

# La Laguna Revue

By DOLORES MAYHALL

Two years and six months ago you were just a dream of publisher Roger Mayhall. A dream that he shared with everyone he met. All of his friends and associates agreed that having a magazine like you would be a good idea and most of the people said that they would back it—if Roger ever got it out of the dream stage and down on paper.

Well, two months passed, and by then you were a thorn in the Mayhall home and in the print shop business. Roger no longer talked about you as if you were a dream, to be kept high on the shelf.

First, into the picture came people like Harry and Mildred Woods, Phil and Lorraine McGowan, Joe Seitz and Dr. Glen Westphal. These were the ones who added ideas to the idea. They were the moral support.

Next in the picture came

Garey Carr of Murrieta. During the campaign when Roger, Ralph Sepulveda and H. D. Mitchell were running for councilmen for the City of Elsinore, Garey was their campaign manager and in talking to Roger, he too got the bug—a magazine, for the people and about the people and always on the positive side. Garey would be the editor, but he was more than that, he was the broad shoulder everyone cried on when things weren't going right. He was the staunch advisor and he wrote, oh how he wrote to fill your blank pages.

Then Robert Reynolds, photographer, came into the act. He decided that what the magazine needed was good photography, his, and this is what it got. No matter if it was a seven in the morning assignment or a dinner party, Bob, always appropriately attired, was there. Many was the time he not only took pho-

tos, but sorted type, made up pages and delivered the books, too.

Then came a real problem. Roger had his dream, a good word from his fellowmen, an editor and photographer, both top notch, but now what to print in it? This magazine could not be on newsprint, yet book paper was so expensive and getting it could be quite a problem.

So into Los Angeles he went and there he met J. Arthur Kelly and J. Arthur Kelly Jr. of the Kelly Paper Company. The dream was dropped into their laps. Roger needed a paper that would reproduce photos with a clarity that each person or thing in the photo could be identified, yet it had to be opaque, so that when it was printed on both sides the opposite side would not show through. The paper also had to be light enough in weight so postage would not eat away the profits, yet heavy enough to be a magazine.

The Kellys came through. They purchased a year's supply of the book paper that the magazine is now printed on and once a month they have it cut to the desired size.

Now that the paper problem was solved, how to get it into Elsinore from Los Angeles, on time, and being certain that the stock was flat and the corners not mangled? Enter into your life, La Laguna Revue, is Leo Thomason of Leo's Delivery out of Riverside and Los Angeles. Leo came into the print shop and was told the problem. The stock was needed, but it couldn't be on the floor a day early or a day late because there was not enough room to store the paper. So Leo's made arrangements to



La Laguna Revue Photo

**Roger Mayhall, publisher of La Laguna Revue. It was his dream that made this magazine possible.**

make the pickup on a designated day and it is carefully placed on the floor the day it is to be printed. To date, neither the paper company or Leo's Delivery has ever disappointed you.

Then Laguna Revue, you had more hurdles to cover. Subscriptions had to be sold and advertising to help defray your expenses. Selling ads in a new publication is quite a job. After all, no one knew you. But as I looked through the magazine after two years of being published, I discovered that Tommy Morrow, Dr. Lukovich of Pachana Hot Springs, John Merrifield of John's Furniture and Appliances, and Joe Seitz of Seitz Liquor Store have never missed advertising with you since your birth.

Subscriptions were another matter, of course. What were we selling? At that time the magazine did not have a name. But about three hundred people subscribed before the first issue hit the stands, and after that we could hardly keep up with your mailing list.

Choosing a name for the magazine wasn't easy. A few meetings were held, and the newly formed staff decided on a name which would tie in with the early Spanish days of the Valley. They learned that Julian Manriquez was the first owner of Lake Elsinore, having been granted some 13,000 acres, including the lake, back in 1844, by Manuel Micheltoarena, then governor of the Department of California in Mexico.

Before the coming of Manriquez the Pa-hav-ha Indians made their headquarters along the lake shore and called the lake Laguna Grande. The staff liked the sound of the name Laguna and finally came

up with the name Rancho La Laguna Valley Review, which has much too long.

Finally after much talk among the staff the name was reduced to La Laguna Review, and then to La Laguna Revue, and in the background we find many interesting stories about your being.

Remember the December issue? That's when the gathering crew put half of the pages in backwards. Then the September 1962 issue, when Roger got a new press to print you on and some of the pages ended up light and others too dark. That is the month Dolores went to Ohio for a vacation and then you discovered that she was a necessary evil in your production. You were two days late in coming out that month.

January of 1963 you hit the street with your first two-color ads, and what a chore that proved to be. That was the same issue the ink used on the New Year's Baby cover would not dry and each and every cover had to be hand powdered so the ink would not smear. Then came May of 1963, when on John's inside cover ad it read "I've Got a New Baby **Bother** Now" instead of Baby **Brother**. This one was hard to explain.

Remember the New Year's Eve you were put out among Tom and Jerry's. Yes, Laguna Revue, remember how many holidays the crew has spent with you?

Mother's Day, when the fellows ordered dinner from a restaurant and served it to the gals, as your pages were being printed. Who cared if the baked potato had ink on it? And birthdays. How many of the crew had their birthday cake served up with proofs?

Garey Carr celebrated his 75th birthday on June 12, 1962 in the front office of the shop, amid the stories he was trying to write to fill your hungry pages.

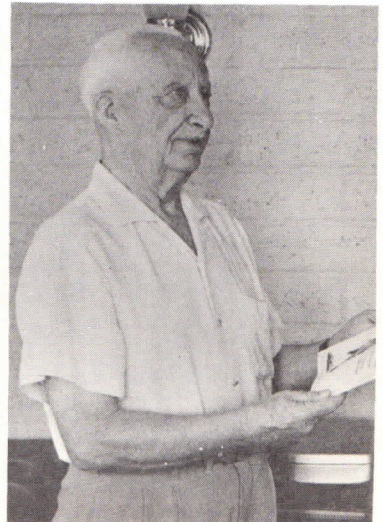
As time has gone on Laguna Revue, many changes have come about. The Mayhall boys have grown up also, and Wayne, who is a senior at the Elsinore Union High School has learned to use the commercial camera. He does all of the darkroom work. And Mike Mayhall, he's the finest proof man you have ever had. Both of the fellows are the ones you can accredit your smooth finish to also, for they give you the final trim before you leave the shop.

Ron Milts, letterpressman, is the one who lays out all of your pages, and makes certain all of your pictures and type fit each page neatly.

Judy Chostner handles your subscriptions and your accounts receivable.

Yes sir, you have quite a life. Let's go back now and see the progress you have made.

First, you are two years old. Happy birthday! Roger



Garey Carr  
esteemed editor

Mayhall's dream came true. You have earned a new press that prints you on both sides of the paper at the same time. Rubie Zorero is the staff photographer and while Editor Garey Carr moved into his new home, Dolores has

been filling your pages with stories of all of your friends, and by the way, they now number in the neighborhood of 5,000 or better.

Then while doing this story on your life, we discovered that you have been mentioned on the radio several times as being one of the finest magazines on the market, and you are even accepted by the post office department. They gave you a second-class rating, but in your field, that's as good as first class. And instead of only ten dealers, you have over thirty stands located all over the valleys. And because of your esteemed editor, Garey Carr, you have a line in "Who's Who."

We cannot bring out on stage all of the people who have assisted you in your success story, but we can mention, Florene Marshall, who aided many times in



La Laguna Revue Photo

**Jack O'Rourke of Kelly Paper Company, as he works the fork lift that carries the stock to be cut for the magazine.**

the bindery department (remember when she stamped by hand 5,000 brochures advertising your birth); Wes Marshall, who built the gathering and padding racks that Beulah



La Laguna Revue Photo

**J. Arthur Kelly of the Kelly Paper Company, in Los Angeles.**



La Laguna Revue Photo

**J. Arthur Kelly Jr. in the paper company warehouse. On the fork lift is stock used to print La Laguna Revue.**



The crew at Leo's Delivery Service in Riverside. All of these people in some way make it possible for the stock to be delivered to the Elsinore office. Left to right: Marcie Firestone, bookkeeper; John Thomason, driver. Front row: Bill Walton and Larry Brown, drivers; Far right: Kermit Katzenberger, mechanic. Back row: Mike Dias, Ray Cano and Don Barker, drivers. Founder Leo Thomason and high on the truck fender, Harry Firestone, driver. Part of the crew but not in picture is Cliff Gustin, deckman and Jake Warren, driver.



La Laguna Revue Photo

Here we have Leo Thomason, founder of Leo's Delivery, who took over the problem of delivering the stock to the print shop.



La Laguna Revue Photo

Any one of these three men can be seen in the Elsinore area about the 25th of the month as they make a paper drop at the print shop. Not only do they leave the paper, but ink, glue and other supplies necessary to the production of the magazine. Left to right: Harry Firestone, John and Leo Thomason.

Rehrig, Judy and Dolores gather from. Or Cathy Mayhall, who along with a terrific sense of humor keeps the glue bottle busy padding each copy of you.

Nor can we forget Herb Brosius, designer of the first cover, or Ed Perret for all of his fine art work. Pressman Ben Madrigal for the many nights of burning the midnight oil to see that you hit the street on time. Tom Hudson for his Lino-type machine and his technical knowledge of how to produce hot type from his machine.

Charlotte Kazmier, who always pitches in when the going gets too much for the front office, or Christine Wright for her column that has always been on time. John Merrifield for covering so many of the issues and getting you out on time. And all of the rest who have supported you, financially, physically and morally.

• The readers of you, La Laguna Revue, can take an



La Laguna Revue Photo

**Dolores Mayhall, associate editor of the magazine. At present, while Garey is on his leave of absence, she is in charge of writing the stories for the magazine, getting layouts made and seeing that photos are taken of the various events.**



La Laguna Revue Photo

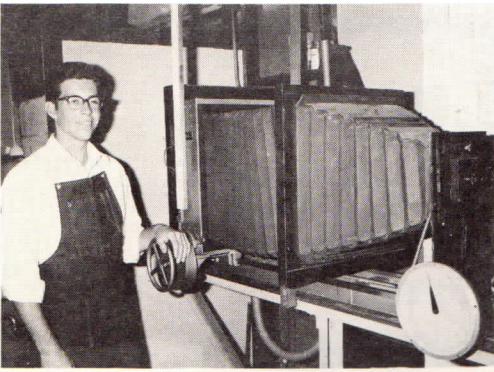
**Here we have Rubie Zorrero, photographer. Rubie is the official staff photographer for La Laguna Revue, and is on call day or night for pictures. She has had to climb fences, ladders and such for her shots. Many is the time she has cajoled a smile out of a reluctant subject, but nevertheless she gets what she goes after.**

active part in your birthday celebration, first by supporting those who support you; second by subscribing to you; third, by letting the staff know what's going on so we can fill your pages with more and more news, and last by doing what Roger did,

find a dream and then fulfill it.

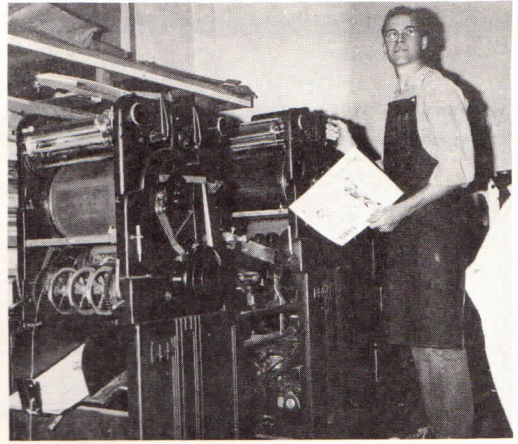
• The one person we did not as yet bring out on stage or tell what part she plays in your life was Dolores, wife of the publisher, who carries the distinguished title of associate editor. Why, because when the dream was on the shelf, she was against it. When it came off of the shelf, she was against it. When the first issue was published, she was against it. Today, Laguna Revue, no one stops and talks to her about you. Why? Because she can't say enough for you, and the wonderful things you do for people, and the nice people you talk about, and better yet, she'll be glad to tell you what a wonderful dream **She** and Roger had. Just like a woman.

Here it is—your life, La Laguna Revue. May it ever be happy, prosperous and continue to do the fine work in the future it has done in the past. ■



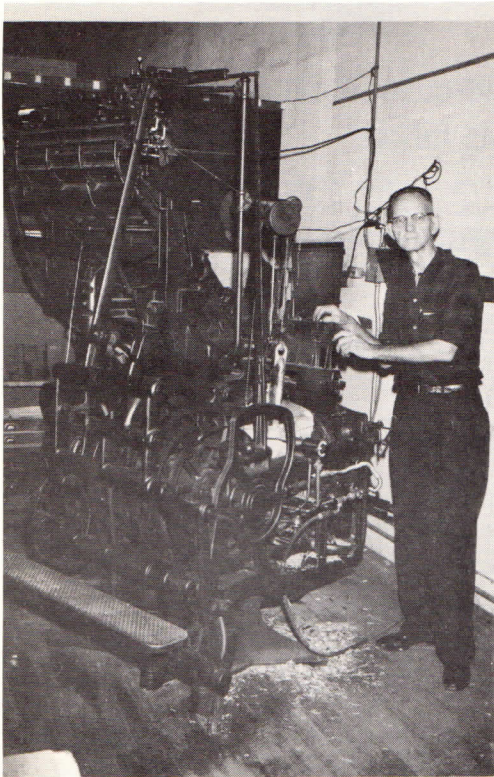
La Laguna Revue Photo

Wayne Mayhall stands beside the camera that is used to shoot the photos and line shots for the magazine. The camera is approximately 11 feet long and shoots an image 17' by 17'. It's quite a complex affair but Wayne has mastered not only the camera, but developing as well.



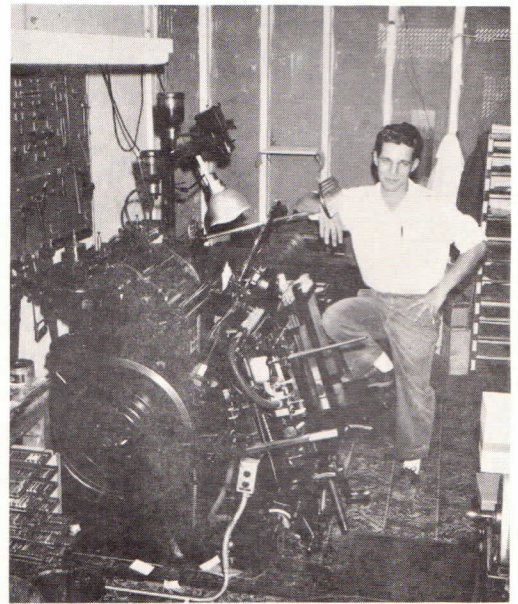
La Laguna Revue Photo

And here is the press, a Davidson 225, that prints the magazine. Standing beside it is Michael Mayhall. The one side of the sheet is printed on the press nearest Mike, it goes down the conveyor belt to the second press, is printed and comes out the hopper on the end.



La Laguna Revue Photo

Here is Tom Hudson, one of the finest linotype operator-machinists around. Unseen, but nevertheless embodied in the machine he invented, is the spirit of Ottmar Mergenthaler, upon whose invention, and the invention of movable types by Gutenberg, hinges today's civilization — and your La Laguna Revue.



La Laguna Revue Photo

Ronald Milts, letterpressman, at the Heidelberg. This press is the one used to pull proofs for the magazine. Ron takes the type, builds it into pages, and then pulls a proof, which is sent downstairs to the camera, shot, developed, plate made and then to the press.