

TEMECULA VALLEY HISTORICAL SOCIETY



NEWSLETTER

October 2019
Volume 19 Issue 10

It is our mission to identify, preserve and promote the historic legacy of the Temecula Valley and to educate the public about its historical significance.

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Temecula Valley Historical Society
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www.temeculahistoricalsociety.org



The Vail Company, grew out of the Empire Land & Cattle Company, with purchase of Temecula area acreage.

The Vails Build A Cattle Empire With Purchase of Temecula Land

(From the Vail Ranch Restoration Association website)

In 1876 Walter L. Vail, a native of Liverpool, Nova Scotia and Herbert Hislop, an Englishman purchased the 160 acre Empire Ranch located southeast of Tucson, Arizona. Over the years Vail, along with various partners, expanded the original land holdings to include over one million acres. In 1881 Margaret Newhall married Walter Vail and moved to Arizona. The next year the Southern Pacific R.R. built a railroad line that provided a means for the Vails to ship their cattle. In 1882 the Empire Land & Cattle Company was formed with Walter Vail as principal shareholder. Then in 1890 Ned Vail and Empire foreman Tom Turner drive over a 1,000 head of cattle overland to Warner's Ranch, California to defeat the Southern Pacific R.R. rate increase for shipping cattle. This would be the beginning of future efforts to purchase land in Temecula Valley and the formation of Vail Ranch. Then in 1901 Vail and his partner C.W. Gates bought the entire Santa Rosa Island off the California coast for cattle grazing.

From the 1800s until the 1960s, cattle remained the backbone of the local economy. The grazing land around Temecula was owned and leased by various ranchers until 1904, Walter Vail began to buy up the local ranches. He pieced together acreage from the four Mexican land grants - Pauba Rancho, Santa Rosa Rancho, Temecula Rancho and Little Temecula Rancho to form the Pauba Ranch.

Eventually, the Vails would own more than 87,500 acres surrounding the little town of Temecula. When Vail was tragically killed in a Los Angeles streetcar accident in 1906, the Empire Land & Cattle Company (later the Vail

(Continued on Next Page)

The Vails in Temecula . . .



Walter Vail

Company) took over control of his Temecula Valley ranches. Two of his sons ran the Empire Ranch and associated properties. Walter's youngest son, Mahlon Vail, took over and managed the Temecula operation for many years. The Empire Ranch in Arizona was sold in 1928, and the Temecula area ranches became the primary Vail Ranch lands. Originally it was simply open grazing, but by the 1940s, the Vail Ranch had become a huge feed yard, where cattle were fattened and finished for market. Hoping to grow more and more of their own feed, the Vails decided to dam Temecula Creek and develop an irrigation system for the ranch. The dam was completed in 1948, forming Lake Vail behind it.

Southern California was growing, but Temecula remained much the same. Cattle still roamed the Vail ranch, and as one Elsinore newspaperman joked, the little town had no place to go but up – and it never went up.

But in 1964, the Vails announced the sale of their ranch for \$21 million to a consortium of developers (Kaiser Aluminum and Chemical Corporation, Kaiser Industries, and Macco Realty) who announced plans for a 135-square mile “semi urban pastoral” master planned community, Rancho California.



Mahlon Vail



Emerging Civil War . . .

Board Member Sarah Bierle Receives Special National Award

Sarah Kay Bierle (current Secretary for TVHS) serves as the Managing Editor for Emerging Civil War, a public history-oriented platform for sharing original scholarship related to the American Civil War. This summer at the Sixth Annual ECW Symposium in Spotsylvania, Virginia, she received the Brigadier General Emory Upton Award for her contributions to the success of the organization. The award is presented annually to a member who has exhibited innovative leadership within Emerging Civil War.

Sarah says she was surprised and honored to receive the award. She enjoys her role as managing editor which includes curating daily content for the blog, working with the editorial committee, responding to inquiries, coordinating with writers, coaching new members, coordinating blog series, and helping to plan for ECW's future endeavors. "Emerging Civil War is a growing platform, presenting new researchers to an audience of historians and history enthusiasts. We're about helping each other and sharing fantastic, new research and ideas in an evolving history field."

Check out the Emerging Civil War website, blog, and podcast here: <https://emergingcivilwar.com/>. When asked what's coming next at ECW, Sarah says, "Stay tuned! We are working on an exciting blog series for October 2019 that will focus on John Brown's Raid in 1859 and the abolition movement just prior to the Civil War years."

Notable Men & Women of Temecula Activities & Presentations

Sunday, October 6th — 2:30 p.m. **FIRST SUNDAY** special event at the Little Temecula History Center, with refreshments and entertainment. See story Page 4.

Thursday, October 10th — 12:30 p.m. Michele Elling portrays Edna Swanguen, at Hope Lutheran Church for their Senior Group. Edna owned Hall's Café and was also Temecula's switchboard operator for 43 years. This presentation is not open to the public.

Monday, October 21st — 7:00 p.m. Shelley Leddy portrays Catherine Fernald at the Salvation Army facility for a Philanthropic Educational Organization.

Wednesday, October 23rd — 1:00 p.m. Gerry Nicholas portrays O.T. Hackett for the Senior Golden Years Group at the Mary Philips Senior Center. This is open to the public.

— Membership News —

THANK YOU FOR RENEWING YOUR MEMBERSHIP:

Loretta Barnett

Louise Roripaugh Beesley

Betty Condren

Manny Robles & Rosalinda Delcastillo

Sandra Devol

Tom & Michele Elling

Gary & Judy Giles

Rhine & Sandy Helzer

Roger & Carole Honberger

Mindy Johnson

Bob & Suzie Kent

Richard & Mahlon Lawton

John III, Jerri Lynn & John IV Randall

David & Karen Strauss

Ronald & Judith Turco

Phil & Char Washum

Liz White

George & Mary Ziegler

TVHS Tour Wednesday, OCT. 16th

To Drs. Anne Miller & David Elliot's Residence

Drs. Anne Miller & David Elliot are opening their home in Murrieta to TVHS for a tour in October. We will meet at Albertson's on Clinton Keith Road at 9:30 a.m. Take the 15 Freeway north, exit at Clinton Keith Road and turn right, then take the next right turn into the Albertson's shopping center. We will carpool from there. The Tour will begin at 10 a.m. Contact Phil Washum at (951) 201-0020 to join the tour.

CALENDAR OF EVENTS

On-going thru November 10 — Special Exhibit entitled "*Painters of the Valley*" at the Temecula Valley Museum, featuring Temecula Valley Artists such as Ralph Love and Leverne Parker. Museum open daily 10 to 4. Closed Mondays.

Tuesday, October 1st — 9 a.m. to 1 p.m. Farmers Market at Vail HQ. **Every Tuesday.**

Sunday, October 6th — 11 a.m. to 4 p.m. Synergy Market Vendors at Vail HQ.

Saturday, October 12th — 4 p.m. to 9 p.m. Thistle & Sage Vegan Marketplace. Vendors and more, Vail HQ.

Sunday, October 13th — 4 p.m. to 9 p.m. Fall Festival at Vail HQ. Pretty Paints and activities.

Saturday, October 19th — 7:30 a.m. "*Walk for Freedom*", and Thistle and Sage Vegan Market 4 p.m. to 8 p.m. All at Vail HQ.

Sunday, October 20th — 11 a.m. to 4 p.m. Synergy Market Vendors at Vail HQ.

Tuesday, October 22nd — 6 p.m. to 8 p.m. at the Cookhouse Vail HQ, "*Paint & Sip*".

Friday, October 25th — 6 p.m. to 10 p.m. Starlight Bazaar. 300+ expected. Rides, music, family event. At Vail HQ.

Sunday, October 27th — 4 p.m. "Clear Charity" Halloween Party at Vail HQ.

Monday, October 28th — 6 p.m. Monthly meeting & Presentation of Temecula Valley Historical Society at History Center (Red Barn), **Great Oak Press** will present authors **Gregory Cumming** and **Stephen Sayles** who will speak about their research on the Symbionese Liberation Army for their book "**Patricia Hearst, Queen of the Revolution**". Come early for Meet and Greet, refreshments & get acquainted, 5:30.

— Save the date —

Annual Dinner Meeting of TVHS

Sat, Nov. 16

At the Assistance League

Doors open at 5:30 p.m.

Raffles, silent auction items

— *Reservation form on Page 6* —

Notable Men & Women of Temecula Activities & Presentations



Ramona Wolf



O.T. Hackett



"Trixie" Fernald

"Triple-header"

Special Performance Sunday, Oct. 6

There will be a special treat on Sunday, October 6th, at 2:30 p.m. in the Little Temecula History Center, with performances by three Notable Men & Women of Temecula. First, Gerry Nicholas will present Samuel Hackett, the stagecoach driver better known as O. T. Hackett who stayed at the Wolf Store hotel place for a couple of nights each week. Next, Lynn Cudé will present Ramona Wolf, the wife of Louis Wolf, who ran the general store, post office and hotel that is still standing at Vail HQ. Finally, Shelley Leddy will present Catherine "Trixie" Fernald, a woman who was ahead of her time, she was a photographer and bicyclist as well as a proprietor of a general store in Temecula. Come and be entertained, and learn little-known facts about these three colorful characters from our past.

100 Years Ago in Temecula

Selected items from Lake Elsinore Valley Press, Temecula Gossip Column – October 1919

Issue of October 3, 1919

Last Thursday two aviators, who were on their way to Banning from Los Angeles, lost their way and landed at the Pauba Ranch.

Cal Waggoner of Los Angeles, a few days ago succeeded Bob North as foreman of the Pauba Ranch.

Friday and Saturday there was a big fire raging at Dripping Springs. A great deal of wood and pastures belonging to the Pauba Ranch were destroyed, but no other damage was done. A large number of men fought the fire, finally getting it under control and putting it out.

The Temecula Valley Garage are expert machinists and guarantee their work. They carry a display advertisement on this page inviting you to call. People generally go where they are invited.

Issue of October 10, 1919

Eli E. Barnett has sold his alfalfa hay and has been hauling and shipping it this week.

The Moons moving picture circuit, which is given at the dancing pavilion once every week, is well patronized by the town people and the surrounding country. Since started here a month ago they have had a full house. They show some of the best films that he can procure.

The scales belonging to the Escallier Bros., and which were out of commission for some time are being repaired so that the trucks which are hauling rock from Pala can have their loads weighed instead of going across the bridge, which is unhandy on account of the weighing of the beets.

Last Sunday the Temecula baseball team went to San Jacinto where they met the San Jacinto team in a very interesting and exciting ball game. From the first inning the score was a tie up to the tenth inning when the home team went to pieces and the visitors got away with the game by the score of 14 to 11 in Temecula's favor. Some game, I'll tell you.

Issue of October 17, 1919

B. B. Higgins has been busy all this week hauling wood to town from his ranch at Happy Valley.

George T. Hall and Henry Gray made a trip to San Diego the first of the week with a load of hogs.

Henry Gray, who has the contract of hauling stone from the Pala mines, had two men repairing the scales belonging to the Escallier brothers. Bob North, who recently resigned as foreman of the Pauba Ranch, is now making his home in town.

Issue of October 24, 1919

Jacques Escallier, who a few weeks ago had a stroke of paralysis and came very near passing away was taken to the Hot Springs at Murrieta. We learn that he is improving very slowly, but hopes he will entirely recover.

Sunday afternoon at the Murrieta Hot Springs a game of baseball was played between San Jacinto and

Temecula. The visitors played such a poor game and made so many errors that it was an easy victory for Temecula.

Last Sunday Joseph had two distinguished visitors who were entertained at dinner served at the Hall lunch-rooms. The visitors were George McManus, funny writer for the Sunday Examiner and Herriman, the cartoonist for the Examiner. After dinner they were taken to the hills where they spent the afternoon shooting quail. They are great sports as well as newspapermen.

One night last week John Magee, who lives about two miles south of town, had the misfortune to lose nearly all his chickens. Someone came to the chicken house and took nearly all of them. They are unable to find out who did it. Mr. Magee lost about three dozen.

The opening of the quail and duck hunting season brought into town a large number of hunters from Los Angeles, Riverside and other nearby towns. This part of the country is good for quail hunting and for several days the town was alive with hunters.

Last week the Pauba Ranch Company drove several hundred head of cattle to Beaumont from where they will be shipped to Imperial Valley to their ranch they bought recently.

Issue of October 31, 1919

Mrs. William Friedemann entertained a few of the ladies that are connected with the moving picture company, which is working here one evening at her home. The ladies were very much pleased. They were treated to homemade candy.

Frank Ramos, who is employed at San Bernardino by the Santa Fe, returned home the other day. He was suddenly taken ill.

William Friedemann, proprietor of the meat market, brought a load of hogs of Kuenrich of the Ramona Ranch.

Last week Albert Banks, while on his way from Riverside, had the misfortune of damaging his car. It was so badly damaged that he had to leave it at the garage at Perris and hired another car to come home.

TVHS Members Invited to Fundraiser for Rancho Damacitas

We encourage all TVHS members to attend Pumpkins & Pancakes, a fundraiser for Rancho Damacitas on Saturday, October 26 from 9 - 12. TVHS is a sponsor for the event which helps to fund programs for Rancho Damacitas' mission to break the generational cycle of abuse and poverty by empowering at-risk, single mothers with young children. The fee is \$5 per person for breakfast and a tour of the property at 38950 Mesa Road in the Temecula Wine Country. For any questions, contact Rebecca Farnbach at 951-775-6057.



TEMECULA VALLEY HISTORICAL SOCIETY

P.O. Box 157
Temecula CA 92593-0157

You are cordially invited to the 18th Annual Dinner of the:

TEMECULA VALLEY HISTORICAL SOCIETY

Saturday, November 16, 2019 from 5:30 pm until 9:30 pm

at the Assistance League of Temecula

28720 Via Montezuma, Temecula, CA 92590

The price of \$40 per person includes dinner and the evening's program.

**Our invited speaker is STEVE WILLIAMSON, presenting:
"ERLE STANLEY GARDNER"**

Steve will talk about Erle Stanley Gardner, local resident & author of the Perry Mason novels. At the time of his death in 1970, he was the best-selling American author of all time. He was friends with Mahlon Vail and other notable Temecula residents of his day.

Introduction of the 2020 Board of Directors and Officers

Silent Auction and Opportunity Drawings with new & unique items

Social Hour at 5:30 p.m. - Appetizers at 6:00 p.m. - Dinner at 6:30 p.m.

Program Presentation at 7:30 p.m.

A portion of the dinner proceeds go to the TVHS Scholarship Program

Please complete the form below and return it with your check

RESERVATIONS AND PAYMENT MUST BE RECEIVED BY FRIDAY NOVEMBER 1, 2019.

TVHS Annual Dinner Reservation

Saturday, November 16, 2019 5:30 pm - 9:30 pm

Menu: A buffet dinner featuring appetizers of assorted Bruschetta, a mixed green salad with dressing, an entrée of Rosemary Chicken with lemon butter sauce, roasted potatoes, sautéed zucchini and mushrooms, with croissants & butter. Drinks include: iced water & coffee. Wine will be available. Delicious cakes will be served for dessert.

Name(s): _____ Phone: _____

Additional Name(s): _____

Number attending: _____ Total: \$ _____

I cannot attend but will assist with a donation for TVHS scholarships. \$_____

The cost is \$40 per person (Guests are welcome!).

Seating is limited to 80 people.

Make checks payable to: **TVHS** (checks must be received by November 1st)

Please mail form and check to: **TVHS, P.O. Box 157, Temecula, CA 92593-0157**