



Celebrating 100 years of Perris.



*Honoring the past,
celebrating the present,
embracing the future.*



50's and 60's



Planning Ahead

The Farmer's Corner . . .

Agricultural Land Must Produce Until Needed for Urban Use

Production Problems
 Many owners of the productivity of this country's agricultural resources. It also inevitably has the scientific knowledge to do things our farms produce, but lacks the essential ingredients—a few necessary acres, clean water, the best and latest machinery, the knowledge to manage the single acre of all of its people. Food shortages exist, in response to "land illness" food production, and the productivity of our farms is undoubtedly meeting many public relations problems for our farmers.

An American agriculture man, in his new production records and the best of time and labor, makes producing the best and the best of an ever-increasing population, we also have to be looking up to have more places and more people look to produce it. Perhaps we have done ourselves in our own hands by increasing efficiency. Some speak, even if it is only one day, we will be done in our own hands and in the future as developed by the same industry has to produce our citizens. It is true that the "land" states already has more than 1 billion dollars invested in urban communities while our industrial communities are still full of work develop-

ment. Conservation of land resources indicate that when land improvements for the next 50 years, we will have to produce the best, and the best of our own land. This means for 1980, based on our own production, it is the million of land will be devoted to housing programs. All in the thousands of agricultural land, they come for individual land. It means more for our people and ourselves that we will not see the end of a national of 25 million acres of a 100,000,000 agricultural will be devoted from production.

More Forward
 As our Nation's population, water must be able to maintain our present national land in production of its abundant supply of its products. We must not be afraid to look for our own production because we can be so sure. Land with people, it has in a few days. We are rapidly changing and we are sure we must move forward. The country is going to produce in 1980 for a national production and to be sure we will be land with it. A little change in the way we produce, a little more production, and we will be a



EMWD Water Is Your Need, Too
 FOR US
ALL OF US
MUST HAVE WATER

The one factor—the health and health. For people, workers and farms—the business and industry.

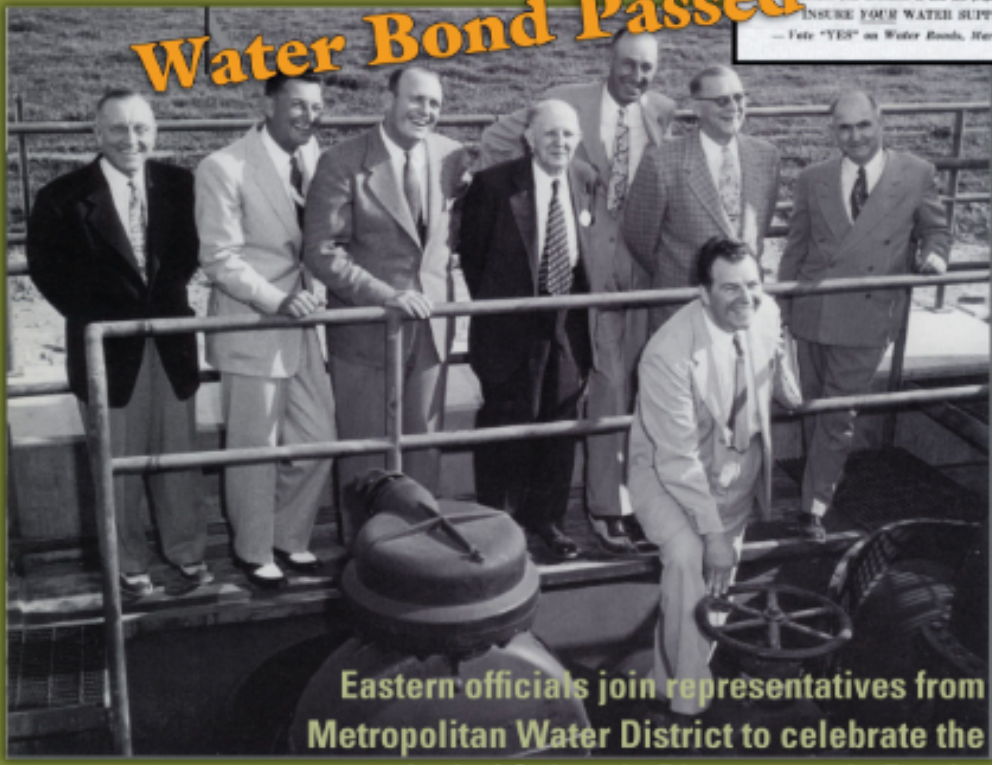
How Great Is Our Need?
 In our modern civilization the average person consumes 200 gallons of water a day!
 That's 100,000 gallons per person per year, or 1,000,000,000 gallons per year for EMWD's population of 2,000,000 people.
THEY NEED WATER NOT ONLY FOR AGRICULTURE BUT ALSO FOR OUR CULTURE FROM WHICH WE DERIVE OUR WEALTH.

How Critical?
 Drought in our watershed water supply area totals 100,000 acre feet.
THAT'S 100,000 acre feet per year, or 100,000,000,000 gallons per year for EMWD's population of 2,000,000 people.
 We are rapidly approaching the point of water shortage. Without water our farms cannot operate, our cities can not live!

Avoid the Spectre of Water Shortage . . .
Avoid Water Rationing . . .
Avoid finding your faucet dry . . .

SUPPORT EMWD'S BOND ISSUE
INSURE YOUR FUTURE WATER SUPPLY
INSURE YOUR INVESTMENT IN LAND AND PROPERTY!
INSURE YOUR WATER SUPPLY
 —Vote "YES" on Water Bonds, March 11—

Water Bond Passed



Eastern officials join representatives from Metropolitan Water District to celebrate the arrival of Colorado River water in Perris, June 1953.



- PERRIS VALLEY CROPS -

Official report of Riverside County
Agricultural Commissioner

CITRUS

Grapefruit	\$ 6,910.00
Lemons	815.67
Miscellaneous	346.61
Navels	21,130.20
Valencias	9,131.52

DECIDUOUS

Apricots	1,800.00
Figs	110.00
Grapes - Wine	39,000.00
Olives	1,800.00
Walnuts	460.00

TRUCK CROPS

Asparagus	3,105.00
Strawberries	4,530.00
Corn - Sweet	280.00
Cucumbers - Misc.	2,400.00
Cantaloupes	32,725.00
Persian Melons	3,230.00
Watermelons	217,000.00
Onions - Dry	234,000.00
Potatoes - Full Crop	726,000.00
Spring Crop	3,289,950.00
Squash - Banana	53,760.00

FIELD CROPS

Alfalfa - Hay	356,400.00
Seed	24,894.00
Straw	7,040.00
Beans - Dry	1,812.00
Beets - Seed	215,353.78
Corn - Field	8,505.00
Milo Maize	24,000.00
Grain - Barley	359,000.00
Oats	70,200.00
Wheat	130,000.00
Grain Straw	10,000.00
Hay - Barley	33,600.00
Oats	32,000.00
Permanent Pasture	64,400.00
TOTAL	\$5,985,788.78



Modern Living



'INJUN OIL' SAY:
'BRING WAMPUM FOR BEST BUY IN 3 & 4 BEDROOM TEEPEE... MAKE RESERVATION NOW!'




AT INDIAN HILLS

FEATURES: 3 & 4 BEDROOMS
 ■ Electric Kitchens ■ Fan & Lighted Hood ■ Range & Oven ■ Forced Air Cooling & Heating ■ 2 Baths
 ■ Prize-winning exterior designs
 ■ Family-designed floor plans.

Prices from **\$16,625**
VETS NO DOWN
F.H.A. - \$625 DOWN

REGISTER FOR FREE T.V.
 Drive Highway 395 to the "D" Street off-ramp and go south to 4th Street. Drive west on 4th Street to Indian Hills Circle and the furnished model homes.

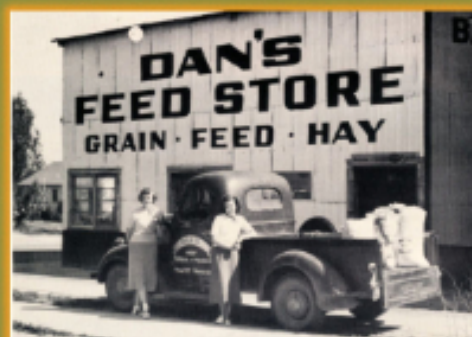
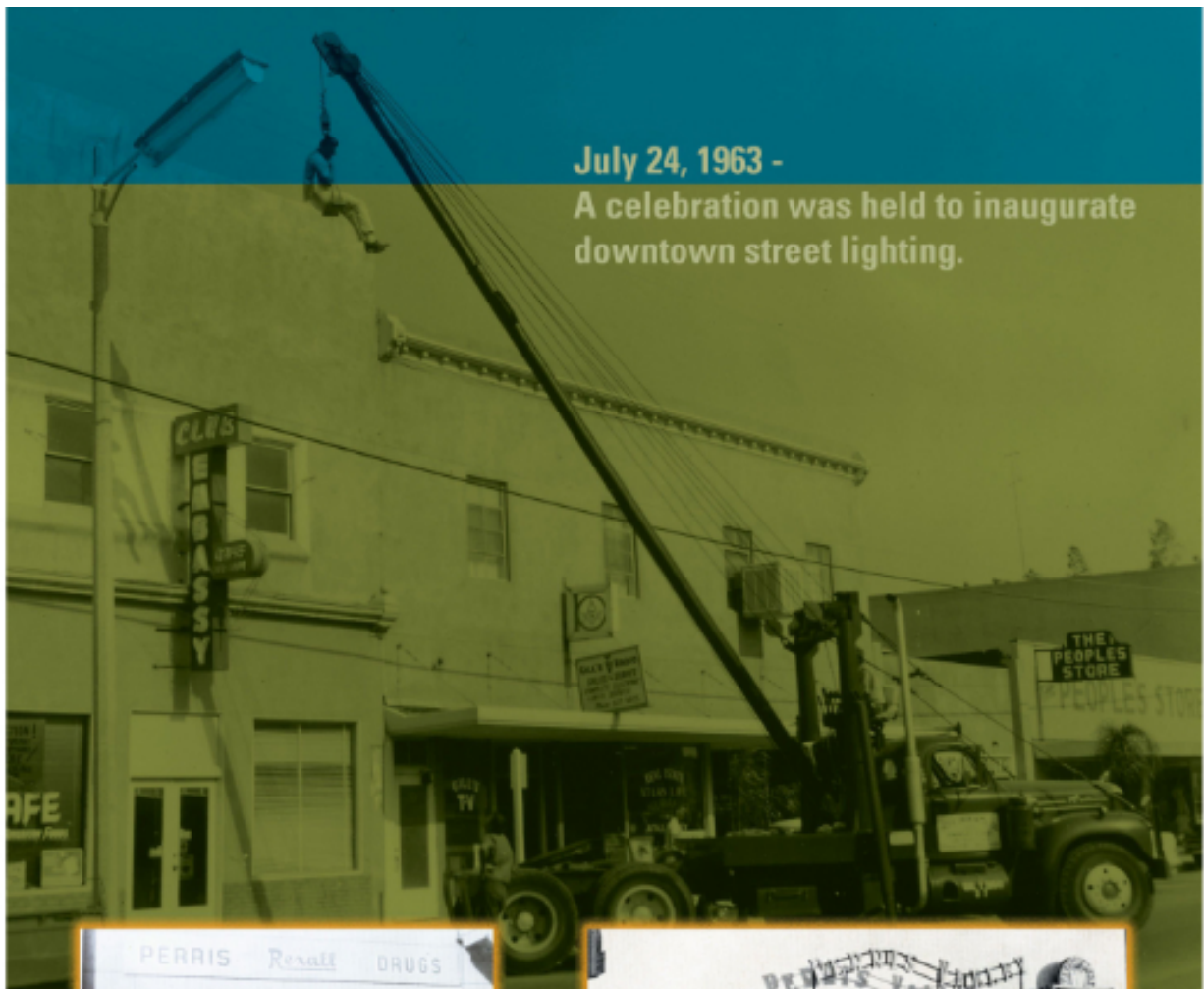



SALES OFFICE OPEN EVERY DAY 10 A.M. - 9 P.M.



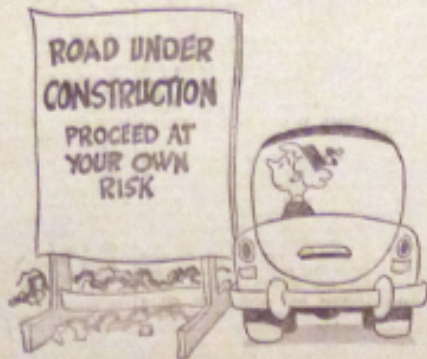
July 24, 1963 -

A celebration was held to inaugurate downtown street lighting.



Shopping

TRY PERRIS FIRST



anything can happen

That all-day shopping trip to the BIG CITY may sound attractive when you plan it. But road hazards, weather, car failure and heavy traffic can easily make you sorry you strayed so far from home. Especially so when our local stores offer just as much (and often more) in styles, selection and value.

Not only our hometown merchants, but service stations, automobile dealers, banks and professional men in this community can provide everything you need for better living and personal care.

HERE'S HOW YOU BENEFIT BY DOING ALL YOUR SHOPPING LOCALLY

When you buy from your hometown merchants you get:

1. HONEST VALUES
2. AMPLE SELECTION
3. INSTANT DELIVERY, SERVICE AND ADJUSTMENT
4. MORE PERSONAL AND FRIENDLIER TREATMENT
5. SAVING OF TIME
6. RELIEF FROM COSTLY TRAVEL
7. FREEDOM FROM ROAD HAZARDS
8. ELIMINATION OF COSTLY PARKING PROBLEMS
9. AVOIDANCE OF JOSTLING CROWDS
10. THE CHANCE TO BUILD A BETTER COMMUNITY BY PUTTING YOUR DOLLARS TO WORK HERE

The next time the idea of taking your shopping dollars far from home presents itself, be realistic. Ask yourself whether the risks involved are worth the effort.



BUY AT HOME

Want-a-Winner? **DART!**

Dart Charger 273



Dodge Dart, the Winner and Compact Car Champion again for '65



\$2074⁰⁰*

*Manufacturer's suggested retail price for the 6-cylinder Dart 170 2-door sedan exclusive of destination charges, state and local taxes, if any, and optional equipment (including whitewall tires).

Whether you want a hardtop, convertible, wagon or sedan, you get winning performance, winning beauty plus sure-fire, low, low, winning prices in the '65 Dart line.

What other compact can offer such performance options as a 273-cubic-inch V-8 engine with power-pack, or "Mag" wheels with low profile tires? Or, your choice of 3-speed automatic or 4-on-the-floor-transmissions?

And Dart gives you a beauty winner you can be proud of. From its new grill to its all-new tail light styling—inside and out—you're a winner, with stretch-out room in both front and rear, deep pile carpeting and your choice of bench-type or bucket seats.

Take all of these "winners"—add Dart's "peace of mind" 5 yr./50,000-mile warranty, and you know you're a winner in a '65 Dart.

Put a **DODGE** in your garage!!!

HERE'S HOW DODGE'S 5-YEAR/50,000-MILE ENGINE AND DRIVE TRAIN WARRANTY PROTECTS YOU: Chrysler Corporation confidently warrants all of the following vital parts of its 2700 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation

Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, horizontal cam and oilpan parts (excluding master/slaves), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings. EXCLUDED MAINTENANCE: The following maintenance services are required under the warranty—change engine

oil every 3 months or 1,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor no later every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.

SEE THE FULL DODGE LINE AT YOUR DODGE DEALER NOW!!!

RUFUS M. HOOK CO.
225 D Street Phone 657-3121

SINCE 1916
Hooks
PERRIS, CA.

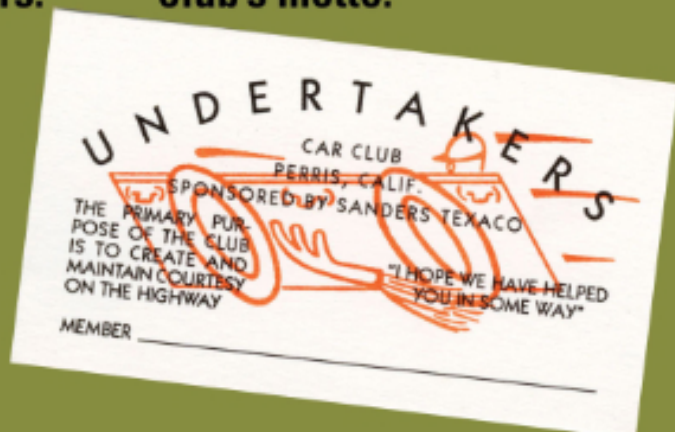




Many people they helped wrote letters of thanks to Mr. Sanders and the club members.

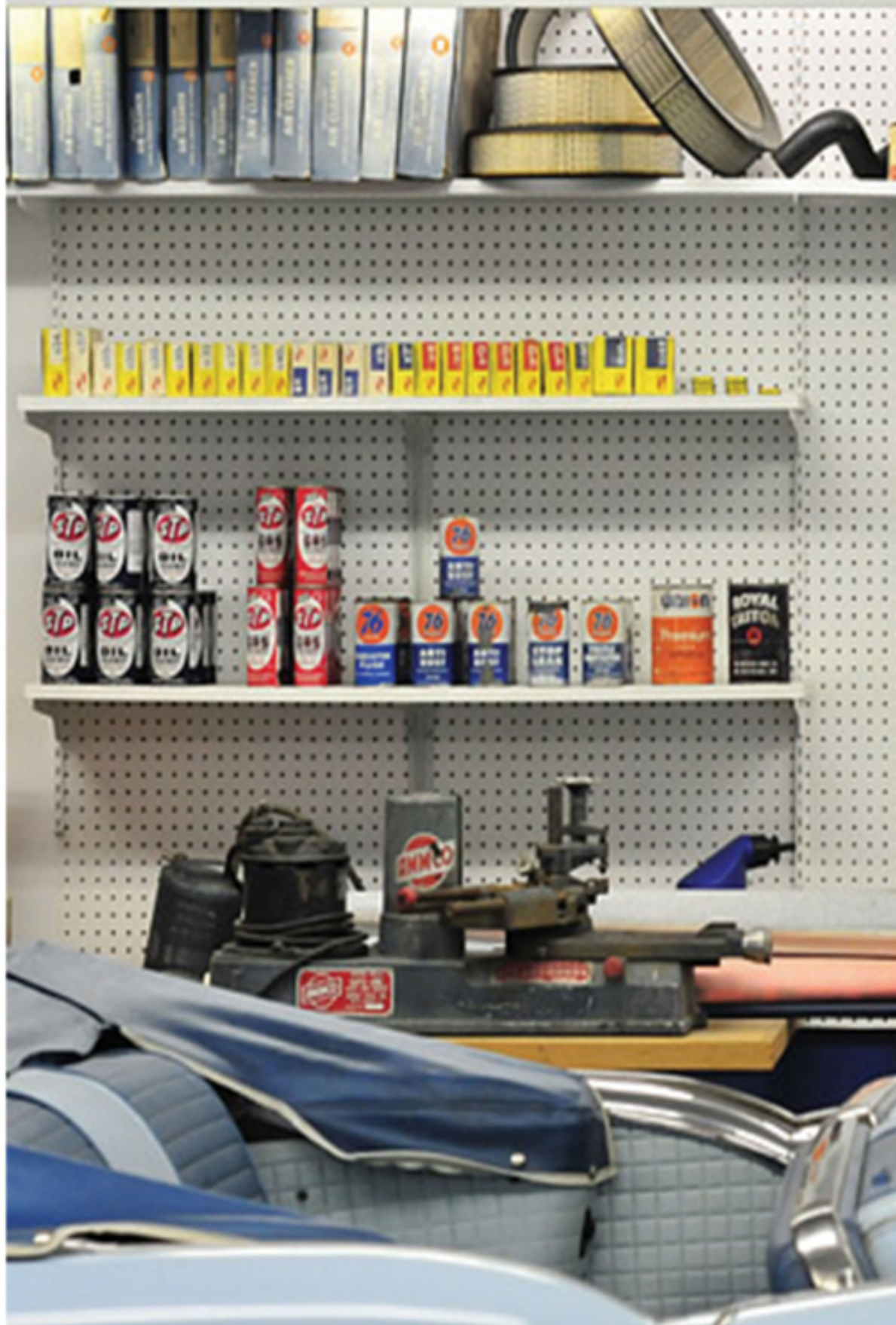
Sponsored by Roland Sanders, owner of the Texaco Gas Station, the Undertakers Car Club was made up of Perris High School Students and other car owners.

The club's purpose was to maintain courtesy on the highway. Members assisted many stranded motorists, then handed them a card with the club's motto.





TIRES



LUBE



Recreation



BOAT DRAGS

SKILAND - PERRIS, CALIFORNIA

4th Street turn off Route 395

SPONSORED BY

National Drag Boat Association

*Trophies For All
Winners*



*Cash Prizes For
Eliminators*



Sport Chute Club Established Here

Sport parachutists may join motorcycle fans and railway enthusiasts as a group for whom Perris is a very special mecca, if the plans of the newly opened Perris Parachute Center work out.

Daniel De Freitas and Richard Pedley of San Gabriel, who have set up the facility at Perris International Airport, report that jumpers are meeting and exercising every Saturday and Sunday.

Future plans call for expanded training and operating facilities. Muriel Simbro, World's Women's Champion Chutist, was present and made several jumps last week.



Sunday Services



Churches built in the 50's and 60's



First Congregational



Redeemer Lutheran



St. James Church and School



First Baptist

Temple Baptist



Youth Clubs





PTA



THEY GUIDE THE PROGRAMS—The five members of the PTA's program committee are pictured in the photograph above. From left to right: Mrs. Robert M. Baker, who heads the committee in charge of the PTA's program, Mrs. Robert M. Baker, who heads the PTA's program, Mrs. Robert M. Baker, who heads the PTA's program, Mrs. Robert M. Baker, who heads the PTA's program, Mrs. Robert M. Baker, who heads the PTA's program.



The PTA Student Council plans for the school year.

AT PERIS HIGH
Student Council
Well Prepared



Cheerleading



Activities



fran's Celebrate Her 27th Anniversary

Anniversary

With A Three Day Only
SPECIAL RACK OF FINE DRESSES ONLY

\$9.95 thru Saturday

TONI TODD
Only the look is expensive

WE HAVE EVERYTHING
The complete collection by Toni Todd is now available. It consists of a variety of styles in both sizes and colors. A special feature of special quality work in each and every piece. Toni Todd fabrics always from the finest sources.

\$2.99 and more above
new fall and winter styles \$9.95

THE PEOPLE'S STORE
PERIS CALIFORNIA



Community Events



CHRISTMAS BELLE/PA's grand prize winner was with her girls from Clarence Mass. Christmas Belle leads Bay of East End Sport, Perris, above above director/owner) and a young adviser.



GRAND PRIZE IN THE Cinco de Mayo parade went to Mead Valley Head Start.

Cinco de Mayo a very special fiesta

Cinco de Mayo Festival and Parade sponsored by Sociedad Progresista Mexicana Inc Logia No. 56 took place in Perris on May 2 and 3, 1968.

Preceding the parade the queen of Cinco de Mayo, Christina Rosero, was crowned by Pedro Vargas and with her court, Marcia Valardo, Jenny Pacheco, and Lilia Gracia were presented by John Valero in an audience at the Civic Auditorium.

Cinco de Mayo is a national holiday on the date of the Battle of Puebla in 1862, where the French Army under Emperor Maximilian met its first defeat, leading ultimately to the

won "Peace and Freedom" and was expressed by entries of business establishments, schools, organizations of Perris, Hemet and Riverside communities as an indication of the growth and community spirit.

Judges for the parade were: Mr. and Mrs. Joe Miller of San City; Mrs. Gladys McCafferty; Al Arzart and Robert Walker.

At the review stand Clarence Masso, in his inimitable manner announced the entries and kept the interest of the spectators who thronged to watch the annual parade.

Immediately following the parade, judges presar-

Perris Valley; Representatives of Logia No. 8 Redlands, Andres Garcia; No. 24 Anaheim, Rogelio Gonzalez; No. 42 San Bernardino, Gerardo Mejia; No. 55 Riverside, guest speaker Elesterio Saucido; Commission de Justicia and Mrs. Pedro Vargas; Mrs. Madeline Kohlen of Kalbun Park

Mr. and Mrs. Clarence Masso; No. 34 San Fernando Frank Perez; Josepho Governor, Cinco de Mayo Queen of the past; and many others.

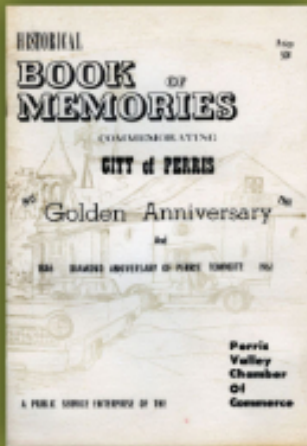
Motion pictures of the Parade and Festivities were taken by Bob Gross as they passed the review

the responsibility of the parade are: Alfredo Paez Villagran; Leo Rudy Martinez; Jose Valero and v. Music for the party, Joe G. San Bernardino.

The 6th de Mayo Parade of Vincent Rodriuez most beautiful erected of all. So the City wrap up a pleasant celebration.



POTATO QUEEN TIME - These contestants get their instructions on early ticket sales for the annual Potato Festival from Bob Walker, head of the festival.



City Of Perris

The City Council of the City of Perris has proclaimed the year of 1961 AD as the official Fiftieth Golden Anniversary Year commemorating the incorporation of the City of Perris on May 28, 1911.

This year of 1961 also marks the Seventy-Fifth, or Diamond Anniversary of the townsite of Perris, the boundaries of which were defined and laid out into streets, blocks and lots in January of 1886 and accepted by the Supervisors of the County of San Diego of which Perris was then a part.

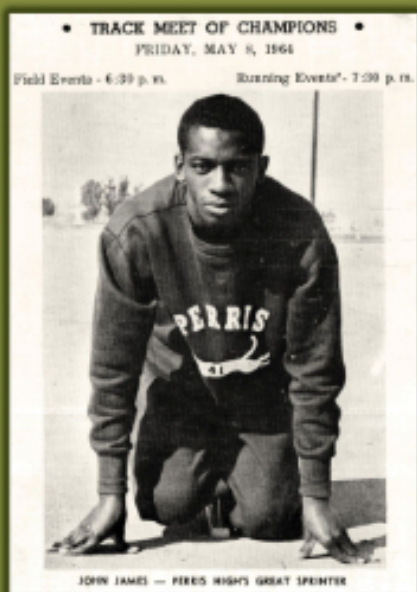
In Cooperation with the Perris Valley Chamber of Commerce various events and celebrations are being held to commemorate this, our "Golden Jubilee."

This "Historical Book of Memories" is one of the projects commemorating these historic events.

ROBERT WARREN, JR.
Mayor, City of Perris



Dynamic Schools



PV Jr. High School



Good Hope Elementary School



Perris Elementary School

'69 Football Champs



Organizations



The original Perris Valley Historical Museum Board of Directors, 1964.



Rotary Club members volunteer in communities worldwide to promote education, combat hunger, improve living conditions and eradicate polio.

Two win Lion speech trophies



CLEVELAND GAINES and PATRICIA CRAPMAN show their trophies to their speech instructor, Nani Jones, teacher.

The Lions Club is best known for fighting blindness. Other efforts include caring for the environment, feeding the hungry and aiding seniors and the disabled.



Three Local Boys Attending State 4-H Leadership Conference at Davis



CLAY BROWN

BRADLEY BROWN



CLAY BROWN

Attending the State 4-H Leadership Conference was made up of 100 boys from all over the state. Each boy had a project to present. The boys from Perris Valley were CLAY BROWN, BRADLEY BROWN and CLAY BROWN. They were all members of the 4-H Club at Perris Valley. They were all members of the 4-H Club at Perris Valley. They were all members of the 4-H Club at Perris Valley.



Eastern Star is a social order of persons with spiritual values, but it is not a religion. Their primary focus is character-building.



Job's Daughters help community members through charity and service projects both on a statewide and an international level.



DeMolay is an organization dedicated to helping men age 12 to 21 with civic awareness and leadership skills.



The Mason's core activity is charitable work within the community, promoting morals, establishing and maintaining organizational friendship.

Perris Raceway

The Perris Raceway officially became a race track in 1957 and was the dream of Gerry and Grace Burton. (pictured right) In the 1960's, Perris made the big time and was featured on ABC's Wide World of Sports. There was also a parade down main street in the town of Perris. Famous director Bruce Brown (On Any Sunday) even filmed at Perris.



Motorcycle World Series Here Sun.

The motorcycle 'world series' will be held at the Perris Motorcycle Track this Sunday, when top riders from the East and West coast teams meet to decide the championship.

Elimination trials have been in progress on both coasts for several weeks. This is the third year of the event, which is held alternately on the East and West coasts. The West won the first event held here three years ago and the East opened the score last year in Grafton, Vermont.

In competition, the riders are scored individually and the teams are credited with the sum of the individual scores.

Gerald R. Burton, manager of the Perris Track, said the starting time would be at 9 a.m. and the series would continue throughout the day, Sunday. A \$1.00 donation is asked for spectators.



MOTORCYCLE WORLD SERIES

East vs. West Races

PERRIS TRACK

Starting Time 9 a.m.
Sunday, Oct. 14

Donation \$1.00

Children under 12 free

FOOD & REFRESHMENTS AVAILABLE

JUDGE CROWD VIEWS LABOR DAY MOTORCYCLE RACES IN PERRIS



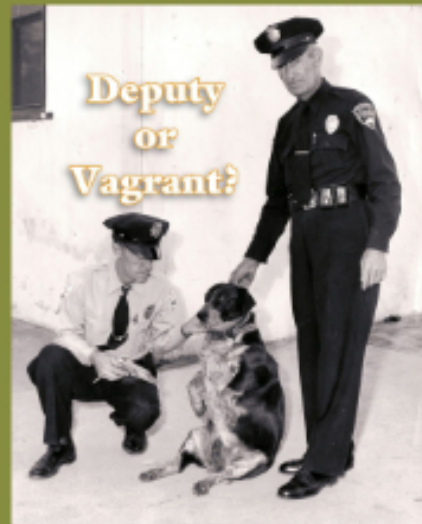
The annual motorcycle world series races were held at the Perris Motorcycle Track on Sunday, Oct. 14. A large crowd of spectators gathered to watch the competition. The races were held in the morning and afternoon. The Perris Motorcycle Track is a well-known venue for motorcycle racing events.



Public Service



All Volunteer Fire Department



**Deputy
or
Vagrant?**



Dispatch



Department of Forestry



CITY OF PERRIS 2013
VISIT CITYOFPERRIS.ORG FOR MORE INFORMATION
101 N. D ST. PERRIS CALIFORNIA 951.943.6100