

La Elsinore-Perris Valleys

Laguna Revue

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

VOLUME V NUMBER 10

AUGUST, 1966

IN THIS ISSUE:

The
News-Magazine
Dedicated To
Uniting
Riverside County

Publisher Suspends Publication



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

La Laguna Revue

Is a Monthly News-Magazine devoted to the Recording of events occurring in the Valleys of Alberhill, Elsinore, Lakeland Village, Sedco Hills, Wildomar, Murrieta, Temecula, Aguanga, Anza, Sunnymead, Perris, Quail Valley and Sun City.

Subscription Rates:

California one year, \$3; Outside of State, \$3.50; Any Foreign Country, \$4.00.



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Publisher Suspends Publication

Roger L. Mayhall, publisher of La Laguna Revue since its beginning in November of 1961, is officially announcing the suspension of the monthly magazine.

Reasons given by Mr. Mayhall can easily be condensed into short paragraphs.

When the economy of the nation declined, it caused small businessmen to pull in their horns and go on a strict advertising budget — or none at all. Advertising is the life blood of a magazine, for with that money, paper, wages, photographs and such are paid — without it, a suspension of the publication is forced.

In order for a magazine such as the Revue to be published monthly, it is necessary to have at least 140 advertisers per month at \$10.00 each on a contract basis. This enables the publisher to contract for the paper and printing by the year.

Help was a second problem. Everybody seems to be looking for a job, but when one was offered to service good accounts, it seemed that no one was available, and finding a trained salesman who would be willing to pitch in and work was impossible.

As all regular readers of the Revue know, it was two years ago that the Federal Government choose to confiscate two major pieces of equipment — commercial camera and Davidson Offset Press — from the Mayhall Print Shop, home of La Laguna Revue. Both were vital to the publication and too

costly to replace immediately, and the government would not return either item even after the case was dismissed.

The work on the magazine was farmed out for almost six months, double the cost, putting the entire operation in the red, almost to the degree of closing it down at that time. Since then, the climb up the ladder has been hard, and had advertising been greater chances are publication of the magazine would have continued.

As to support from subscribers . . . this has been great. Our readers number into the thousands. Stories flowed into the Revue office and still are. It is hard for us to have to say, "We're sorry but publication has been suspended until further notice".

Do not, however, think the Revue is finished. We are constantly working to find an aggressive, well-versed person in the publication field, who can take hold and give us a hand, both in sales and in the printing end. If we can get one hundred and forty business houses to contract to advertise for one year, and one salesman, we shall resume the magazine, bigger and better than ever.

Back copies of all issues are still available at 50 cents apiece — price includes postage.

On the following page is an opinion form we would like you to fill out and a list of the stories we intended to cover in the coming issues. We are sincerely sorry that things turned out the way they have.

THANKS FOR YOUR SUPPORT

Men like Garey Carr, first La Laguna Revue editor and writer of "Center Aisle Right"; Tom Hudson, "A Name Is Born". Ben Minnich, "Now That You Mention It" and "A Trip To Alaska".

Cover design credit for our first edition, November, 1961 and the last, July, 1966 goes to Herb Brosius, formerly of Perris, California, now of Ebensburg, Pennsylvania and to artist Ed Perret of Elsinore for our November, 1962 cover which depicted all of the people who had a hand in the first year's publication. The other covers were designed at the Mayhall Print Shop.

To our stand dealers, who sold copy after copy of the

magazine and to reporters, Lo Vae Pray and Arlean Garrison. A special message of thanks to Rubie Zorrero for three hard years of getting the best in photographs for you to enjoy viewing.

As to the unseen, the printers, we send a bouquet to Harry Woods, now of Girard, Ohio; Ben Madrigal of Elsinore, Joe "Robby" Robinson, who gets full credit for the color work and design of pages one and two and to Jerry Helms, who is still in the employ of Mayhall Print Shop.

Advertisers like Joe Seitz Tommy Morrow, Milt Papini, John Brown and Dr. T. M. Lukovich, whose advertising appeared in each and every issue of the Revue since the day it began.

And to you readers, a simple, sincere, thank you for your loyal support all these years. We shall truly miss each and every one of you.



WE HAD HOPED TO BRING FOR YOUR READING PLEASURE

The history of Elsinore's Pachanga Hot Springs and its owner, Dr. T. M. Lukovich; Perris, its history and people; Spring Street well that is continuously pumping water into Lake Elsinore; results of the voting on the Card Room licenses for Elsinore and our views on that subject; Official Opening of the Murrieta Veterinary Hospital, and the reopening on September 19, 1966 of the Elsinore Valley Community Hospital.

We need your help and opinion: Please fill out the following and mail to:

Roger L. Mayhall, publisher La Laguna Revue, P. O. Box 304
Elsinore, California 92330

Feature Story Coverage _____

Editorials _____

Feature Writers _____

How much of magazine did you read each month _____

What was the first article you read? _____

Which would you have preferred we discontinue? _____

Which would you have preferred we add more of? _____

Your opinion of front covers _____

Did you support advertisers when possible? _____

IF IN BUSINESS:

Would you support the Revue as an advertiser for one year at a cost of \$10.00 per month for a 2 col. x 2 inch ad to see the magazine back on the stands and the bookshelves?

Sign (If you prefer) _____

Name _____

Address _____

City and State _____

This poll is the only way of finding out whether you think the La Laguna Revue is worth the effort and money it takes to publish..

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| <input type="checkbox"/> Envelopes | <input type="checkbox"/> Posters |
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1

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