

# TEMECULA VALLEY HISTORICAL SOCIETY NEWSLETTER



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*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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*Vail's own Magnificent 7*

*From the Archives*

## Temecula as a Cattle Town

*(Editor's Note: This article was originally drafted as a manuscript by Phil Brigandi and submitted for consideration to be published in "The High Country" in 1984.)*

**By Phil Brigandi**

Temecula has been many things: Indian village, cross-roads settlement, rail-road town, and (most recently) growing city. But beginning around the turn of the century, many residents and back country ranchers saw Temecula only as a cattle town.

Many of the enterprises and a fair share of the excitement in town during those years revolved around the cows and cowboys that came to depend on Temecula for their livelihood.

And it was all made possible by the railroad. The loss of the ill-fated Temecula Canyon route of the 1880s left Temecula as the end of the line – or the beginning, for cattle shipments to and from the surrounding ranches. Temecula grew, in part then, as a supply center for them.

Many of the community's stores profited from the cattlemen's trade, including two of the most long-lasting businesses in town: Machado & Co. and G.A. Burnham & Son. Both were successors of earlier stores, Machado's from Louis Wolf – one of the pioneer merchants of the area – and Burnham's from Philip Pohlman – who built the present Temecula Mercantile Co. building in 1890.

Fran Burnham (the "son" of G.A. Burnham & Son) recalled the cattle days of the turn of the century for Temecula historian Horace Parker in a 1967 letter:

*" . . . When the cowboys from the Santa Rosa and the cowboys and ranch hands from the Pauba, plus the quarrymen, with an occasional bunch of Indian cowboys from Warner Ranch arrived on Saturday afternoons – then the little town really came alive.*

*About midnight on Sunday or early Monday morning I could lie on my bed on the porch and hear the cowboys on their horses leaving town on a dead run,*

(Continued on next page)

# Temecula as a Cattle Town

*emptying their firearms in the air. Later the many wagons of the ranch hands would follow, all drunk and happy, heading for their respective ranches, yelling and singing at the top of their voices.”*

Other businesses grew up to cater to these men, including the hotels – such as Mouren & Banks’ Temecula Hotel, the Welty Hotel, and Joe Winkel’s Ramona Inn – and the inevitable saloons.

Meat markets and slaughter houses also appeared on the scene, the first probably being Hamilton’s butcher shop in the 1880s. In 1902, Herman Vogel and Charles North opened a new meat market on Main Street, with a separate slaughter house south of town on Pujol Street. The partnership lasted until 1910 and later the slaughter house was purchased by Bill and George Friedemann – the beginning of a family business that would last many decades. Their plant still stands – alarmingly close to the creek – near the new community center.

All of these resources made Temecula the destination of many cattle drives from Sage, Rader, Aguanga, Anza, and the mountains and deserts beyond.

Cowboy-historian Lester Reed (1890-1984) was one of those back country cattlemen who relied on Temecula for selling and shipping his family’s cattle. In 1983 he recalled:

*“Temecula, for many, many years, I thought of only as a cattleman’s town . . . Bill Friedemann put up a slaughter house in Temecula . . . and the Bailey brothers, the Parks brothers – there was Joe, Ike and Lincoln Parks – and we Reed brothers sold to Friedemann for many years (in the ‘teens and 20s). He made a good nearby cattle market for us...*

*There was (also) Jim Wellman and Lincoln Hamilton in the cattle business (in the Cahuilla area) and they sold to Friedemann . . . they drove their cattle down and we did the same from Sage and Reed Valleys and also from the Cahuilla Indian Reservation . . .*

*We would leave either the Reservation or Parks Valley with the cattle and go to what they called ‘N\_\_ Valley’ (now under Vail Lake; N word modified as offensive to some) . . . George Sawday (of the Warner Ranch) had a good corral there where we could corral our cattle and we wouldn’t have to guard at night. Then we’d leave there at daylight the next morning – sometimes a little before – and drive on into Temecula. We’d weigh at the Pauba and then ship on the Santa Fe if they went to someone other than Friedemann . . . (and) that’s the first way I knew Temecula.”*

Reed also remembered the attractions for some of the cowboys, especially Joe Winkel’s ‘blind pig’ during prohibition. *“And there were other (places) around,”* he said, *“where you could hand ‘em some money and they knew what you wanted. That was about all it took to get whatever were your liquor needs – I never did need any myself,”* he added.

After the depression drove he and his brothers out of the cattle business, Reed worked four and a half years on the Pauba Ranch for the Vails. There were still cattle drives to be made – some as far as the Imperial Valley – but more and more emphasis was being put on feeding cattle to finish them for market.

Temecula’s years as a railhead ended in 1935, when the tracks were pulled up back to Elsinore. Soon after the Vails moved their holding pens there (later, in 1962, they would be moved one last time – to Perris).

Better roads and sturdier trucks spelled the end of cattle drives to all but the most isolated ranches during those years. Temecula’s importance as a cattle town began to wind down.

Small ranchers retired, sold out, or moved elsewhere, leaving only the larger operations – such as the Vail ranches – who began to move into new enterprises.

By the mid-1950s the Pauba Ranch was being used strictly for farming and finishing. Water from Vail Lake (completed in 1948 after two decades of planning) irrigated grains grown for feed (the massive silos that once stood along Hwy. 79 recall the success of those crops) and hundreds of cattle were pastured for scientific feeding and fattening.

But by then all of Southern California was changing, and the sale of the Vail Ranches in 1964 signaled the end of Temecula’s days as a cattle town – and the beginning of the growth of the area that continues to this day.

*(SOURCES for this article include a personal interview with Lester Reed taped July 27, 1983, a letter from Frank Burnham to Horace Parker dated February 11, 1967 (in the Parker Collection at the Sherman Library, Corona del Mar, CA.), Tom Hudson’s A Thousand Years in the Temecula Valley (1981), the anonymous Thriving, Tempting Temecula (1910) and early Riverside Co. directories.)*



*Through the pesticide dip at Vail Ranch*

# Spotlight on Members – Featuring – Shari Crall

Shari Crall says her claim to fame is as a founding member of TVHS. She remembers the organizing meetings where the preservation of Wolf's Tomb was the initial project. She joined the TVHS Board of Directors in 2015 and was glad Wolf's Tomb was still a priority.

The stories of real characters and events have always been of interest to Shari. In college, she minored in history and majored in political science, writing her honor's thesis on the first woman state senator in America, Martha Hughes Cannon, elected in 1896. This year, in honor of the centennial of woman's right to vote in 2019, the state of Utah voted to make Cannon one of their two statues at the US Capitol. Shari's second claim to fame was she knew of Mattie Cannon before she was cool.

Moving to Temecula in 1985, Shari got to vote on naming the town. Although Kaiser had named it Rancho California, CA, that was a really long name to write as a return address on an envelope. It also had an unfortunate configuration, when one abbreviated the two Californias together. She voted for the historical name – Temecula.



**TVHS Vice President  
Shari Crall**

Shari was enamored by the local history scene. She found the original *High Country* articles and met Tony Tobin at his museum where monthly she and her husband took their kids to weed the plants. During the 90s, she wrote about the people whose names were on the *They Passed this Way* monument in *The Crall Space*, a weekly column in *The Californian*, which moved from weekly to daily publication as the town thrived. Writing the column over a decade gave her an opportunity to do hundreds of interviews learning about Temecula's distant and recent past.

She and her husband, Chris, raised their four kids in Temecula, watching parks go from one swing in Sam Hicks Park to an incredible parks and rec program, and the library in a strip mall blossom into two full scale cultural centers. Raised in the suburbs of Chicago, she didn't know what to think of the tiny town with one stoplight. On one of her first days in Temecula, she ran an errand at the Ben Franklin store when her 2 year old son got sick and threw up. To her amazement and embarrassment, when she returned a few weeks later, the clerk asked how her son was. The loss of anonymity grew on her though, as she joined the community working with many as a volunteer team Mom, concession stand, PTA, booster club, community pantry, Boy Scouts, Girl Scouts, fundraising, and church group affairs.

Volunteering as a Court Appointed Special Advocate working with kids in foster care, sent her life in a new direction. With the kids grown and her husband ready to retire, she went to grad school, earning a master's degree in social work. She now works full time as a social worker. Shari and Temecula have grown up together and she is really proud of what the town has become. Temecula's historical heritage sets it apart and she is proud to be part of "old traditions, new opportunities."

# Volunteers Needed for Student Field Trips

It is Spring Time, and a number of school classes in the area are scheduling history related tours.

A number have already been put on the calendar (see dates below that are currently reserved) — and we will be needing volunteers to help with these student tours at Vail HQ and History Center.

Below is the current list of all of the student tours so far. Please consider which of the dates when you might be available to assist.

All tours are 9:30 - 11:30 unless noted otherwise. The last two noted are our largest groups when we need everyone who can come.

Monday, May 14

Monday, May 21

Contact Rebecca Farnbach if you can help on one or more of the dates above.  
rebfrnbach@aol.com

Thank you.

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# Volunteers Needed For Annual Dinner Committee

Contact: Shari Crall  
sscrall@gmail.com

# CALENDAR OF EVENTS

**Monday, May 21** — 6:00 p.m. monthly program of the Temecula Valley Historical Society to be held at the Little Temecula History Center (Red Barn), program will be Steve Lech presenting the “1893 Debate for Riverside County.” Members Darell Farnbach and Dick Fox will portray representatives of San Bernardino County vs. those proposing the creation of the new county of Riverside which meant taking territory from both San Bernardino and San Diego Counties.

**Saturday, June 2** — 8:30 a.m. to 5:00 p.m. Civil War History Conference at Conference Center at City Hall, “1863: Battling for Freedom”. Multiple speakers and displays. TVHS will have display titled “California In the Civil War’ with an emphasis on the state’s contribution to the war effort, volunteer soldiers, and the U.S. Sanitary Commission (forerunner to Red Cross). Registration \$50.

**Monday, June 25** — 6:00 p.m. monthly program of the Temecula Valley Historical Society to be held at the Little Temecula History Center (Red Barn). Michelle Lorimer will present “Resurrecting the Past: The California Mission Myth”.

## MEMBERSHIP NEWS

*Thank you for renewing your membership:*

Ray, Rebecca & Joshua Brown  
Carolyn Cron  
Diane LaTulippe  
Peg Moore  
Bill & Claudia Perozzi  
Bonnie Reed  
Dana Thoman

***Please support our efforts to get the Mills Act enacted by the City of Temecula. Residents of the city Please contact City Council members***

# 100 Years Ago in Temecula

Selected events from Lake Elsinore Valley Press, Temecula Gossip Column – May 1918.

## Week of May 17, 1918

Last Sunday afternoon at the Murrieta Hot Springs baseball park, the Temecula baseball club defeated the Highgrove ball club by a large margin. Next Sunday, May 19, the Temecula club will cross bats with the crack team of Colton. This will prove a very interesting game and baseball lovers ought to come to see the game, especially the town fellows. Come and cheer the boys to victory.

Elvetzi A. Cantarini, Uncle Sam's little boy, stationed at Camp Kearny, San Diego, was a visitor at his home Sunday.

Col. Waggoner of the aviation corps at San Diego made a short visit here Friday and Saturday, leaving for San Diego Saturday on the afternoon stage.

Albert F. Nienke, William Friedemann, Lyn Smith and H. D. Wilson motored to the desert beyond Banning Saturday night, arriving there some time the next morning. They went on a fishing trip and were very successful, catching many fish.

The Pauba Ranch company is laying the pipe alongside of the bridge over the Temecula river to pump the water to irrigate the alfalfa fields on the other side of the river at its pumping plant is on this side. Formerly the pipeline was laid under the river, but it was washed away.

S. Burnham and Frank A. Burnham have recently installed an electric plant, and are now lighting their homes with electricity. It is quite an improvement.

Joe Winkels has a carpenter fixing his front room, putting in furniture and getting it ready for a refreshment store. Joe is quite an improving man.

A large number of the boys from Pechanga left Monday morning for Riverside to attend the commencement at Sherman school, which was held from the 13th to the 15th.

The Vail Company of the Pauba Ranch shipped a carload of hogs to Los Angeles Monday.

Mr. and Mrs. Charles Swain of Murrieta moved to town last week. They are staying at Juan Munoa's house. Mr. Swain is making hay for Juan while Juan Munoa is at San Marcos cutting his other crop there.

Miss Eila Kolb returned home for San Marcos the last of the week. Miss Kolb was visiting her brother and sister-in-law, Mr. and Mrs. Merrill Kolb.

## Week of May 24, 1918

Last Friday the school children held their school picnic at Rich's grove. They were taken to the place by William T. Barton on his truck. Many others attended the picnic with the children.

Mr. and Mrs. Albert F. Nienke motored to Aguanga Saturday, where they visited at the home of Mr. and Mrs. Otto, returning home the same day.

Last week James Freeman, who has a large flock

of sheep on the Hinds place, was told by one of his sheepherders that a lion with two young cubs was seen among the sheep the same day Mr. Freeman and a few riders of the Pauba Ranch were there, but they were unsuccessful in trying to shoot them. When they went again, the lions had evidently left for other places unknown, because since then the sheep have not been bothered.

Mr. and Mrs. Lyn Smith were one day last week called to Hemet, where Miss Smith's father was very ill. They have not returned. Last Sunday at the Murrieta Mineral Hot Springs ballpark the Riverside ball team won an overwhelming victory over the Temecula baseball team; and the latter went away back and sat down hard. We have met the enemy and we are theirs. They saw, they said nothing, but they sawed wood to the tune of 7 to 3. This is the second time the Temecula team has been defeated in succession, but get together, boys and redeem yourselves. It won't do to lose every game.

## Week of May 31, 1918

A large number of the town people motored to Murrieta Hot Springs last week Friday to hear the music by the Camp Kearny band.

Joe and Jack Welty returned home the last of the week from their camping try at Dry Creek. Joe was suffering with rheumatism and the three weeks' outing has done him a great deal of good.

Joe Cantarini of the aviation corps was a visitor at his home part of Saturday and Sunday, leaving for camp Sunday evening.

The building of the Pala Verde grade is almost complete. In about three weeks more the road will be open for traffic.

George Studley returned home recently from Los Angeles. He is improving now, but cannot do any work. Before he was taken ill, he was foreman of the cowboys at the Pauba Ranch, and as soon as he is able he will take up his work again.

There were a large number of people in town Monday to see the Liberty soldier boys go by, and it was a grand sight. The stars and stripes were floating everywhere and as the soldier boys were going by flowers were given to them by some of the ladies.

Mr. and Mrs. Liney D. Helm and family moved last week to their place at the Pauba Ranch. They were living in town, while their children were attending school.

Frank Magee returned home the last of the week from the desert, where he was mine prospecting for about a week.

Mahlon Vail presented to the Postmaster John V. Gibb a large American flag last Monday morning before he came to town. Mr. Gibb had the flag hung in front of the post office. The postmaster is very patriotic.