

TEMECULA VALLEY HISTORICAL SOCIETY



NEWSLETTER

March 2009

Volume 9 – Issue 3

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.

2009 Officers

President	Jimmy Moore
Vice President	Bill McBurney
Secretary	Elaine Eshom
Treasurer	Bill Harker

Directors

Barbara Tobin	Paul J. Price
Carol Strode	Darell Farnbach
Norm Taylor	Eugene Knott
Pat Lallou	Dick Fox
Lisa Woodward	

Committee Chairs

Research & Preservation

Darell Farnbach

Historic Plaques & Brochures

Dick Fox

Wolf Tomb Restoration

Eve Craig

Public Relations

Carol Strode

Membership

Bill Harker

Speaking Projects / Education

Paul Price

Newsletter

Dick Fox

Program Speakers

Rebecca Farnbach

Historian

Kathi Price

Web Site

Elaine Eshom

A Copyright Publication of the

Temecula Valley Historical Society

P.O. Box 157

Temecula, CA 92593

951-553-9549

www.temeculavalleyhistoricalsociety.org



Juan Murrieta is second from left in front row, holding Badge #1, which his family still has. Photo taken near his retirement in 1927 from Los Angeles County Sheriff's Department. *Photo courtesy of Murrieta's grandson Thomas Murrieta, M.D., Whittier.*

Local Area Namesake

Juan Murrieta Brings Sheep Back to Area

By Duane Preimsberger

In 1844, Juan Murrieta, for whom the City of Murrieta is named, was born in the Basque town of Santurce along the northern coast of Spain. The town, steeped in history as a seaport, was founded in the mid- 14th Century. There, the Basque influence continues to this day and intertwined in its culture are the time honored tasks of shepherding, wine making, farming and culinary pursuits. Juan and his brothers grew up in Santurce and the town's history influenced their lives as did a good education that developed them into young men who were courteous, friendly, well liked and interested in raising sheep.

Two older brothers answered the call of the sea, traveling from Spain to South America; one landing in Peru and another in Brazil where, in both countries, they began to raise sheep. Their influence drew Juan to the Americas and at the age of seventeen he came to the United States with another brother Iziquel. The two brothers traveled by ship around Cape Horn to California and ended up in Merced. After a brief stint as cattle ranchers they

Continued on Page 2

Calendar Of Events

Saturday, March 7 - Opening Day of new Gallery Show "Lincoln & the Civil War" at Temecula Valley Museum, also a "Bringing History to Life" visit from Louisa May Alcott impersonator.

Monday, March 9 - Monthly meeting at Pujol Schoolhouse - 6 to 8 p.m. Audrey Cilurzo will speak on "How Prohibition Changed the Palate of America."

Thursday, March 12 - 6 p.m. "Women's History" Gallery Talk at the Temecula Valley Museum.

Monday, April 13 - Monthly meeting at Pujol Schoolhouse - 6 to 8 p.m. Bill McBurney and Mimi Milholland "The History of French Valley."

Monday, May 11 - Monthly meeting at Pujol Schoolhouse - 6 to 8 p.m. Bill Irwin who lived at Murrieta Hot Springs when Alive Polarity owned the Property, will talk about that era of "springs" history.

Monday, June 8 - Monthly meeting Pujol Schoolhouse, 6 to 8 p.m. Annie Borel will share her memories of her family and growing up in French Valley, as well as her passion for preserving Murrieta's Historic District.

learned that the wool market would be more profitable and they soon owned over 100,000 sheep.

Shortly after beginning their operations in the central valley of California, the terrible drought of 1872 descended upon them and they began to move their huge flocks away from Merced in search of water. A year later and after much exploring to the south, they came into the Temecula/Murrieta Valley and were impressed with what they found. They formed a partnership with Domingo Pujol and Francisco Sanjurjo and began negotiating for land. They ultimately purchased 52,000 acres that were dotted with artesian wells for a dollar an acre. The brothers were soon busy reintroducing sheep into our valley where the four-legged critters had been absent since the secularization of the Mission San Luis Rey and its local lands.

Soon after his arrival, Juan met the girl who was to become the love of his life. Austrian born and royal blooded, Adele Golsch, who lived in Pala, captivated young Juan's heart and the two of them were wed. They began a family and before long they had two sons and a daughter. The sheep business was doing well, so well in fact that both brothers decided to sell off much of their properties and the flock at a nice profit. Iziqel returned to Spain and in 1884 Juan decided to move his family to Los Angeles. Subsequent to the move, Juan sold about 1000 acres to the Barnett family whose descendants still live in Temecula today.

Juan and Adele shared an interest in plants and flowers, raising a variety of unusual species at their home on College Street in Los Angeles. Juan also formed an interest in avocados and began corresponding with Senor Fuentes, a Wells Fargo agent who resided in Atlixco, Mexico. Fuentes had attained some successes in raising avocados there and soon baskets of avocados from Mexico were making their way to Juan Murrieta in Los Angeles. Juan began a small grove of avocados at his home and was planting and experimenting with different varieties as he helped to develop a fledgling interest in what would become an important California crop. Today, Juan is remembered by the California Avocado Association as one of the pioneers and earliest growers of avocados in California.

In 1887, Los Angeles County Sheriff, James C. Kays, appointed Juan Murrieta to a position as one of his deputies. Murrieta served for 40 years and earned the nickname, "Grand Old Man." He became an expert in the Sheriff's Office's civil law enforcement duties and became a trusted adviser to nine sheriffs. He grew older and grayer during his many years of noteworthy and satisfactory service, finally retiring with badge number 1 in 1927.

His beloved wife Adele preceded him in death in 1921 and Juan mourned her until his own passing in 1936 at 92 years of age. His memory and accomplishments live on in the history of Southern California as a man who made his mark and left a legacy of commitment, innovation and honor. He was successful in all of his endeavors as an immigrant, a shepherd, landowner, husband, father, friend, avocado grower and lawman.

Here in our Valley, the City of Murrieta and Murrieta Hot Springs bear his name as tributes to the contributions made by Juan Murrieta during his long and remarkable life. Perhaps today, over 130 years after his arrival in our Valley, Juan looks down from his heavenly perch and is very well satisfied with the quality and caliber of the places named in his honor!

Presidents Message

In February we moved our meeting time to 6:00 P.M. on the second Monday of each month, hoping more of our members would be able to participate. The first hour we will have the guest speaker, with the Board meeting to follow. Our speakers are allotted one hour or less, so if you are not interested in staying for our regular business meeting you are welcome to leave. Hopefully this new arrangement will allow more members and other interested individuals to attend the meeting.

The results of February's attendance, indicates the new time will bring in more interested individuals. The February program was presented by two of the Guenther children who were raised at the Murrieta Hot Springs Resort. They have fond memories and were able to share them with us. Please join us on March 9th at the Pujol School House on Santiago Road in Temecula to hear Vince and Audrey Cilurzo discuss the effect of prohibition on our drinking habits.

We are still in the process of refining our goals for 2009. Bill McBurney heads a sub-committee to reach some suggestions for this year's goals. If you have not submitted your suggestions there is still time to call me at (951) 302-9536.

Bill Harker, our board member who was also a member of Temecula's Old Town Local Review Board, has resigned from the Review Board. To fill his vacancy I have appointed my wife, Peg Moore, who currently chairs the Review Board, to be our liaison to that Board. Hope to see you all at the meeting on March 9, 2009.

Jimmy Moore
President, TVHS

Temecula Then and Now

Early Wine Country Days

By Audrey Cilurzo

When Vince and I bought land in 1967, Temecula's population was about 350 people. The Swing Inn was the restaurant where we all ate. What is now the Shire antique store was a bar called the Long Branch. Every six weeks or so the Hell's Angels came to town for an evening. Harleys were lined up for blocks. Across from the Long Branch was a second bar whose name I have forgotten. Each bar had a loyal following. We would hear from time to time the two groups would get into fist fights in the middle of Front Street about who had the best beer. There were no police in case of an emergency. The sheriff's were in Elsinore and took hours to respond. However there was a Border Patrol office in Temecula and usually in case of trouble everyone called the Border Patrol.

Life was pretty simple in those days. Vince was lighting 2 – 3 TV shows in Hollywood and was only home on weekends. We decided to start a small winery, and make some red wines. I drove to a county office in Hemet to ask how to get a permit to start a winery. I told the clerk we had a vineyard and wanted to process the grapes. "Oh," he said, "you will be working with an agricultural product, so all you need is a barn permit. That will be \$10." So our first small building and the first additions to the building were done with barn permits.

When we were ready to make wine we got in touch with the Bureau of Alcohol, Tobacco and Firearms, nowadays called the TTB. The local BATF inspector, a man named Jack Clark, was the perfect person to work in an emerging wine area. None of us knew the rules and regulations about growing grapes and making wine, but Jack taught us. There were all kinds of forms to fill out. One form required us to draw a plot plan on our land and the layout of the winery building. I filled them out and sent them into the BATF office. Jack Clark came back about week later and diplomatically told me I had drawn the whole thing backwards. He helped me redraw all the plans and hand-delivered them for us. Jack would never even drink a cup of coffee with us because he didn't want any appearance of a conflict of interest as an inspector for the federal government, but he loved to visit and knew everybody and all that was going on.

The California Alcohol Beverage Control office was pretty relaxed in those early years. If you got a federal permit, it was a formality to receive your state permit. The County of Riverside didn't pay any attention to us back in the 60's and early 70's.

That has all changed. Now days the California ABC is formidable to many people. Wineries have to be careful to follow all regulations. A good example is at the Balloon and Wine Festival, wineries can only give tastes of wine. It is against the law for a winery to give or sell a bottle of wine. One year when I was pouring at the festival, a girl asked for a bottle of wine to take over to the grass to drink with friends. I refused, but she kept begging. I explained the law to her and she kept asking. Finally two people standing in the background revealed they and the girl were ABC agents. The lead decoy shook her finger in my face and said, "Don't you ever forget those rules or you could be fined and lose your license". Several years earlier when a Temecula winery did give a bottle of wine to an ABC decoy, their winery booth was temporarily closed and the wine garden was almost closed for the rest of the Festival.

Nowadays it can be very serious to be in trouble either with the Federal or California liquor agents, permits are a lot more expensive, and there are a lot more restaurants and law enforcement officers in Temecula.



Temecula Valley Historical Society
P.O. Box 157
Temecula, CA 92593

NONPROFIT ORG
US POSTAGE PAID
TEMECULA, CA

#447

Membership Activity

New Memberships

Brian Okabayashi
Lisa Rosati & Family

Renewals

Roger Honberger
Gerhard & Mia Thyzel
Mission Clay Products
Dick Fox
Paul & June Buhler

TVHS Meetings
Are Held the
2nd Monday
Each Month
6 to 8 p.m.
Pujol Schoolhouse

"Share Your Stories"

The Murrieta Public Library and TVHS have partnered as part of the California Storytelling Project. Individuals can video record their stories for local archiving. It would be wonderful for each member of the Society to tell at least one story about their history and/or family.

To find out more about the project and to volunteer your story, please call the Murrieta Library
951-461-6143