matron; Mildred Horn, Worthy Matron and Albert Horn, Worthy Patron.

AND YOU THOUGHT YOUR TAXES WERE SO HIGH?

One of Riverside County's biggest individual tax revenue sources, Southern California Edison Company, on Friday, December 10 paid the first installment of its local property taxes for 1965-66. The amount: \$968,671.

A check in the same amount will be presented next April 11, when the final installment is due, bringing the total the investor-owned electric company is paying in ad valorem taxes just in this county this year to \$1,937,341, according to J.N. Savage, district manager.

As in years past, Mr. Savage said, about half of this money will go directly to the support of public schools in Riverside County.

He announced that the grand total of Edison's 1965 and 1966 property tax payments in 14 counties will amount to a record \$57,392,698. The first installment alone, comes to \$33,988,608.

Taxes of all types continue as the largest single item of expense to the company. Spread over all SCE customers, this means that nearly 23 cents out of every dollar they pay on their electric service bills goes to the tax collector at various levels of government, he said.

Good guides for new home buyers



THE MEDALLION HOME AWARD is one award that requires a new home to conform to specific and rigid standards that mean important, lasting values for the buyer. Look for the Medallion Home when you buy, and start now to enjoy the all-electric future.



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S & S LIQUOR STORE OPENS MARKET



The S & S Liquor Store recently added agrocery and meat department to their business located at the corner of Riverside Drive and Rice Road in Elsinore. Ed Ramine, pictured above, is in charge of the meat department, which is open from 8 in the morning until midnight. Prior to coming to Elsinore, the Ramines — Dorothy, Ed's wife and their four children made their home at Lake Arrowhead.

THREE MORE FIRMS JOIN PERRIS CHAMBER

The roster of the Perris Valley Chamber of Commerce is now totaling 252 according to Secretary Frank Cople

The three new members welcomed recently are the James H. Matthews & Co, manufacturers of bronze castings; Reed and Turley Real Estate and the Sun City Cleanerama.

The Chamber is currently conducting a membership drive, having a goal of 300.

DOWN TO BARE FACTS

It was recently brought to our attention at the Revue office that the magazine published for nudist resorts and their guests has had the presses turned off. "Sunshine and Health," out of business at this time, is down to a 'bare nothing'.

The Mark Twain Restaurant

CHEF'S SPECIALS —

MONDAY	Chicken Basket	\$1.10
TUESDAY	Shrimp Basket	\$1.15
FRIDAY	Fish & Chips	\$1.00

PRIME RIB — Every Sunday \$2.95

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HOURS — 6:00 AM/ to 800 P.M.

Monday — Saturday

Sunday — 9:00 A.M/ to 700 P.M.

**AT THE ALL NEW—
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RESTAURANT
IN THE SUN CITY
SHOPPING CENTER**



Come in and
Get
Acquainted!
We Will Be
Happy to
Serve You

A visit to Alaska - Our 49th state

BEN MINNICH

EDITOR'S NOTE: The following article is being continued from the November, 1965 issue of *La Laguna Revue* and tells of the five-week, 14,000-mile tour taken by Ben Minnich and his wife Mae.

Having returned from Skagway to Whitehorse on the railroad, we headed down the road to the Klondike country. The comparatively recent road to Dawson takes off from the main highway about ten miles out of Whitehorse. It was built and maintained by the Yukon Territory Road Dept. rather than the Canadian federal government, and being a more modern effort, it's straighter, narrower, and dustier with a speed limit of 60 rather than the usual 50.

The road runs through relatively flat country to the little settlement of Carmacks, where a new bridge spans the Yukon River. This low, solid-truss structure will in itself prevent any stern wheeler from ever again making the historic Whitehorse to Dawson voyage.

After spending the night near there, we decided to make a side trip to Keno, some 64 miles one way. This road leads to a mining district almost as historic as that of the Klondike River Valley itself. Furthermore, some of its mines are still producing.

About half way along is the city of Mayo. The road had followed the Stewart River, a major Yukon tributary and Mayo is an old river landing town.

We were a little thirsty, so stopped for refreshment, which wasn't too satisfactory. I understand the cigarette people have trouble in Canada since the usual U. S. varieties are unavailable. But since our only narcotic addiction is to carbonated soft drinks, we had at least a familiar nomenclature to rely on.

I don't know whether it's an offshoot of a British habit of serving beer at room temperature, but suffice that in this part of Canada fizz water is served only barely cooled and not iced sufficiently to kill the taste.

They have in the Yukon Territory a product called Pepsi Cola which comes in various shapes and sizes of brown

beer bottles, and any resemblance to any nationally advertised beverage (except for the slogans printed underneath the bottle cap is purely coincidental.

The remaining stretch of road between Mayo and Keno leads through a upland country which solved for me the mystery of why northern Maine was also called the Klondike. I had always assumed the reason was simply that it was another cold and remote place.

But if you were to blindfold someone travelling the Greenville-Millinocket road and turn him loose again between Mayo and Keno he would merely think he had lost his bearings a little but be sure he was on the same road, so similar are the landmarks and aspect of the general countryside.

Just short of Keno Hill is the very active mining town of Elsa. The famous hill itself is dotted with mines and mining claims and has an overlook at the summit to which one can drive notwithstanding the arduous walk that the milepost says is required.

There is a sharp dropoff with a magnificent view of river valleys below and someone has put up one of these signs pointing the general direction and air line mileage to all the exotic points of the earth.

The little town of Keno itself, which preserves in its name a form of gambling that became popular there, doesn't amount to much, but it did have a rather interesting gas station. It was an outlet for one of the major Canadian oil companies, comprising a couple of fairly desperate looking shacks in front of which were two spanking new gas pumps.

This particular company has been on a clean restrooms kick to the extent of having a legend to this effect enameled right into the dial of the pump. We felt it a tribute to the operator's honesty that he had undertaken to cover up this particular ad with opaque Scotchman's tape. This was also the only station we ever visited whose attendant did not comprehend what a credit card was, though this may have been an individual problem for he didn't seem to comprehend much of anything else either.

To Be Continued Next Month



Mayor of Elsinore Tom Bartlett, Charles DeTurk and newly installed president John Wilkie

Elsinore Chamber Installation

John Wilkie was officially installed into the office of president of the Lake Elsinore Valley Chamber of Commerce at the annual banquet held at the Veteran's Memorial Building on December 14 in the presence of over two hundred persons.

Harry Creasey, advertising and publicity manager of the Riverside County Department of Development acted as master of ceremonies and installing officer.

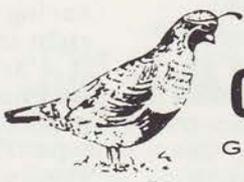
Guest speaker for the event was Charles DeTurk, State of California Parks and Recreation Division Chief.

James Magill of the Red Garter was presented the John Packman award for his work in the past year.

Rev. Luther Steiner, former pastor of the Redeemer Lutheran Church, gave



James Magill, DeTurk, who is holding the John Packman award and Chris Magill



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Outgoing president William Stewart congratulates John Wilkie, newly installed president of the Elsinore Chamber.

the benediction and later during the program said his farewells, for he and his family were transferred to another church in Lancaster.

Past President William Stewart was presented a pen and pencil set with an electric clock from the board for a job well-done as president during 1965. Micki Papini, "Miss Elsinore for 1965" was presented a scroll for her work to promote Elsinore during her reign as queen.

Chris and Jim Magaill were in charge of the cornish game hen dinner and the Veteran's, the social hour.

Officers and directors installed along with John were Jerry Harmatz, treasurer; Marjorie Carr, secretary; directors Lloyd Crane, Babe Dunning, Lyle

Hodges, Corrine Jones, Lou Cionni, David Tuch, Clyde Longe, Milton Papini, William Stewart, Harry Breuer, Larry Cartier, Arthur Gediman, Harlon Gilbertson, Robert McGill, Cy

Perkins, Joe Seitz and Gordon Harrision. Represent the Elsinore Boat and Ski Club is Jim Cook and the Grand Avenue Civic Association, Dr. Francis Nickerson.



Micki Papini thanks Harry Creasey for her award

Rev. Steiner, Jean Stewart, DeTurk, Mr. and Mrs. Harry Creasey all at the head table.



Supervisor and Mrs. Bill Jones and Tom Bartlett



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**Judge and Fritz Gedi-
man, Sam and Dorothy
Schwartz, Mr and Mrs.
Lou Cionni**



**Clyde Longe, Lakeside
Chevrolet dealer and
Lyle Hodges of Hodges
Ford Company enjoy
the antics and jokes of
the Revue photogra-
pher, Rubie**

**Jerry Harmatz, Nadine
Erdell, Mr. and Mrs.
James Magill and Mrs.
Marge Frizene**



**Guests Attending
the 1966**



**Installation
of Officers for**

**Elsinore
Valley**



Chamber

C.

N.



M.

S.

The Admiral

At the New Year We Salute the Spirit and Work of Our International Club

Organized in the spring of 1957, the International Club of the Elsinore Naval and Military School has operated continuously, with the exception of the school year 1964-65, and even during that year, individual club members made several public appearances.

During the years, the Club has had members from 30 different countries of the world including France, Venezuela, Panama, Paraguay, Columbia, Mex-

co, Pakistan, Lebanon, Hungary, Norway, Finland, Germany, Italy, China, Japan, Korea, Guatemala, Canada, the Philippines, Australia, Nicaragua, Costa Rica. One year there were some 40 students from Venezuela.

The presidents of the club have shown outstanding leadership qualities. The first president was Jean Pierre Nesson of Paris; next was Ramon Gonzales of Mexico City; Basil

Fiddes, Jr. was born in Panama but came to the school from Paraguay where his father served as Ambassador from Panama;

Leiland Sun was the great grandson of the famous Sun Yat Sen, first president of the Republic of China. He is also related to Madame Chiang Kaichek. James Yazzetti represented the United States as president of the club and was of Italian descent. Jaime Camhi was president in 1963-64. He was born in Guatemala but lived in Mexico. His father was Turkish and his mother Bulgarian.

The president for the current year is George Keely who represents the United States. He has traveled widely in other lands. He is of French descent and flew this last Christmas to New Orleans to meet his Grandmother who is arriving from France.

The purpose of the club is to promote a better understanding of the customs and problems of people from other lands as well as to interpret the way of life of our own land to them. A strong feature has been the speakers' bureau in which



Cadet Leuty reads to the International Club the story of "Silent Night" as club sponsor Mrs. Flyte and cadets Rich Lewsader and Kirk McKellar look on during the club's Christmas meeting



Christmas Banquet is Great Success

The culmination of the Christmas activities here at the school was the Christmas banquet which was held on Thursday, December 16. To start things off the banqueters were treated to a turkey dinner prepared by Chef Jones and planned by Mrs. Conklin. The festive occasion was enhanced by the beautifully decorated dining hall for which Mrs. Conklin, Mrs. Robinson and Mrs. Birdwell, as well as many cadets are to be thanked.

Cadet Frank Olsen, center, displays beautiful solo voice in the singing of "Silent Night" in German together with the German class in the recent Christmas banquet as part of the entertainment program. Other Cadets pictured are Hayes, Ward, Hudson, Guzik, Gustafson and T. Rounds.

boys prepare talks on their own lands and sing folk songs of their countries and appear before community groups. They have made as many as 25 appearances in a school year and are always well received and invited to come back. This year to date club programs have been given before a District Rotary meeting, a District meeting of the Business and Professional Women's Clubs, the Women's Society of Christian Service of the M.E. Church, and the Elsinore Literacy Center.

The cadets enter into the People-to-People Program by corresponding with young people from other lands. This is a very worthwhile project. They also bring in cultural items from their homelands to build up an exhibit which is often shown at their programs. On the speaker's table at all their meetings is a red cloth which is a poncha from Paraguay, a gift of President Basil Fiddes. There is a beggar bown from India, some books in Sanscrit from

Lebanon, and costume dolls from many lands. A flag stand holding the flags of the countries of the past club presidents always graces the president's table.

Organizing and serving as club advisor is Mrs. Gertrude Flyte, the school librarian, who has long been interested in International Relations at many levels. The Christmas party is an annual event with the Club and is held at Mrs. Flyte's home.

This year, as in previous years, the program was built around the Christmas customs and traditions from many lands and the refreshments were served from a long smorgasbord table featuring cookies from recipes of many lands. Mrs. Flyte received her young guests wearing the Hardanger costume from Norway, her father's native land. She feels no effort is more rewarding than this adventure in international goodwill. She agrees with the writer who says: "In hearts too young for enmity, There lies the way to make men free."

After the dinner, Major Meineke, acting as M. C., introduced the program in which both the Junior and Senior schools participated. The Junior school sang a good many Christmas carols very charmingly while the Senior school presented the singing of "Silent Night" in three different languages and the "Adesta Fideles". As an extra this year, Lt. Graham sang the Holy City. After the whole corps joined in the singing, and rousingly so, of many favorite carols. This was an occasion about which one can truly say, "A good time was had by all."

Colonel Conklin, in his annual Christmas speech, admonished the cadets to learn to ask the "why" and not merely to accept the "what". He stated that education was to prepare them for the problems of life and that by asking the "why" of things only would they be thus prepared.

Surely, here the spirit of Christmas was much in evidence.

Happy New Year

From Col. Conklin

"Happy New Year!" This is the seasonal greeting heard all over our land, repeated over and over to acquaintances, friends and relatives as the old year wanes and the new one appears just around the corner. It is a good greeting, wished, I am sure, quite sincerely by most of us as the spirit of good will prevails in our thinking.

But no matter how truly we wish it, in the final analysis only WE can make our New Year of 1966 a happy one because happiness is subjective, and is not a thing granted to us by the wishes of others — it is the gift we give ourselves. We alone hold the key to our happiness — it is opened from the inside, by

you and me, by the thoughts we think and we live happily or unhappily as we think good or ill of ourselves and others. Our thoughts externalize themselves into things, experiences, health, sickness, success, victories or defeats.

Knowing this calls for an inventory and an assessment of the quality of our thoughts. Let's really look within and resolve to make our individual worlds better and happier ones through unselfish and kindly thinking which will in turn snowball into an endless contribution of happiness to all mankind.

Juniors Perform the Nativity Pageant

The most delightful event of this past Christmas was the presentation by

the Junior School at the Grand Avenue Civic Association of the "Nativity" The pageant, called "A Prophecy Fulfilled" was written and directed by Mrs. Splittek. She was assisted by all the Junior School Teachers in this production.

It had been hoped that the Senior School cadets might be able to see the show. However, this proved to be impossible. The staff and faculty of the Senior School, this writer included, are able to report to those unfortunate cadets who did not see the show, that not only did the Juniors do a good job but that they did a wonderful job for which we should all be very proud of them.

Truly Christmas is for the young.



This is the final scene from the Nativity Pageant, "A Prophecy Fulfilled." The picture was taken by Mr. Paul Meeh, father of Cadet Meeh. The cast is as follows: Cadets Allen, Mouser, Scotoni, the Loeffler twins, Pape, Meeh, Wellborn, Whidby, Spink, Rhoades, Petty, Waterfall, DeHaas, Dorian and Miss Upton, Mrs. Splittek's niece, as the Angel of the Lord.



BITTERFIELD VILLAGE



Ramona Salsbury and Iva Keegan, two hard working women on the Chamber's "Baskets to the Needy" project.

I Am Proud To Be A Chamber Member

Today, the 23rd of December, I walked to the Chamber of Commerce office on Main Street and there I saw Iva Keegan and Ramona Salsbury busily packing carton after carton of groceries, clothes and toys for those in need.

These two women are co-chairmen of the Chamber's Baskets for the needy project, and have been for years. As Iva remarked, "I can recall doing this in 1927".

Describing on paper what I saw in that office is hard to do, for these aren't just cartons of merchandise, these are cartons of kindness, consideration, giving and any other word one can use. Each basket is personally tended.

If there are five, six, seven or eleven members in a family, that is what determines the amount to a carton. Coffee sugar, flour, vegetables and fruits in

cans; shortening, Jello, walnuts, apples and a turkey or chickens. Then Toni Stewart adds the gaily wrapped toys while Ramona and Iva sort dresses, pants and shirts and other clothing to fit the size of the children listed on the outside of the various boxes.

Donating to these baskets are the Elsinore Public Market, M & M Market, S & S Liquor, Alamo, Ed Stewart, Chuck Pease, Ralph Torn, members of the Lake Elsinore Board of Realtors, Lion's Club, Rotary Club, Grand Avenue Civic Association, Sedco Community Association, Woman's Association of the Methodist Church and many private citizens.

If the spirit of Christmas is giving, we have many spirited people in the Valley, and many who, on Christmas Day, can be thankful for them.

Tommy Morrow does sell Insurance

Now That You Mention It

By BEN MINNICH



An upturn in the number of highway deaths per passenger mile has set off a wave of hysteria among the safety bleeding hearts. Led by their great hero, Abie Ribicoff, they are already stepping up their war of nerves upon the motoring public.

While there is for the first time some suggestion of pressuring the manufacturers to build safer automobiles it can be expected that these will receive the usual lip service in Detroit and that most of the neurotic response will be translated into pleas and regulations whose value would be doubtful even if it could be expected that they might be observed.

Perhaps then it is worthwhile to do some intelligent thinking about the true cause of the problem, such as it is. When one does a little analyzing it is largely a consequence of what has widely been hailed as progress

At long last the interstate highway program has begun to produce substantial results in terms of actual miles of new freeway. Only recently for the first time have there been numerous long stretches of rural freeway. Notwithstanding the inherent safety of these roads, they are sufficiently monotonous that there has been an increase in high speed wrecks resulting from driver stupefaction.

Furthermore, a part of the decline in the death rate that preceded this recent upturn lay in consequence of the fact that many of the more dangerous old highways had become so congested that speeds at which a fatal accident might occur could no longer be realized. The freeways have relieved some of this congestion and the poor engineering of the past is again taking its toll.

But most significant of all is the circumstance in which the appeal of freeways and the consequent increase in automobile use has led to the accelerated demise of many of the remaining vestiges of public transportation. As a result, nearly everyone must now maintain and operate an automobile or become a vegetable, worse off in many ways than a wheelchair victim.

Accordingly, even the most incompetent, many of whom would just as soon not drive, find themselves forced to do so, and the highways become increasingly crowded and the quality of operator ability declines at the same time.

There have been a few spotty realizations of the gravity of the situation, but even the kind of emer-

gency heroics being undertaken now by the Massachusetts Bay Transit Authority and our own Bay Area Rapid Transit District promise only local relief from the problem in which transport strangulation is an even more serious consequence than the rise in the death rate.

While the Great Society transit bill may be a step in the right direction, some way will have to be found to curb the hard selling and self-destructive enthusiasm of the automotive industry to a point of recognition that the gas buggy is not the solution to every problem, and that, after all man should dominate machines rather than the other way around.

The central touchstone of American thinking has long evolved about the concept that the individual ought to be left alone to do as he pleases with his personal energies and possessions.

The incursions of the past fifty years upon these privileges from all sides have been in part compensated by the vast expansion of personal mobility that has been afforded by the development of the automobile; so mesmerized has the American public become with this new freedom that its physical self-destruction now looms as a distinct possibility.

One of the most significant challenges facing the makers of public policy is whether they can, by persuasion and attractive appropriate alternatives, conserve the freedom of the automobile through limitation of its adverse features, or whether, through inaction, find themselves forced to constrict at last, one of the few remaining spheres of personal independence.

FIRST RANCHO CALIFORNIA BANK OPENS IN TEMECULA

The Rancho California Branch of the Security First National Bank opened recently in Temecula, with several residents of the area waiting at the door in order to go on record as the first depositors.

Serving as branch manager is Peter Van Vechton with Richard Ponsetto, assistant manager. Patricia Wickerd of Murrieta and Betty Lytle of Elsinore are tellers.

Temecula hasn't had a bank since 1943 when the old bank there closed. A charter for the new bank was allowed because of the large development going on in the Temecula area called Rancho California.

Hours will be from 10 a. m. to 3 p.m. Monday through Thursday and on Fridays until 5:30 p.m.

The bank covers 1250 square feet of the building which houses the post office and the decor is Early American, with wall paper of a classic design in green and white. An Oak wainscoting lines the lower part of the walls, two Early American lamps in avocado green glass and gold hang from the ceiling. A pot belied coal stove, an old brass spittoon and a wall-crank telephone add to the 1890 decor.

Mabel Likins Dies At Seal Beach Home

Mabel Carlton Likins, former long-time Elsinore resident passed away at her Seal Beach home on December 17.

She leaves her husband, Cliff T., a son, Robert of Berkeley, a brother, Henry F. Carlton of New York City and a sister, Mrs. Carl Allan of Santa Barbara.

Miss Perris Valley

The five-foot-seven-inch, ash-blonde, blue-eyed, Joan Hammerschmidt, daughter of Mr. and Mrs. Geo. Hammerschmidt of Lakeview, was crowned Miss Perris Valley of 1966 recently at the Perris Valley Inn.

Joan is the second member of her family to hold the title. Her sister, Arlene was given the title in 1964.

Joan competed with six other girls for the honor, appearing in a bathing suit and in semi-formal dress. Contestants included Chryl Dowalter, Betty Beidebach, Mary Beverly, Janice Echols, Carol Smith and Paula Kinsey.

Robert Walker Jr., President of the Perris Valley Chamber of Commerce, presented her with a bouquet of roses, and the lovely Barbara White, 1965 Miss Perris Valley and Orange Show Queen, crowned the new queen.

Judges for the contest were Dennis Jessee, executive producer of the Miss California World Contest; Eva Hall, contest coordinator for the Miss California-World Contest and Milt Golden, professional photographer.

Joan will represent the Perris Valley in the Queen Scheherazade Contest held in Indio in January.

She is a song leader at Perris High School and active in the Letterwoman's Club, designs her own clothes and for a hobby does paper sculpturing.

Serving as contest coordinator for the chamber is Queen Mother June Scott, Mrs. Pete Fraley was make up and hair style consultant, Leland Scott was guest vocalist and Arno Grunert, organist.



Joan Hammerschmidt
(Photo By Joe Garnand)

HAPPY NEW YEAR (Continued from page 27)

father died in Oshkosh and would we please write a story about it

... Five people will phone the office and demand copies of the pictures that the photog is going to take at a meeting and hang up. What meeting Rubie asks Lo Vae. yes, what meeting, counters Lo Vae Two hours later after umteen frantic local and long distance phone calls, we learn that the only meeting on anybody's calander is a gathering of the sandbox players guild and we decide to pass it up.

... We'll please alot of the people all of the time and some people we'll please some of the time, but other people we'll never be able to please, no matter how hard we try

May the New Year bring you and yours the very best it has to offer.

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