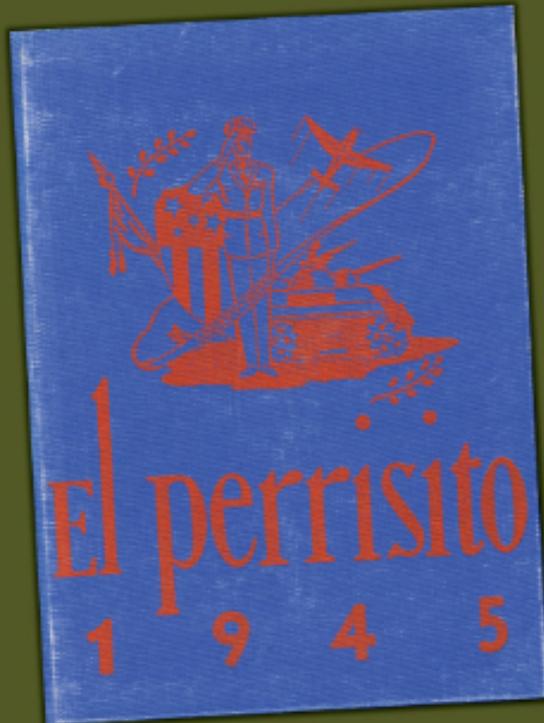


WW II

Below, all coming from pioneer Perris families, we salute these men who bravely served their country during WW II.



HAROLD BARKER
TONY MORA
JACK RODICH
JACK ROTHLISS
BILL SWEENEY
NOT PICTURED:
RUSSELL FRANTZ



Brothers Ted and Joe Del Rio were two of many Perris youths that served in the armed forces. They were hard-working men in the Perris community all their lives.

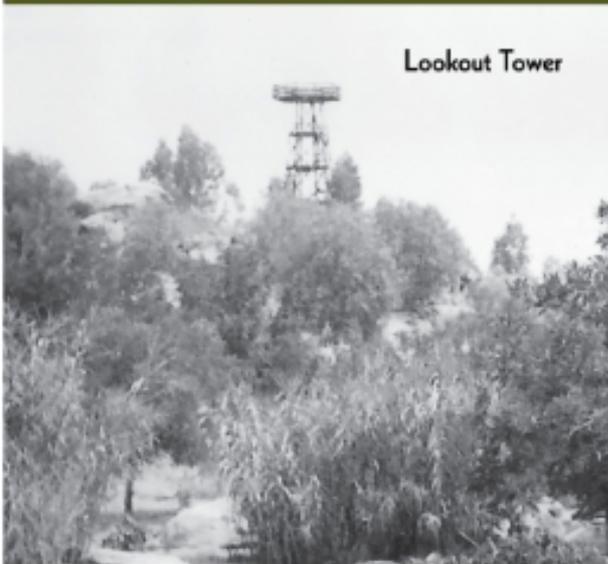
Norman Hughes became a pilot and flew many missions. When he returned home he married his wife Phyllis. After the war he farmed with his dad Harry in the Perris Valley.



Army soldier Dick Anderson started Anderson Electric in Perris and served many businesses and families in Perris for many years.

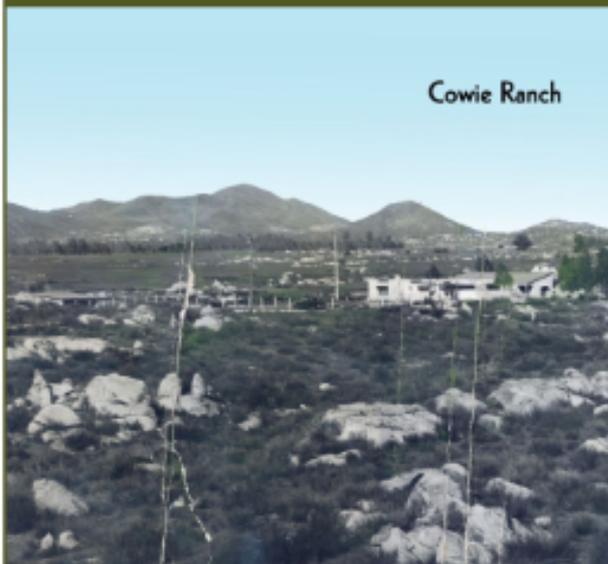
Rufus "Bud" Hook served in the Army. He was a grandson of Albert Hook and took over the Rufus Hook car dealership from his dad, Rufus Sr.





Lookout Tower

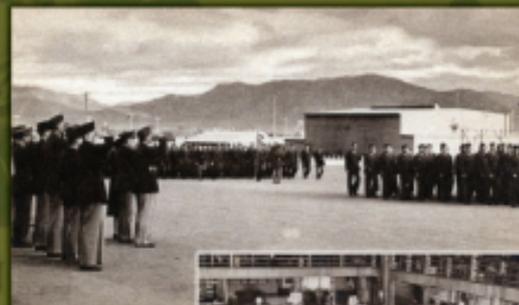
During World War II, residents of Perris served their country as ground observers for the Army Air Forces fighter command 24 hours a day. Men stood watch during the night and women served during daylight hours. Duties were to spot planes flying over and report their type and flight pattern to headquarters in Los Angeles. The Post was a lookout tower on the Cowie Ranch just west of Perris.



Cowie Ranch



During World War II, Camp Haan was an integral part of the war effort and located west of March Field. It was used for military housing and training. Many residents of Perris were employed there.



FARMING

Dec. February 11, 1938

No. 6

PERRIS VALLEY CROPS

POTATO GROWERS FORM MARKETING GROUP HERE

Official Report of Riverside County Agricultural Commissioner

CITRUS

Grapefruit	\$ 9,464.48
Lemons	7,359.29
Miscellaneous	1,160.28
Navels	23,634.94
Valencias	17,464.00

DECIDUOUS

Apricots—Dry—Green	47,080.00
Figs	329.00
Grapes—Wine	288,750.00
Olives	4,400.00
Walnuts	677.60

TRUCK CROP

Asparagus	1,785.00
Corn—Sweet	225.00
Cucumbers	4,050.00
Garlic	320.00
Melons—Canteloupes—Jap—Persian	15,130.80
Watermelons	196,000.00
Onions—Dry—Green	215,560.00
Potatoes—Fall	187,000.00
Potatoes—Spring	1,800,000.00
Squash—Banana	11,900.00
Tomatoes—Cannery—Table	23,000.00

FIELD CROPS

Alfalfa—Hay	278,320.00
Alfalfa—Seed	23,373.00
Alfalfa—Straw	5,300.00
Beans—Dry	5,980.00
Beets—Seed	159,340.00
Cantaloupe—Seed	400.00
Corn—Yellow	4,620.00
Corn—Hagari	503.50
Corn—Milo Maize	6,480.00
Grain—Barley	899,510.80
Grain—Oats	188,322.60
Grain—Wheat	159,240.60
Grain—Straw	48,000.00
Hay—Oats	3,300.00
Permanent Pasture	52,900.00
Watermelon—Seed	1,400.00
TOTAL	\$4,692,280.09

* 1945—\$4,665,699.48 — * 1944—\$4,302,230.04

* 1943—\$3,436,559.60

STEPS TAKEN BY VALLEY FARMERS FOR ASSOCIATION

Cooperative Selling To Be Objective of Proposed Organization Here

The first definite steps toward organization of a cooperative selling organization among potato growers of Perris and Norco were taken last night at a meeting of growers held in the Perris Union High school, when 27 members of the two districts met and conferred with W. W. [unclear].

RECORD POTATO CROP GROWN AT LAKEVIEW

6,000 Sacks of Spuds Produced By G. W. Tucker on 12.8 Acres—Average 465 Bags

George W. Tucker of Lakeview is the proud holder of a new record in potato production for this section. On a 12.8 acre piece of land adjoining his home, he produced 6,000 sacks of potatoes, making an average of 465 sacks per acre.

This field is the highest average ever grown in this Perris-Lakeview valley. The crop was of splendid quality, 75 per cent being No. 1 grade.

Mr. Tucker attributes his success to favorable climatic conditions and thorough cultivation of the soil. Prior to planting the land was enriched with poultry fertilizer. Later 400 pounds of sulfate of ammonia were added. The crop was irrigated.

No. 26

PEAK NEARS FOR PERRIS VALLEY POTATO HARVEST

Approximately 3000 Acres of Spuds Being Dug for Market

Potato harvest is at its height in Perris Valley.

There are approximately 3000 acres planted to the crop in the Lakeview, Norco, Fontana and Perris districts.

With an average of 200 sacks to the acre, this gives a return to the growers of 600,000 sacks.

POTATO HARVEST IS IN FULL SWING IN PERRIS VALLEY

Car Loadings for Eastern Shipment Averaging Ten Per Day

Harvesting of potatoes in the valley is in full swing, with the acreage now this double that of last year, but with the yield somewhat less per acre, the average obtained will not exceed that of last year in any large degree.

Two washing and grading plants are being operated in the valley. One at Lakeview belonging to Harry Hagan which is running to full capacity. The other at Ellis station on the Santa Fe just south of Norco operated by Tatum Bros. and is the first of such equipment installed in the valley. The Tatum plant was installed last year, while the Hagan...

City of Perris

ROAD MAP

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PREPARED AND PUBLISHED

By

Gurdon H. Wattles



PERRIS VALLEY is an agricultural community. Its principal products are potatoes, onions, sugar beet seed, watermelons, grain and alfalfa. . . . It lends itself ideally to dairies, canneries, sheep raising, livestock and a large variety of agricultural and horticultural products.

¶ The hub of activity is the City of Perris. Nearby are the communities of Nuevo, Lakeview, Romoland and Val Verde, all within a close radius, each with its own school, postoffice and stores.

¶ Perris Valley's climate is essentially moderate. The atmosphere is clear and dry, free from smog, and usually beneficial to sufferers of asthma and other respiratory afflictions.

¶ Perris Valley is approximately 16 miles in length and an average of 10 miles wide. It is served by Highway 395, main inland route from Los Angeles to San Diego; the Santa Fe Railroad, Inland Stage Lines, and Southern California Freight Lines.



Downtown



10th and

PERRIS

P

PERRIS

Citizens National Trust & Sav
PERRIS BRAN

SAVINGS
ve System
Insurance



21

Blue & White Market

Valley Vue Turkey Ranch

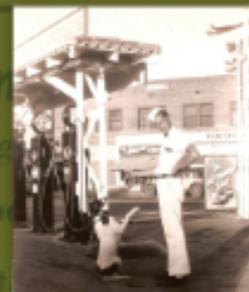
A. F.
Groceries



ION

PERRIS CALIF.

HARRY and ZUA EVERSOLE

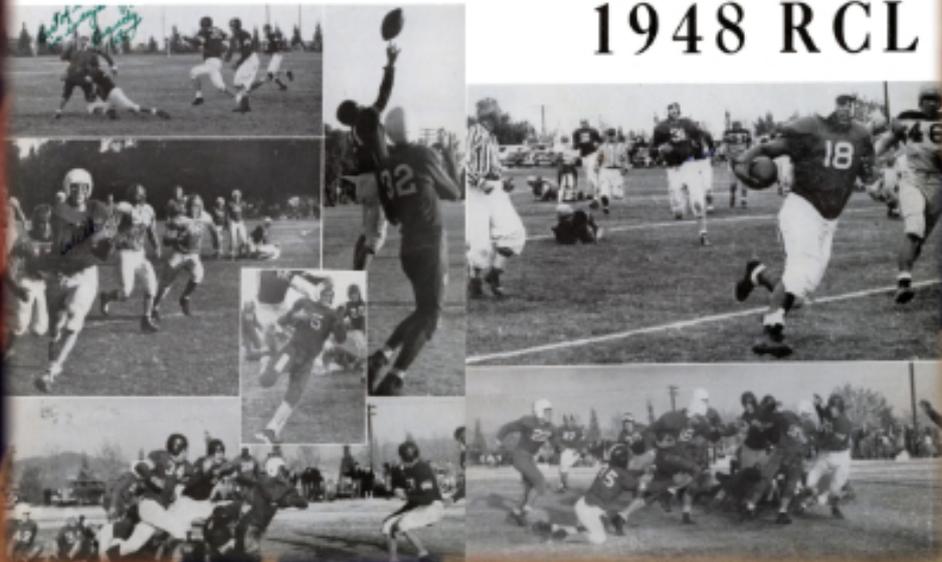


Fine Line of New Watches & Clocks

erson
everything
RCIAL and
E. 4th St
PERRIS, CALIFORNIA

PERRIS H.S.

CHAMPIONS 1948 RCL



TIME OUT FOR COKE

BANNING

W	L	T	OT
1	1	0	0



PERRIS

W	L	T	OT
1	1	0	0

REVIEWS' SIGNALS



Tisdale

FIRST PRIZE
SEVENTH ANNUAL
LIVESTOCK DAY
PERRIS VALLEY
FARM CENTER
March 17th - 27th
1927

FIRST PRIZE
PERRIS
VALLEY
LIVESTOCK
DAY
1935

PERRIS VALLEY
LIVESTOCK
PERRIS FAIR
APRIL 26-27
PREMIUM LIST
JUNIOR-SENIOR



20TH ANNUAL
**PERRIS VALLEY
LIVESTOCK
SHOW**

PERRIS SHOW
HORTICULTURAL
AGRICULTURAL
COMMERCIAL
EXHIBITS
COSTUME RACES
DINNER & ENTERTAINMENT & MERRY

Saturday
April 27th
1940

Class	Animal	Name	Owner
Class 1
Class 2
Class 3
Class 4
Class 5
Class 6
Class 7
Class 8
Class 9
Class 10
Class 11
Class 12
Class 13
Class 14
Class 15
Class 16
Class 17
Class 18
Class 19
Class 20



One for the money,
two for the show.
*They've come in strong
...and straight to a row!*



Just as mother expects, our baby's response when Carnation takes her favorite meal.

Why shouldn't they? Their good, delicious Carnation supplies the essential nourishing elements—protein and phosphate—right in the stable contents of their milk. Add to that added calcium—vitamin B, iron, zinc—magnesium—and it's no wonder, really, no wonder at all.

So next time you see this little one at Carnation, you'll know why she's so happy. You'll know why she's so healthy. You'll know why she's so strong. You'll know why she's so straight to a row!



CARNATION COCKTAIL

It's just what you need!

Take Carnation Milk, add milk & sugar. Stir. Add a dash of vanilla. Add a dash of lemon juice. Add a dash of orange juice. Add a dash of pineapple juice. Add a dash of strawberry juice. Add a dash of raspberry juice. Add a dash of blueberry juice. Add a dash of cherry juice. Add a dash of peach juice. Add a dash of apricot juice. Add a dash of plum juice. Add a dash of cherry juice. Add a dash of peach juice. Add a dash of apricot juice. Add a dash of plum juice.

HOW TO MAKE MILKSHAKES! (Thinking of the Milk Milk—) adds to help you make the most of every drop. Carnation Milk is the perfect milk for your milkshakes. Add a dash of vanilla. Add a dash of lemon juice. Add a dash of orange juice. Add a dash of pineapple juice. Add a dash of strawberry juice. Add a dash of raspberry juice. Add a dash of blueberry juice. Add a dash of cherry juice. Add a dash of peach juice. Add a dash of apricot juice. Add a dash of plum juice.

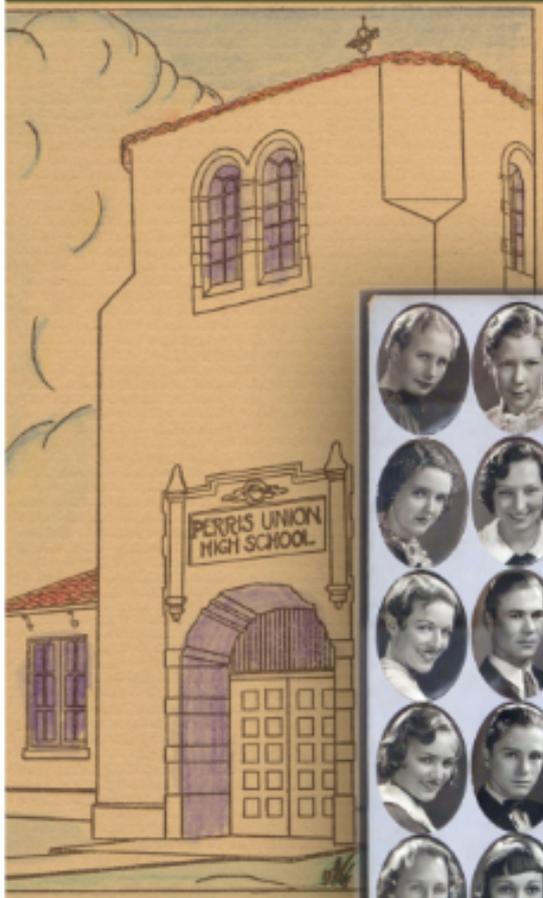
ARRANGED
Carnation Milk
"MILK CHAMPIONED EVERYWHERE"



"Here's that new Maytag you've been waiting for" ... now at your Maytag dealer ... the new Maytag series ever made ... with all the latest features that make Maytag laundry do it right, repeat combinations and the handle-lifter washings, large water height ... the exclusive garden action, so much so that, so much so that ... the automatic stop that does it all ... plus easy power operation. See these and other special washing advantages in the handsome 1940 Maytag which your dealer is selling now at the 1940 price. The Maytag Company, Newton, Iowa.

WITNESSED BY WOMEN WHO HAVE THEIR HEARTS SET ON A NEW **Maytag**

Academics



In 1934, Morris Washington was the first African American to graduate from PUHS. His two brothers, Alphonse and Bob, graduated in 1939 and 1940 respectively. Their family settled early in the Perris Valley area.



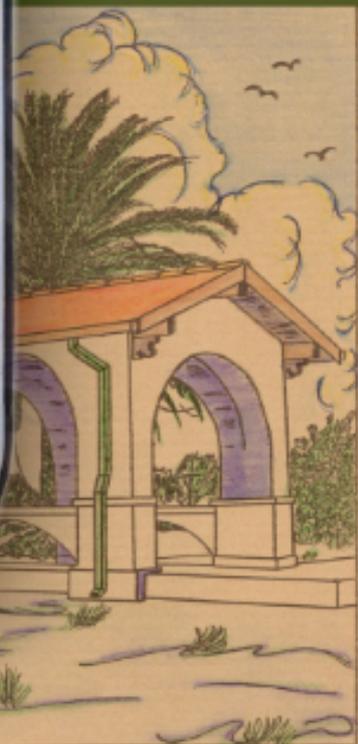
Alphonse and Bob Washington



Tommie Seto was a Japanese American who attended PUHS. In 1940, he was the Business Manager of the El Perrisito Staff.



P. U. H. S.
Class of '35

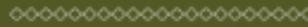


ACTIVITIES

Hard Working



John Coudures and family came to Perris in the 1920's and farmed for many years. They are one of the largest land holders in Perris and built the Perris Plaza.



The Carlos Pico family were Luiseno Indians. They are an integral part of the Pechanga Casino and Resort.



Businessman Wilbert Stewart started the Bank of Perris. He constructed a new building in 1918 and ran the bank with his sons Clifford and Bert.



The Frederick Dunsmoor family were some of the earliest settlers and proud farmers. Their daughter Mildred was the Perris City Clerk for 20 years.



Tom and Margaret Hanifin came to Perris in 1931 and raised seven children on a small farm. Their children remain actively involved in the Perris community.



As part of the large Mora family who came to Perris in 1908 the Del Rio's celebrate the wedding of Josephine. They were involved in many trades.



Development




**Ovens ...
of New Natural Gas Ranges
... Are Insulated**

Look to obtain on the instant the best ways to the insulated and sealed oven of a new natural gas range.

There is also the advantage of economy. Heat is retained on the level which is cooking, instead of radiating throughout the kitchen. This results in a checked saving in fuel. Insured you the great mechanical advantages. Insulated ovens allow heat to stay in the new range. An oven may also be installed in an island in a quarter of a room a perfect fit.

Look to obtain your natural gas problem, and look for the Blue Star line of the all purpose Gas Association. Truly labor-saving on the new natural gas range you buy.

**Southern California
Gas Company**



NEW TOWN SEDAN
\$660

**DODSON
&
CUNNINGHAM**

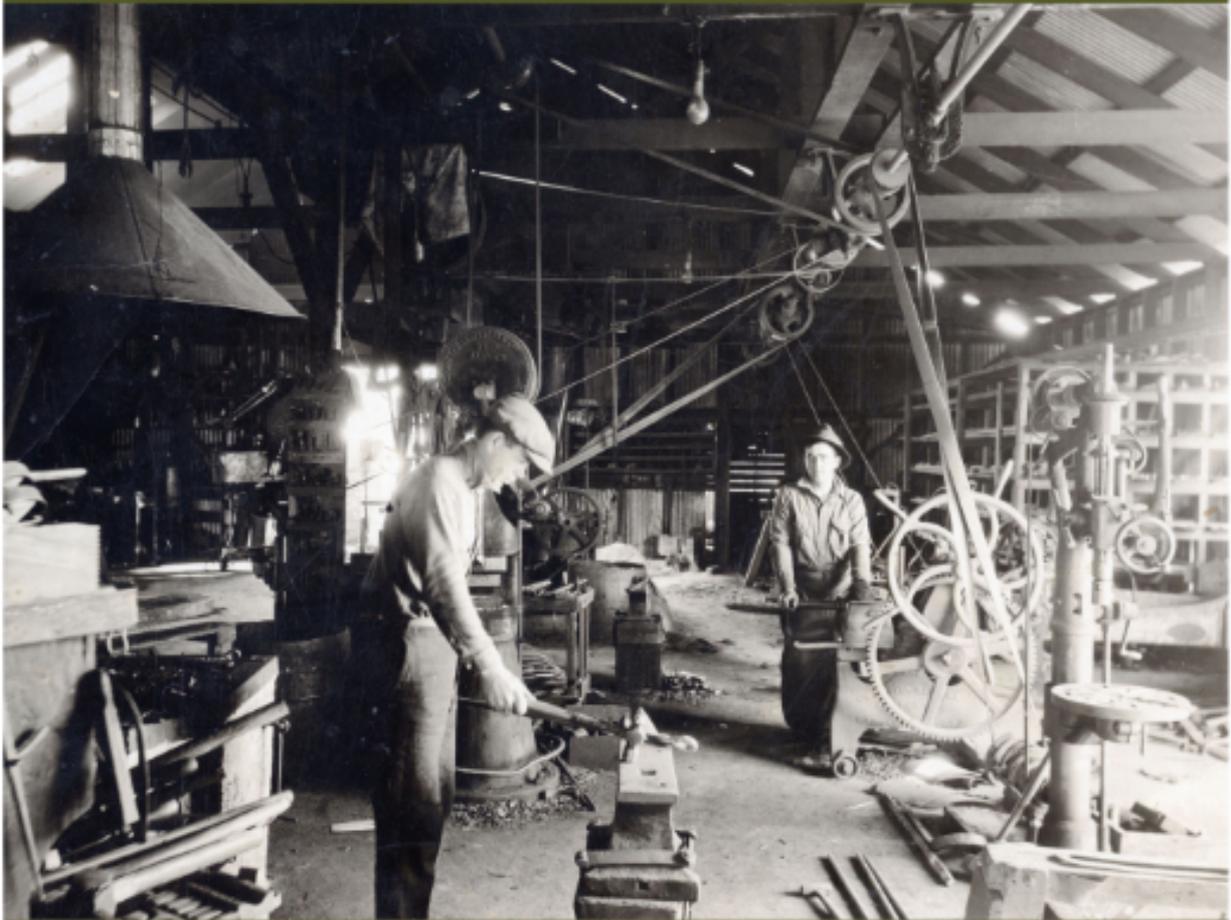
NOW ON!
National
ORANGE SHOW
(SAN BERNARDINO)
ENDS FEB. 28th

Commemorating
76th Anniversary of the Birth of
GEORGE WASHINGTON
Colonial Decorations
at 10th 11th 12th
WASHINGTON
Parade *Fireworks* *Seating the Life of*
WASHINGTON
Music *Artists* *of* *Historical* *Interest*
of the *Best* *Local* *Artists* *of* *North* *and*
South *in* *the* *History* *of* *the* *United* *States*

MUSICAL COMEDY
A SONG
BYRONIA
ORCHESTRA
SUNNY
2
3
4
5
6
7
8
9
10
11
12

CALIFORNIA'S GREATEST **WINTER** **EXHIBIT**

Mechanization



HARRY SCHROEDER

Coming to the Valley in 1916, Harry Schroeder was known as a genius in his trade as a master machinist. He was the most important person in Perris to the farmers, who depended on him to fix their equipment. He was an inventor and could build whatever was needed to keep the Perris Valley farmers operating. He built many potato diggers and other important farming machines.

Harry worked in Perris Valley for over fifty years until he retired in the 1970's.

Bob Walker was a very industrious farmer himself.

He invented the Dipping Machine and Potato Hoe shown here.



Local Theatre



In 1939 Perris businessman Tom Sharp built an open air theatre located to the north of where the present theatre stands today. To help the war effort during WW II, war bonds were sold there.

The present theatre opened in the Spring of 1946 with search lights glaring and many movie stars from Hollywood attending, including Bob Hope. Western actor Rex Allen also performed at the theatre and put on an exciting show with his guns drawn.



In the 1980's the City of Perris purchased the theatre and used it for a short time for small theater productions. It was sold to the Church of Christ and used as a church until the City purchased it back in 2010.

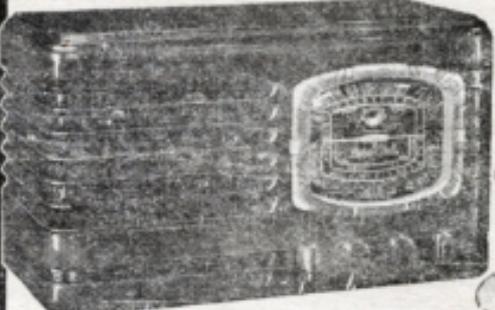


Movies & Radio

A NEW THRILL
TO FOREIGN RECEPTION

WITH THIS
GLOBE CIRCLING

Packard-Bell



ROME
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... Only Packard-Bell HAS
STATIONIZED DIAL Plus TUNING EYE

Cruise the map with this 8-TUBE Packard-Bell table radio! Overseas stations are yours for the tuning — logged by cities right on the big, black STATIONIZED DIAL.

\$42.⁹⁵

Thrilling New Tone!

You ought to hear it! A new tone—the finest you have ever heard in a table radio—actually rivals a console for richness and clarity. New cabinets, too, modernly designed of selected walnut veneer, hand polished to a brilliant piano finish. To see this handsome new Packard-Bell is to want it for your living room or as a second radio for bedroom or den.

8 TUBES, model 48, world-wide reception. Metal tubes. Full range tone control. Walnut and white, two-tone finish only \$1 extra.

A. S. HENDRICKS
PHONE 162 PERRIS, CALIFORNIA

Music by
RAY HENDERSON
Lyrics by
TED KOEHLER
EDWARD HEYMAN
and
IRVING CAESAR



SHIRLEY TEMPLE
'Curly Top'

THE PEOPLE THEY'RE IN FOR
WHEN I GROW UP
I'M GOING TO BE A STAR
I'M GOING TO BE A STAR
I'M GOING TO BE A STAR

YOU CAME ALONG
(FROM OUT OF NOWHERE)

Words by EDWARD HEYMAN
Music by JOHN W. GOSSETT



As sung by VERA-ELLEN
in the Paramount Picture
YOU CAME ALONG
starring
VERA-ELLEN and LESLIE SCOTT
with DON DUFOUR
& PAUL HENREY
PRODUCED BY PAUL HENREY

ROADWAY, New York City, N. Y.

OUR LOVE AFFAIR
Words and Music by ARTHUR FREED and ROGER EDSON

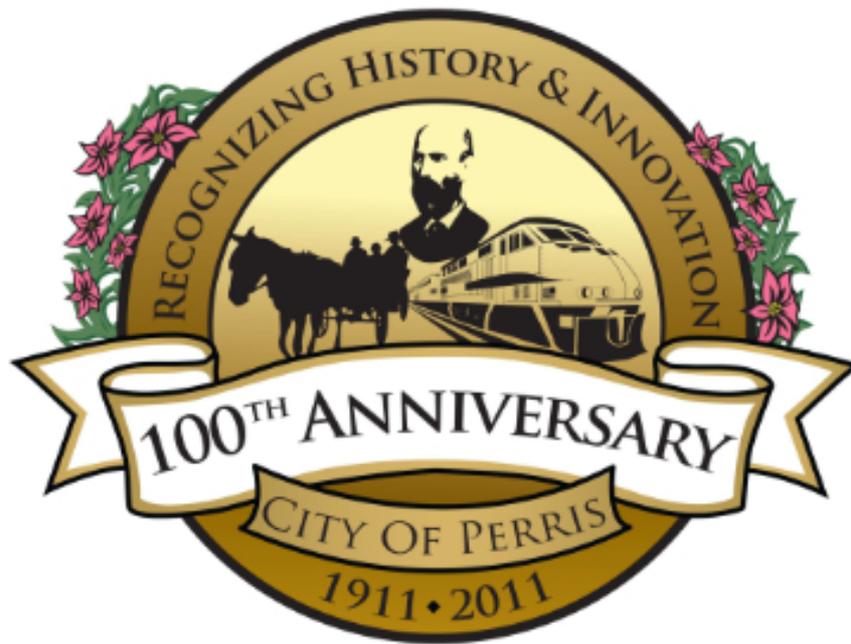
ROONEY GARLAND

STRIKE UP THE BAND



with
PAUL WHITEMAN
AND ORCHESTRA
Directed by Mark Sandrich
Produced by Arthur Freed
A Metro-Goldwyn-Mayer
Production

Leo Feist
NEW BRUNSWICK, N. J. 1935



CITY OF PERRIS 2013
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101 N. D ST. PERRIS CALIFORNIA 951.943.6100