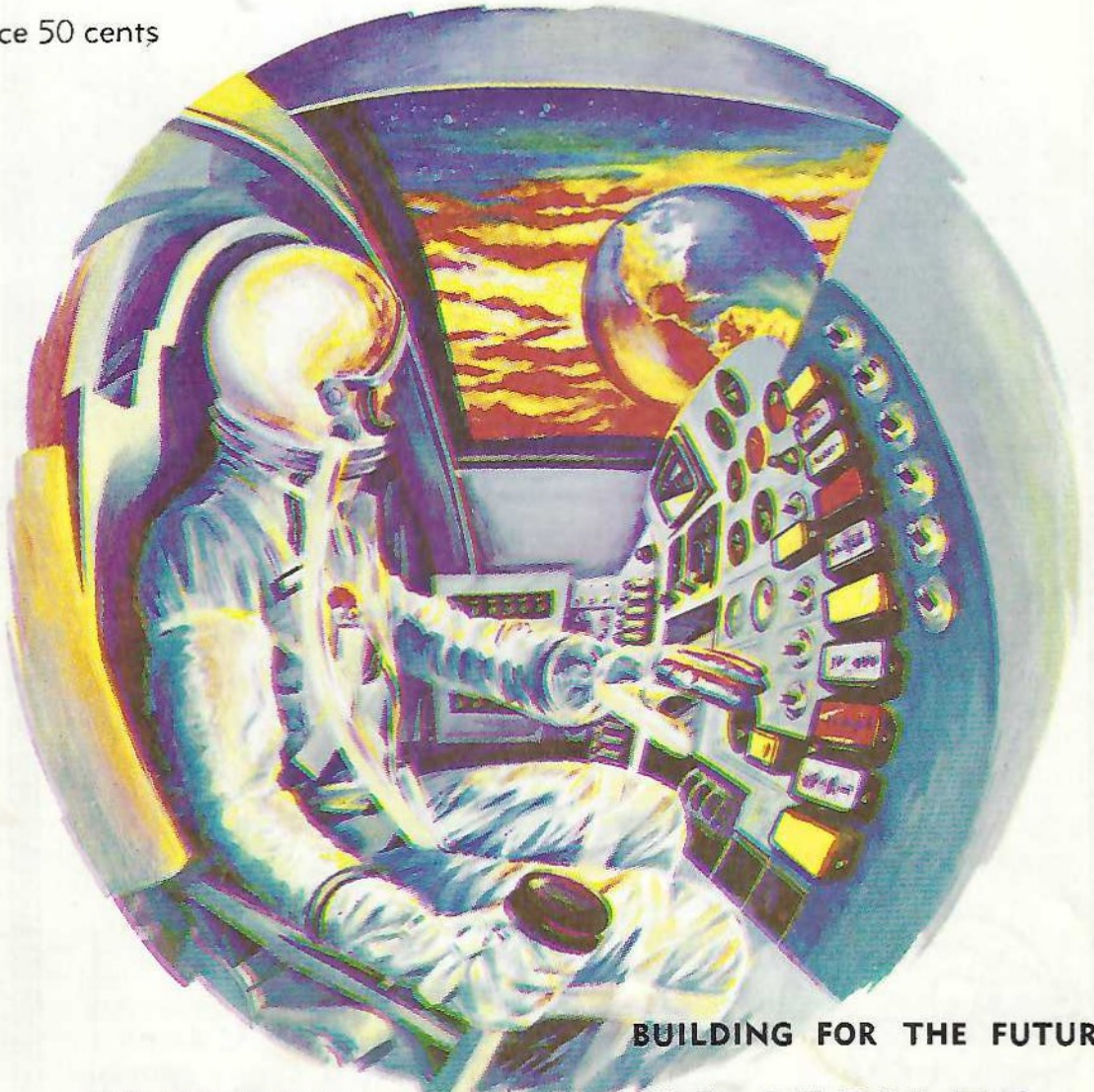


**OUR 75**  
**ANNIVERSARY**

Official Souvenir Program

Price 50 cents



BUILDING FOR THE FUTURE

**ELSINORE DIAMOND JUBILEE**

November 15-17, 1963

Incorporated April 9, 1888

IMAGINE ALL OUR TRUCKS AT YOUR  
SERVICE  
SINCE 1945



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Telephone 674-2127



**CONGRATULATIONS TO ELSINORE**

**ON ITS**

**75th BIRTHDAY**



**CALIFORNIAN**

BEAR REAL ESTATE COMPANY

17586 Grand Avenue  
678-2131

# ELSINORE DIAMOND JUBILEE

November 15-17, 1963

Incorporated April 9, 1888



## HAPPY BIRTHDAY, CITY OF ELSINORE!

**Y**ou are 75 years old this year. You were incorporated in 1888 as a sixth class city of the county of San Diego.

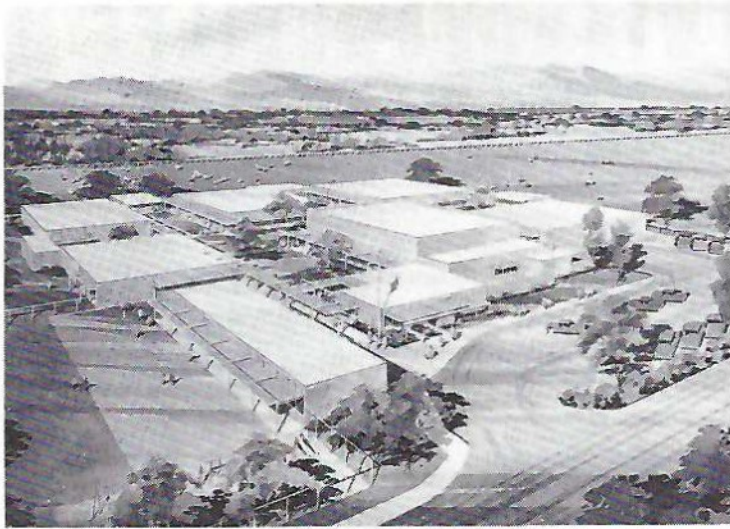
You became a part of Riverside County five years later when that County was formed from parts of the large counties of San Diego and San Bernardino.

We, who have come to help Elsinore celebrate the 75th anniversary of its cityhood, may wonder what visions were in the minds of the settlers who voted to make Elsinore a city just five

years after it had been laid out as a town-site by three men from Iowa.

The answer is in the Elsinore News, January 1, 1888. Its editor, Paul B. Hays, told his readers, "Incorporation means graded streets, clean premises, a just government, fire protection, and protection from the rougher elements that always infect a growing community. It means a new lease on life, a beginning of splendid advancement . . ."

All those things and more have been accomplished by the City of Elsinore since its incorporation.



*The present residents of Elsinore city and valley have cared enough to vote bonds for a new elementary school and additions to others. Pictured is the architect's drawing of one of the schools which will be opened in September 1964. Every school will have adequate modern classrooms.*

## Mineral Springs

The founders of Elsinore chose the area with the flowing hot mineral springs for the town-site. They had purchased, in 1883-12,832 acres of Rancho La Laguna from a San Francisco bank.

### **FANI LUCAS** REALTOR

Licensed Real Estate Broker

32-308 Mission Trail

(Old Highway 71)

Route 2, Box 70

Elsinore

674-2904

**HAPPY  
ANNIVERSARY**

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**SCHOOL OF DANCE**

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128 NORTH MAIN  
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**DILL LUMBER COMPANY**

**Building Materials**

Quality Service

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# ELSINORE'S FAMOUS LANDMARKS



*This handsome bathhouse, the Crescent, was built by the founders in 1886, next to the original mineral spring. (Other springs were discovered.) Water tested 114 degrees as it came from the ground. The Crescent drew a steady clientele from residents and visitors. A few rooms were available there and many more at the Lakeview Hotel, also built in the '80s a block distant on Spring. It has never closed as a hotel. Both buildings still stand and are among Elsinore's earliest landmarks.*



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All Types of  
Plumbing Fixtures  
Water Heaters

Electric Sewer  
Rooto  
Service

**Papini Plumbing Co.**  
Since 1946  
121 S. Main, Elsinore

Before the year is over a new "loop line" to pipe the mineral water around the center of the city will be finished. The hot water will be pumped from city-owned wells.

In addition to the new system carrying mineral water, entire new pipes for domestic water to replace the old, will be installed over the city. Sewer lines are being extended. These will be paid for by revenue bonds, not by taxing the properties.

## Before Americans Came

Before the founders of Elsinore purchased La Laguna Rancho in 1883, the rancho, originally some 19,000 acres, had had several owners.

The land belonged to Spain when San Luis Rey Mission had the Indian neophytes here under its tutelage to Christianize and civilize them.

After Mexico got control of California and many large land grants were made, Rancho La Laguna, with its Laguna Grande (the lake), was granted to a Mexican subject, Julian Manriquez, who used it for a cattle ranch.

The City of Elsinore  
**Welcomes You**

## **ELSINORE PHARMACY**

**Your Rexall Store**

141 North Main Street

Phone 674-3121

Free Prescription Delivery

BEST WISHES FOR THE FUTURE

**BEST OF SERVICE FOR THE PRESENT**

**LAKESIDE CHEVROLET AND OLDS**

212 West Graham Avenue

ELSINORE

**23 Years of Service to Elsinore Valley**

## ARMIN BRENNER

Agent

Farm Bureau Insurance

Life — Auto — Liability  
Fire

Cal-Farm Insurance Co's.

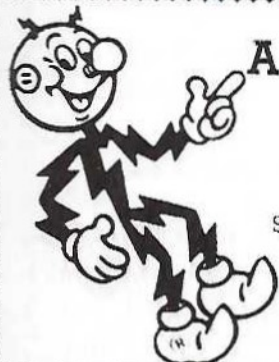
15758 Grand Avenue  
678-2115  
Elsinore

## Americans Come to La Laguna

La Laguna continued to be a cattle and sheep ranch through several owners until the 1880's when an influx of Americans came to California from eastern states. The three men from

Iowa, Franklin Heald, Donald Graham, and William Collier, bought most of La Laguna and subdivided it into townsite and small acreages for fruit ranches.

But cattle did not entirely disappear from the valley with the coming of the Americans.



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Chaney and Lakeshore Drive — Elsinore

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## UNIONize TO ECONOMIZE

WITH

## UNION OIL CO. OF CALIFORNIA

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ELSINORE

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BROKER  
Real Estate

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18-519 Grand Avenue  
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of Opportunity

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VALLEY

ROOFING

COMPANY

SUNSHINE

RANCH

MARKET

990 Railroad Avenue

Al and Wanda

Accettura

Managers



*Here are shown the young cowboys, Hilbert Stewart (present councilman) and Tom Baker, herding cattle across the shallow east end of Lake Elsinore, toward the Santa Ana Mountains. William Stewart, Hilbert's father, kept the cattle on his mountain ranch during the summer, and on the valley ranch, east of Elsinore, during winter.*

WELCOME  
to

Elsinore's  
Diamond Jubilee

**WILLETTE'S  
DUDE RANCH**

18815 Grand Avenue

COMPLIMENTS OF

**J & F WILSHIRE  
SERVICE**

424 North Main Street  
Elsinore

Johnie and Fred

**RUTH SALLEE  
SCOTT**

Pl. T.

**PHYSICAL THERAPIST**

Professional Referrals  
Invited

Elsinore Hot Springs  
225 West Sumner Street  
Elsinore  
674-3473  
Area Code 714

Farmlands known as "Block B" at the head-of-the-lake, lying between Riverside St. and the hills and canyons, were among the first to be planted—mainly to deciduous fruits—peaches, plums grapes. . . . Later these were replaced by English walnuts and citrus.







*Fruit growers near the turn of the century bring wagon loads of sacked dried apricots to the Santa Fe depot for shipment.*



*Ed and Bill Stewart on the wagon are ready to harvest pumpkins near Riverside and Grand about 1904. Col. Woodford sits in the buggy. These Stewart men were fathers of present-day Ed, Bill and Hilbert.*

Congratulations and  
Best Wishes  
to  
Elsinore Diamond  
Jubilee  
**Grand Avenue Civic  
Association**  
Lakeland Village

**HARTMAN'S  
BRIC-A-BRAC SHOP**

Unusual Decorating Articles  
and Antiques  
Flower Arrangements  
Made to Order  
16002 Grand Avenue  
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Elsinore

**WELCOME  
TO  
PARK ARMS HOTEL.**

183 South Main  
Under New Management  
**GREYHOUND STATION**

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BUILT ON YOUR LOT BY  
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We're Proud to Be a Part of the Growth of Elsinore

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Riverside, California  
682-0070

ARIZONA OFFICE  
1033 West Beale  
Kingman, Arizona  
SK 35223

Houses . . . Income Units . . . Your Plans or Ours



*In the Elsinore of 1885 or 87 it wasn't necessary to stay to the roads. Residents took the easiest way and paths were worn. One is seen going to the first Elsinore school on a hill where the present elementary school stands.*

The City of Elsinore  
Welcomes You

"Red Carpet Service"

D. W.  
**REDMON  
REALTY**

31040 Riverside Drive  
Lake Elsinore

Lots — Acreage  
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The Only Way to Buy

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ENTERPRISE**

The Water People

GEORGE  
EVELYN  
Sedco

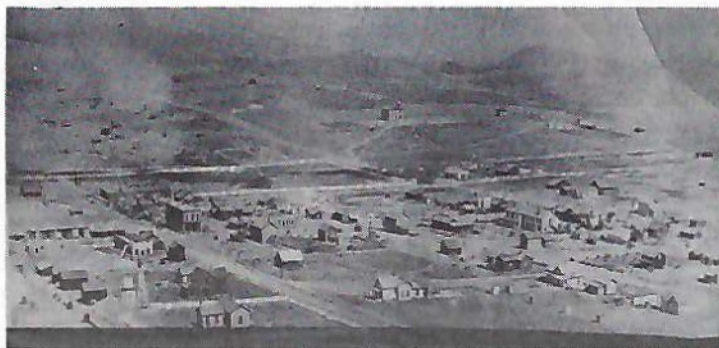
**WILL BUILD ON YOUR LOT  
A Modern and Beautiful Home**

**THREE NEW MODELS**

The Princess—2 bedrooms ..\$5,450.00  
The Alpine—3 bedrooms ....\$5,850.00  
The Chalet—1½ Story .....\$7,450.00  
See them under construction, and many completed

BRING YOUR IDEAS OR PLANS TO:

**DICK CRUSE**  
BUILDER OF CRUSADER HOMES  
Gold Medallion



*Elsinore's first school. It housed both Grammar and high schools.*



*Elsinore had grown by 1900 and many trees had been planted.*

**PLASTERING  
CONTRACTOR**

**THOMAS R. BRADY**

107 Scrivner Street  
674-2647  
Elsinore

**FLOWER SHOP**

16873 Lakeshore Drive

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Owner

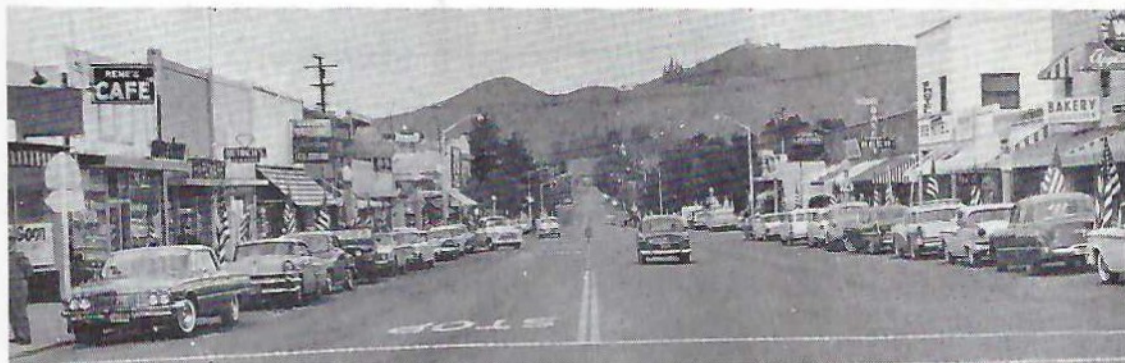
**ELSINORE  
DELICATESSEN**

Health Food — Groceries  
Beer and Wine

**FRANCIS BERGER**

**LOUIS BERGER**

102 South Main St.  
Elsinore



*A block on Main Street today shows many small but adequate shops and modern street lighting.*



James K. Schanck, an early postmaster, gave one part of his jewelry store for the office. Here he relaxes between customers.

**STOKES GARAGE &  
MOBIL SERVICE**

McCulloch Outboard Motors  
Complete Automotive  
Service

Garage—Main and Franklin

Boat Shop—18740 Collier

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**CONGRATULATIONS TO THE CITY OF ELSINORE ON ITS  
75th ANNIVERSARY  
GLO-FIRE, INC.**

**LE BLANC'S  
RICHFIELD SERVICE**

Phone 678-2449

Grand Avenue at Blackwell  
Elsinore

**Ed Perret**

PHONE 674-3923

**Signs** 

Pepper trees were planted even on downtown streets. Shown here are two blocks on the east side of Main St., looking south, beginning with Schanck's jewelry store and post office and ending with the Exchange Bank Building, now Ambassador Hotel.



**OVERDEER'S  
BEAUTY SALON**

Phone  
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119 East Graham Ave.  
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REAL ESTATE  
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FINE FOODS

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Highway 74 Between Perris  
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The City of Elsinore  
Welcomes You

## BEAUTIFUL HOME SITES

ARTISTICALLY AND ACCURATELY

### GRADED

### That's My Line!

## DEAN YODER

Bulldozing and Grading

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ELSINORE



A rose-covered home at the corner of Sumner and Kellogg as it was in 1899—the Balfour house.

### PAT LUCK'S Lakeside TIRE SERVICE

232 West Graham

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Elsinore



## HODGES FORD CO.

1964 . . . the Year of the Test Drive

## THE CAPRI

DAY  
WEEK  
MONTH

516 North Main Street  
674-2640

Congratulations to the City of Elsinore on her  
75th DIAMOND JUBILEE

## ECONOMY LAUNDERETTE

112 South Main Street  
Elsinore

SAMUEL G. PHILLIPS

JOSEPHINE E. PHILLIPS



*W. C. Richards achieved a great deal by 1899 in beautifying his home and acreage on Grand Avenue.*



*A high school picnic to Coldwater Canyon in 1900. The girls are really in very good style for that day with their sailor hats and leg-o'-mutton sleeves on their dark coats.*

## 1888 - 1963

## DIAMOND JUBILEE

This Marks a Period of Growth and Achievement

**N**ow with the very good prospect of a restored and stabilized lake, Elsinore will come into its own as one of the most beautiful and desirable recreation areas in the West. This is indeed a milestone in our history and a time for rejoicing and celebration. We are happy to be a part of it.

## FIRST NATIONAL BANK OF ELSINORE

Capital \$100,000.00 . . . . Surplus \$250,000.99  
\$250,000.00

G. R. GOUGH, President  
FRED B. KLARER, Vice President and Cashier

# Lake Elsinore

Lake Elsinore has always been an attraction and until a few years ago was thought to be without a bottom. It also had its share of serpent stories as well as an Indian legend.

When it became dry in 1951, this was the first time in the memory of anyone living. However, two old stories were found to be incorrect. The lake had a bottom and there was no serpent, at least in sight.

## SOUTHSIDE INN

Draft and Bottled  
Beer  
Choice Wines

**GLORIA LEE RABORN**  
15573 Grand Avenue  
678-9097  
Elsinore

## Congratulations

on being  
75 Years Young

## WESLEY J. MARSHALL

GENERAL  
BUILDING CONTRACTOR

140 Lucerne Street

Elsinore  
Phone 674-2654



W. C. Porter walked to the center of the lake on mud skis and examined boat that was hopelessly stuck in the mud.



The lake partially refilled in 1952 and again in 1958 and many persons zoomed their inboard and outboard motorboats through the waters.

### LOTS

### ACREAGE

# Richey Realty Co.

C. H. (BOOMER) LEE  
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15891 Grand Avenue — 678-2141  
South Side of Lake  
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SPECIALIZING IN LOS ANGELES and RIVERSIDE COUNTY  
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at Beautiful

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WEIGHT REDUCING  
RESORT

Exclusively for Women

31750 Riverside Drive  
Elsinore

## JUBILEE EVENTS . . . . . NOVEMBER 15 - 17

### FRIDAY

- 2 p.m. Homecoming Parade — high school students.
- 2 p.m. Opening of Carnival with major rides, game booths, refreshments.
- 8 p.m. Homecoming game between Perris and Elsinore at Cass Memorial Field.

### SATURDAY

- 8 a.m. VFW breakfast at Veterans' Memorial Hall.
- 10 a.m. Jubilee Parade on downtown streets, featuring Bozo, the clown; Daisy, the clown; Billy Barty; a representative of the Danish Consulate of Los Angeles. Sponsored by Howard M. Black Post 1508 of VFW.
- 12 noon Rotary Club barbecue at carnival grounds.
- 12:30 Official anniversary ceremonies with the cutting of a five-foot birthday cake. Elsinore Woman's Club doing the honors on Langstaff Street stage. Presentation of parade trophies. Welcome from Mayor and Council. The Danish Consulate General of Los Angeles, an honored guest. The premiere presentation of "Elsinore" sung by a quartet from Elsinore Naval and Military Academy. The time capsule with giant stopper to be placed in the lake will be announced; also the ceremony of pouring water into the lake.
- 1:30 p.m. Opening of the Art Show by the Art Center at 222 West Graham.  
Skydiving exhibition by Skylark Aviation on lake front of carnival grounds.
- 2 p.m. Premiere opening of the Mad Museum — 1001 funny inventions and crazy collections at 113 S. Main St.

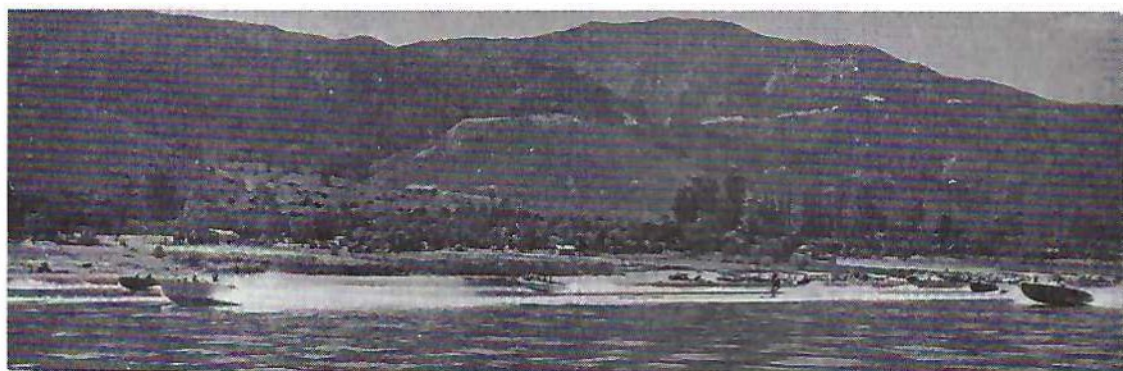


- 2:30, 3:30, 4:30 p.m. Fractured Flickers Theatre—100 N. Main.
- 3 p.m. Time Trials of Nutty Yachts and Surf Wagon Rally at carnival grounds, lake front.
- 4 p.m. Bizarre art demonstrations at Mad Museum, 113 S. Main.
- 5:30 p.m. World champion eating contest on stage, Langstaff St.
- 7:30 p.m. Mad Ball street dance, Billy Barty master of ceremonies, on Langstaff St. near stage and carnival grounds.
- 8:30 p.m. to 12:30 a.m. Elsinore Union High School Alumni reception at Elsinore Woman's Club House, 710 W. Graham.
- 9 p.m. Costume parade and contest. Any type costume goes.
- 10 p.m. Gala 30 minute fireworks display and skydiving exhibition with flares. These may be seen from carnival grounds and stage area. The street dance will continue.

## SUNDAY

- 7 a.m. VFW breakfast at Veterans' Memorial Building.  
All morning, worship in church of choice.
- 9 a.m. Bus tours of Elsinore Valley starting at carnival grounds.  
Mineral baths at bathhouses.  
Horse-back riding from Willettes Dude Ranch at 18-815 Grand Avenue.
- 12 noon World Champion eating contest on stage.
- 1 p.m. Skydiving exhibition by Skylark Aviation and Glider exhibition, lake bed at carnival grounds.
- 1:30 p.m. Mad, Mad Museum, 113 S. Main.  
Art Museum, 222 West Graham.  
The gigantic Diamond Jubilee Stage Show, Bill Burrud, master of ceremonies.  
Finals of the can stacking contest. Three generation beauty contest. Elsinore Outstanding Citizens Award. Big Tiny Little and his Musical Show. Hootenany and Billy Barty in a Unicycle Act.
- 2:30, 3:30, 4:30 p.m. Fractured Flickers movie, 100 N. Main.
- 3 p.m. Grand Prix of the Nutty Yacht Race at lake front. The carnival continues through the evening.

The Elsinore Historical Museum will be open on Friday, Saturday and Sunday at the Public Library, Langstaff and Graham, 1 to 5 p.m.



*Boat racing on Lake Elsinore in the shadow of the Santa Ana Mountains*



*On the western shore of Lake Elsinore is a "Class A" state camping ground with modern facilities. The lake, as well as camping grounds and other land make up Lake Elsinore Recreation Area, a state project administered by the Division of Beaches and Parks. Here Girl Scout campers from Orange County roast their stick bread.*

The State Park Supervisor conducts hiking parties to visit Indian pictographs in the area. Here he is shown in a cave with a well preserved pictograph.



The State Division of Beaches and Parks is working to turn water into Lake Elsinore between February 1 and April 1, 1964. This has been assured. It will take two months to fill the lake.

## YUNG'S FLORIST

17-149 Grand Avenue  
Elsinore  
Phone 678-2564

## JACK KAUFMAN



# SIGNS

OF ALL KINDS

LAKE ELSINORE  
420 East Hill

674-2360

"A Business with No Sign is a Sign of No Business"

## DR. RAY SIMON

122 North Main

Phone 674-2335

Elsinore



A community grinding stone used in ancient times by Indian women to grind acorns into meal, lies in the hills south of Lake Elsinore. Others are in the area of the park.

## Congratulations

to

Elsinore

on Its

75th Anniversary

## VISTA DEL LAGO

Grand Ave. and  
Deeble Entrance

DRAUGHT BEER ON TAP



*Elsinore built a new library building a few years ago, and later built an annex at the rear for a museum. The Elsinore Valley Historical Society has collected many items for the museum.*

## BEAUTY BAZAAR

Specializing in  
HAIR STYLING  
PERMANENT WAVING  
TINTING and BLEACHING

120 North Main Street  
Elsinore

Inez McAdams, Owner

REMEMBER THE

## ALAMO MARKETS

For the Best Buys in the Valley

Edgemont — Sunnymead — Elsinore — Yucca Valley  
Weekdays 8 a.m. to 8 p.m.  
Open Sundays 9 a.m. to 6 p.m.



*Near the library on Langstaff Street, stands a unit of the Riverside County Court House, completed last July, with landscaping just beginning. It houses the Elsinore Justice Court, welfare, health, sheriff, building and safety departments.*



## A Center for Visitors

Elsinore lies between San Diego and Los Angeles, 75 miles from each. Those who come from Palm Springs and other desert areas have easy access to the coast over Ortega Highway which is entered from Grand Avenue on the south side of Lake Elsinore. San Juan Capistrano and its famous mission is only 35 miles from Elsinore over the Ortega.

Railroad Canyon Lake, a fishing resort from March to October, is only five miles from Elsinore.

Murrieta, the fast growing horse center, is 12 miles to the south. Breeding and training of thoroughbreds, quarter horses, Arabians, and others is a three-year-old industry for the Murrieta area.

A young woman of Murrieta rides her Palomino through the hills south of Elsinore.



**WALLY'S CHEVRON**  
and  
**ROLLIE'S GARAGE**  
It's Always a Pleasure  
to Serve You  
159 S. Main 674-3610

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### MODE O' DAY

DRESSES — COATS

BLOUSES — LINGERIE

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HOSE

Mrs. Neblett, Manager

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Motor Winding and  
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Kenneth Freeman

## WILLIAM A. MILLER

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Grand at Macy

SALESMEN

McLaughlin — Driskill

Price — Miller

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*Prize Angus cattle on the Hidden Springs Ranch near Wildomar, just south of Elsinore.*



*Cowboys and white faced Herefords at the feed lot of the Vail Company Ranch, Temecula.*

A 90,000 acre cattle ranch raising Herefords and Black Angus lies a few miles south of Murrieta near Temecula.

Temecula is the site of the ancient village of Temecuc excavated a few years ago.

## SHAFER & SON FOUNDRY

505 MINTHORN

ELSINORE



*Bibleland, where life-sized figures of the Last Supper, shown here, the Gethsemane, and the Nativity have been sculptured in sand, is near Temecula off Highway 395.*



*The largest clay mining industry in California is just west of Elsinore at Alberhill and in Temescal Canyon. Several firms manufacture clay products, one roofing granules. Clay is shipped to factories in the Los Angeles area. Pictured is a part of Los Angeles Brick and Clay Products Company at Alberhill.*

## Around Lake Elsinore

*Skylark Field at the east end of Lake Elsinore is a headquarters for gliding and sport parachuting.*



This picture was caught just as David Llorente touched ground at Skylark Field.



Two gliders at Skylark. Standing is Larry Perkins. Seated in rear glider is Ernie Shaddock; in front glider, Eugene Whigam.

The City of Elsinore  
Welcomes You

### GRANT'S RICHFIELD SERVICE

184 South Main St.  
674-3459

SERVICE IS IMPORTANT  
We Aim to Please

### FARMER'S MARKET

16851 Rice Street  
Phone 674-3471  
Elsinore

### LAGUNA DRIVE-IN

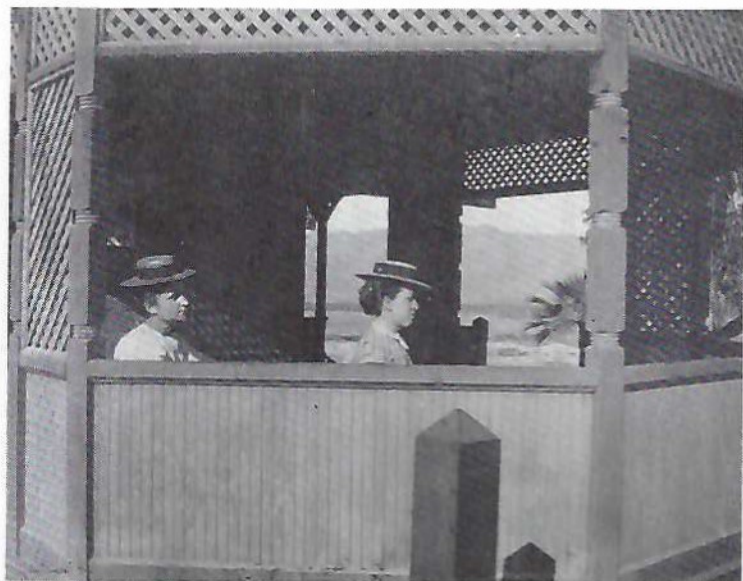
1112 West Graham  
(Across from High School)

Hamburgers  
Tacos  
Shakes

FROSTIES  
COLD DRINKS

Hours 11 a.m. to 11 p.m.

CONGRATULATIONS FOR A GREAT FUTURE  
HARMATZ FAMILY



*Two young women wait for the train in 1899 at the Elsinore depot.*

**TURNER'S**

**Wildomar**

Phone 678-2814

**RANCHITO CAFE**

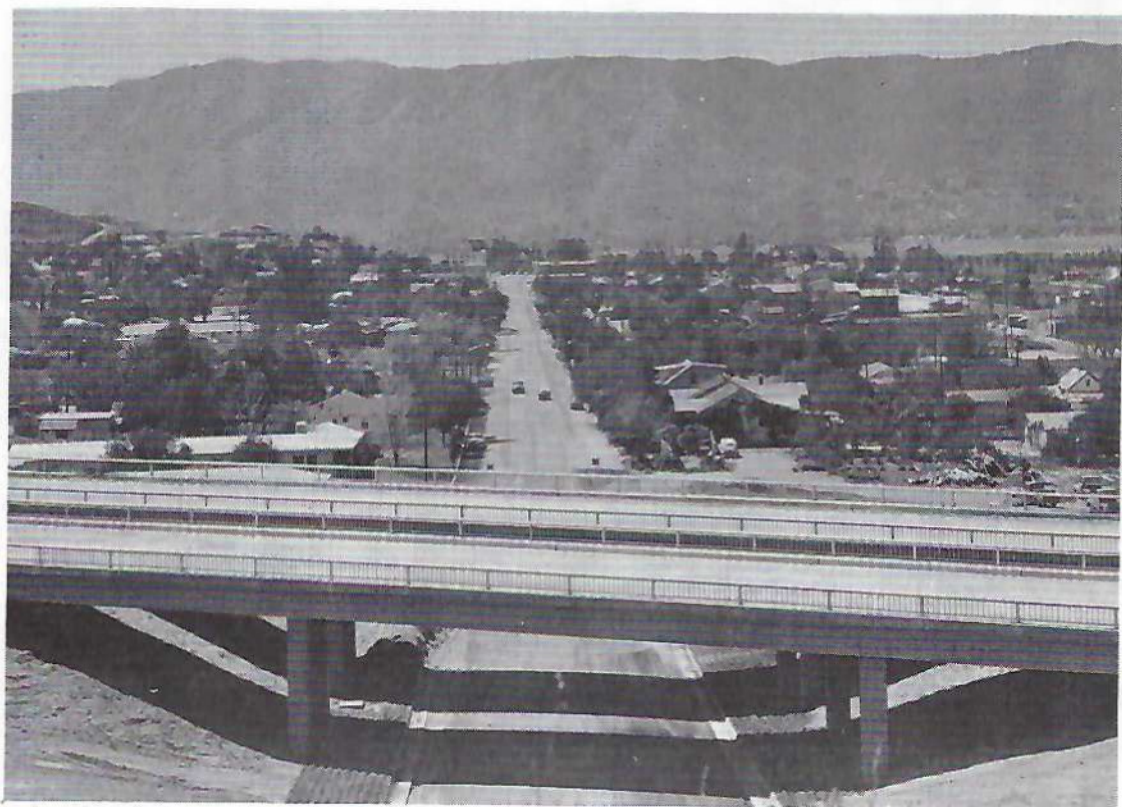
**SPANISH FOOD**

Lakeshore Drive and

Riverside Drive

MADRIGAL, Owner

Beer — Cold Drinks



*Freeway 71 as it crosses North Main Street, continues to merge with U. S. Freeway 395 at Murrieta and on to San Diego. It is completed west through Alberhill and will soon be completed from there to Corona, where it connects with a freeway system in all directions.*

**SPORTSMAN'S  
CAFE — MOTEL**

2088 Railroad Avenue  
Phone 674-9994

**Steak \$1.50**

**WELCOME**

Visitors, to a Wonderful  
Valley

**TONTZ  
COUNTRY STORE**

Exotic Foods  
Serving Smoked Turkey

Highway 71 at Olive, Sedco  
Phone 674-2061  
Closed Wednesdays

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HEATED POOL

Hot Sulphur Mineral  
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Free TV Solarium  
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215 West Graham Avenue  
Elsinore



*The Presbyterian Church on Graham Avenue is one of some eighteen in the valley. Two synagogues have been built within the city.*



*In 1899, the Santa Fe mixed passenger and freight train appeared like this as it was ready to take on passengers in front of the Elsinore depot at Graham and Spring. Today it takes only freight and hauls it with diesel engines.*

**WESTLAKE BARGAIN SPOT**

New and Used Building Material

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16783 Rice Road

**S. C. YETTER**



# THE CITY ITSELF



*The City of Elsinore is governed by five councilmen, one of whom is chosen mayor by the others. It has a city manager type of government. Seated, from left, are Councilmen Hilbert Stewart, Tom Yarborough, Tom C. Bartlett (mayor); and Edward Berry. Standing are City Clerk Florene Marshall; City Attorney Harry M. Dougherty; and City Administrator Jay V. Guler. Councilman Oscar Hitt and City Treasurer H. Clay Scott were not present for the picture.*

**WILLIE JOY**  
REALTOR

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Home Telephone 678-2508  
16824 Rice Road  
Elsinore

Congratulations  
Elsinore  
75th Anniversary

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DRIVE INN**

16830 Riverside Drive  
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**C. W. HARRIS  
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**DEPARTMENT STORES**  
Corona and Elsinore

**ELSINORE BARBER  
SHOP**

Elsinore's Finest  
Ladies' Hair Cuts  
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9:00 a.m. to 5:30 p.m.

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**RIVERSIDE DRIVE  
VARIETY STORE**

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FIRESTONE DEALER  
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Ted E. Nelson

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REAL ESTATE BROKER  
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Elsinore

Every-  
thing  
in  
Real  
Estate



*The administration building at Elsinore Naval and Military School is in Mediterranean style. The school draws students from all over the world.*



*The health and recreation spa for Laundry Workers, Dry Cleaners, and Dye House Workers of a Los Angeles Local, built a few years ago on Riverside Street, vies with the best hotels in its appointments,*

**CELEBRATING OUR  
75th Anniversary in Business  
ELSINORE PIONEER LUMBER  
CO.**

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**CAPE MAY HOMES**

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*A city Park in Elsinore draws citizens of leisure for games of croquet, shuffleboard . . .*

**Congratulations to the City of Elsinore on  
YOUR 75th BIRTHDAY  
THE ELSINORE RECREATION  
CENTER**

Verda — Tom — Irene — and the Burks

**M & M MARKET**

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The Misner Family

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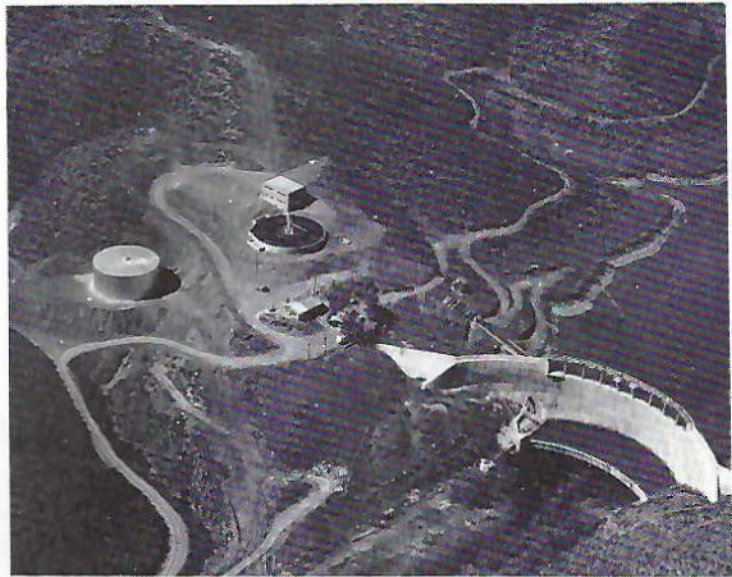
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*Elsinore as well as the valley, Alberhill, and the mountain top at El Cariso are furnished with water from the Metropolitan Water District. Here is shown the reservoir and Railroad Canyon dam in Railroad Canyon, and nearby the water treatment plant and million gallon reservoir.*

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232 West Graham

Phone 674-2330

Elsinore

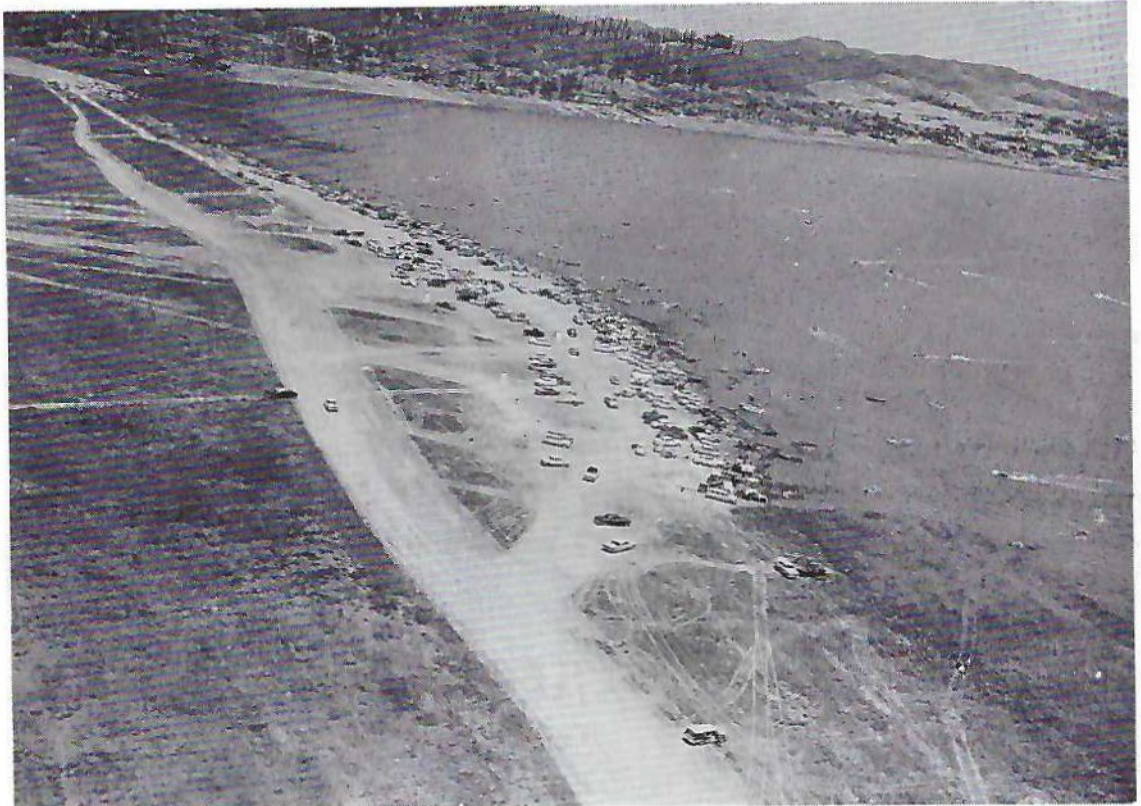
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FURNITURE & APPLIANCES**

SALES AND SERVICE

**Western Auto Associate Store**

Phone 674-2630

110 North Main — Elsinore



*Cars and boats lined the shores of Lake Elsinore during a period in 1958 when the lake was partially filled. They will return.*

Elsinore

Perris

**RICHARD T. BLOWERS, O.D.**

OPTOMETRIST

9 a.m. to 5 p.m. Daily

Tuesdays and Thursdays  
158 North Main Street  
Phone 674-2430

Mondays, Wednesdays, Fridays  
322 D Street  
Phone 657-3665

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Licensed Real Estate Broker

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Elsinore

674-2904

**The Elsinore Diamond Jubilee Committee  
wishes to thank the following organizations  
for making this event possible:**

Elsinore City Council  
Elsinore City Manager and Staff  
Lake Elsinore Valley Chamber of Commerce  
Howard M. Black Post V.F.W. 1508 and Auxiliary  
Elsinore Woman's Club  
Elsinore Chapter American GI Forum and Auxiliary  
Lake Elsinore Valley Rotary Club  
Lake Elsinore Valley Board of Realtors  
Elsinore Volunteer Fire Department  
Elsinore Union High School  
California Water and Telephone Co.  
Skylark Aviation  
Elsinore City Police Department

Photos by Leigh Sargent, Wyman Turner, David  
Turner, Jerry Gilbertson of Sun Photos, Evaline  
Morrison, Don Hales, and Riverside Daily Enterprise  
Copies of old photographs were made from those  
loaned by Adeline Clark Neblett, Imogene Schanck  
Pearson, Agnes Heald and Hilbert Stewart.

Jerry Gilbertson, Chairman of Jubilee Committee

Al Tillman and Andy Vinci, Consultants

Text by Evaline Morrison

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**SKYLARK AVIATION . . . SKYLARK FIELD**

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Sincere Congratulations To The  
**CITY OF ELSINORE**

On Their  
**75th ANNIVERSARY**

*La Laguna Revue* TELEPHONE 674-2617

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# WELCOME



**AND BY ALL MEANS**

Enjoy Yourself During Our

**DIAMOND JUBILEE**

**The City Officials Wish To Thank All The Advertisers For  
Helping To Make This Souvenir Program Possible**

FROM THE REPRESENTATIVES OF THE

# CITY OF ELSINORE