

All The World Is A Stage" — Wm. Shakespeare

# La Laguna Revue

NOVEMBER 1, 1961

35 cents



# We Talk About The Publisher

Sooner or later it was bound to happen!

We speak of La LAGUNA REVUE.

It was the dream of Roger Mayhall, printer *extraordinaire*, years ago when he was production manager for a local newspaper. He visualized a monthly magazine containing a chronological record of events taking place in this vast area known as Rancho La Laguna, which came into existence as a Spanish Land Grant.

In his dream magazine, he saw a permanent record of happenings in the passing parade, supported by pictures, which, in years to come, would afford a true history, month by month, of the development of this great valley.

Let the daily and weekly newspapers record the news of the day but let the important events of the month be preserved for posterity in a form which would not only tell of the activity but would show what happened with actual photographs — a pictorial magazine, published on book paper, containing action photographs from cover to cover. Industrial development, parties, social events, clubs, school days, sports — and we do mean sports.

A calendar of events to come and a pictorial review of what happened during the month.

In fact, he dreamed of La LAGUNA REVUE, the magazine you will be reading November 1, 1961.

It is a dream come true for the publisher.

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## *La Laguna Revue*

**A Monthly Magazine devoted to the recording of coming events,  
and a pictorial review of past affairs in the Great Laguna Valley.**

**Editor's Note** — We, the members of La LAGUNA REVUE staff, are persuaded that one of the great historical events of the 20th Century will be the launching of La Laguna Revue November 1, 1961.

Exaggeration? Well, maybe so, but no one can spend ten minutes with the publisher and not come away convinced that La Laguna Revue is just about the greatest thing that has happened in this valley.

Exponent of positive thinking, never negative, his enthusiasm is as catching as the measles, and if you wish to hang on to your \$3 don't talk magazine to Roger Mayhall.

He will tell you this is the psychological moment. There are things of the past; let them lie. There are things of the future; we will come to them. But today there is just one thing of the palpitating, pulsating present, an aggressive, vital thing, a peace-loving instrument of good will, revealing life as it is lived in our fruitful valley, and that young, breathlessly expectant thing is La Laguna Revue - not a thing to be conservative about.

He's sold us on the idea. We are so enthusiastic we can hardly wait to read what we are going to write in the November issue. And speaking of pictures — he wants us to have at least 100 pictures in every issue. We are tempted to say, "get that November issue and read it. Feel better in seven days or ask for your money back."

The front cover will give you an overall view of our field of operation. If you can't visit these places in person each month the next best thing to do is keep in touch through the pages of La Laguna Revue — 12 outstanding issues, chuck full of pictures, for just \$3.00. We'll be watching for your subscription. Subscribe today and start with the November issue.



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**GAREY CARR, Editor**

*La Laguna Review*

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BEAUTIFUL RANCHO La LAGUNA VALLEY



## FLY-IN AT SKYLARK FIELD

### Typical Scenes At Skylark Field

Skylark Field, Elsinore, is just one of the many interesting places you will visit each month in the pages of La Laguna Revue.

To those seeking the spectacular this aviation field, under the ownership and management of Cy Perkins, offers a diversified program through-



Larry Perkins, Pilot and Bud Kelsow jumper

out the week. Glider planes, parachute jumping and picture making feature the entertainment.

Presently, scenes from the T. V. spectacular Rip Cord, starring Larry Pennell, are being shot at the field and the first of the series is scheduled to be shown over Channel 7 October 5.

Action shots from all the Perris and Elsinore High School football games played in the Valley will appear in La Laguna Revue to be followed by basketball, track meets and baseball in season.

Womens Clubs and other organization activities will be closely followed and a staff photographer will be on hand at all important events.

Industrial growth throughout the Valley will be reported and pictured each month and a sharp eye will be kept on the thoroughbred horse ranches in Murrieta.



Soaring and Sky Diving