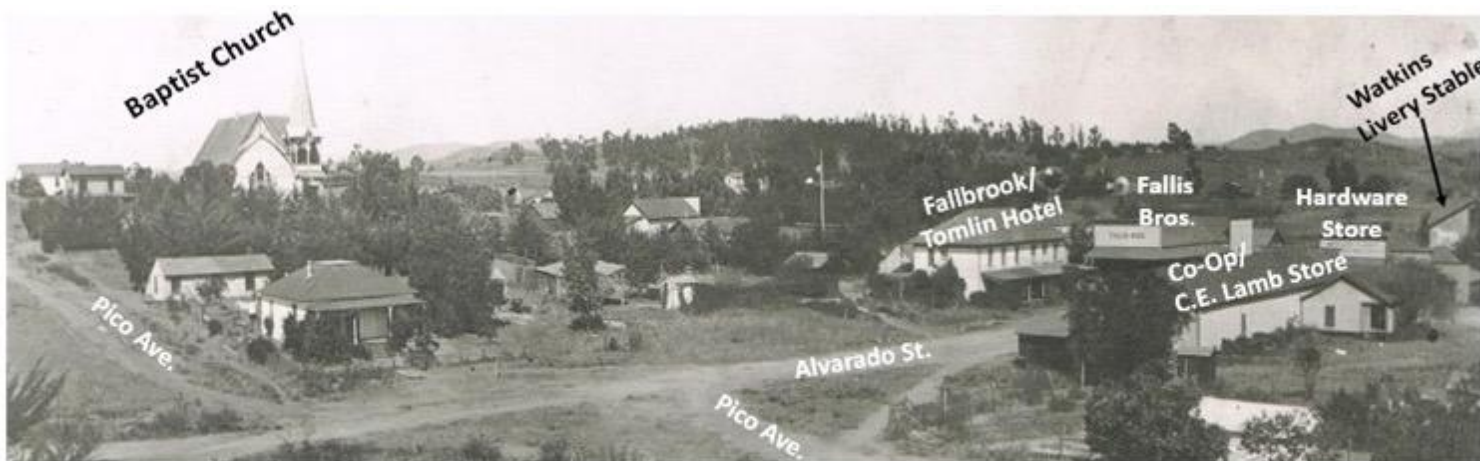


The Historian

A Quarterly Publication of the Fallbrook Historical Society

Fall 2020

A Brief Early History of Fallbrook Businesses



Before 1905 The Fallis Bros store which burned down in 1904 is still visible here. The photographer must be on a balcony of the Francis E. Willard Hotel built in 1888.

Pico Ave was the main road through Fallbrook from the train station in the Santa Margarita Canyon prior to 1888. Town developers Bartlett & Scott built the Francis E. Willard Hotel south of Alvarado to interrupt Pico Ave and to divert traffic to Main Ave. Notice the painted white horse on the Watkins Livery Stable behind Fallbrook Hardware.

The center of West Fallbrook in the 1880s was the 4 corners of Alvarado Street and Main Avenue. With the coming of the train in 1882 through the Santa Margarita canyon, a land speculator named Francis W. Bartlett from Wisconsin began accumulating land on the hill above Fallbrook Station. In 1885 F.W. Bartlett and his partner George Scott had their property surveyed as the town of West Fallbrook and began selling lots. Streets were given the names that they still have today, with only a couple of changes.

Continued on Page 2

We are pleased to announce that per State and County Guidelines, the Fallbrook Historical Society Museums at The Heritage Center will open on Sunday, September 13, 2020, from 1:00 p.m. until 4:00 p.m.

Masks and Social Distancing are Required!

While we have been closed, a great many changes and improvements have been made to the displays inside the Museum.

Come and see what we have for you now!

Continuing from Page 1:

Homesteader Charles P. Ely had a farm along the Santa Margarita River, but the flood of February 1884 persuaded him to give up farming in the canyon and to move up the hill. There was a Fallbrook train station in the canyon, but no hotel nearby. Even before the townsite survey was complete, C.P. Ely purchased a prime lot on the NW corner of Alvarado and Main and built the Fallbrook Hotel in 1884.

1889

Fallbrook Hotel on NW corner
of Main & Alvarado



Later Ely would sell his hotel to Matthew Tomlin, another homesteading farmer, and The Fallbrook became known as the Tomlin Hotel. The Tomlin was damaged in a fire about 1910. The old hotel was completely dismantled by late 1912 to be replaced by Citizens Commercial Bank. Later, Bank of America became a landmark on this corner for many years. Today the 100 Main clothing shop occupies this location.

1889

Meanwhile, Bartlett and Scott secured another prime lot for themselves on the SE corner of Alvarado and Main, across from the hotel, and built the Fallbrook Hardware Store in 1888. The first manager was T.B. Palmer, who was also the minister and pastor of the Methodist church. The hardware store in subsequent years would be owned and managed for decades by George, then his son Vic, Westfall for decades.



1889 Fallbrook Hardware Store SE corner of Alvarado and Main

The hardware store would remain the center of Fallbrook for 99 years until it burned to the ground in June 1987. Today, Village Square sits on the site of the old hardware store.

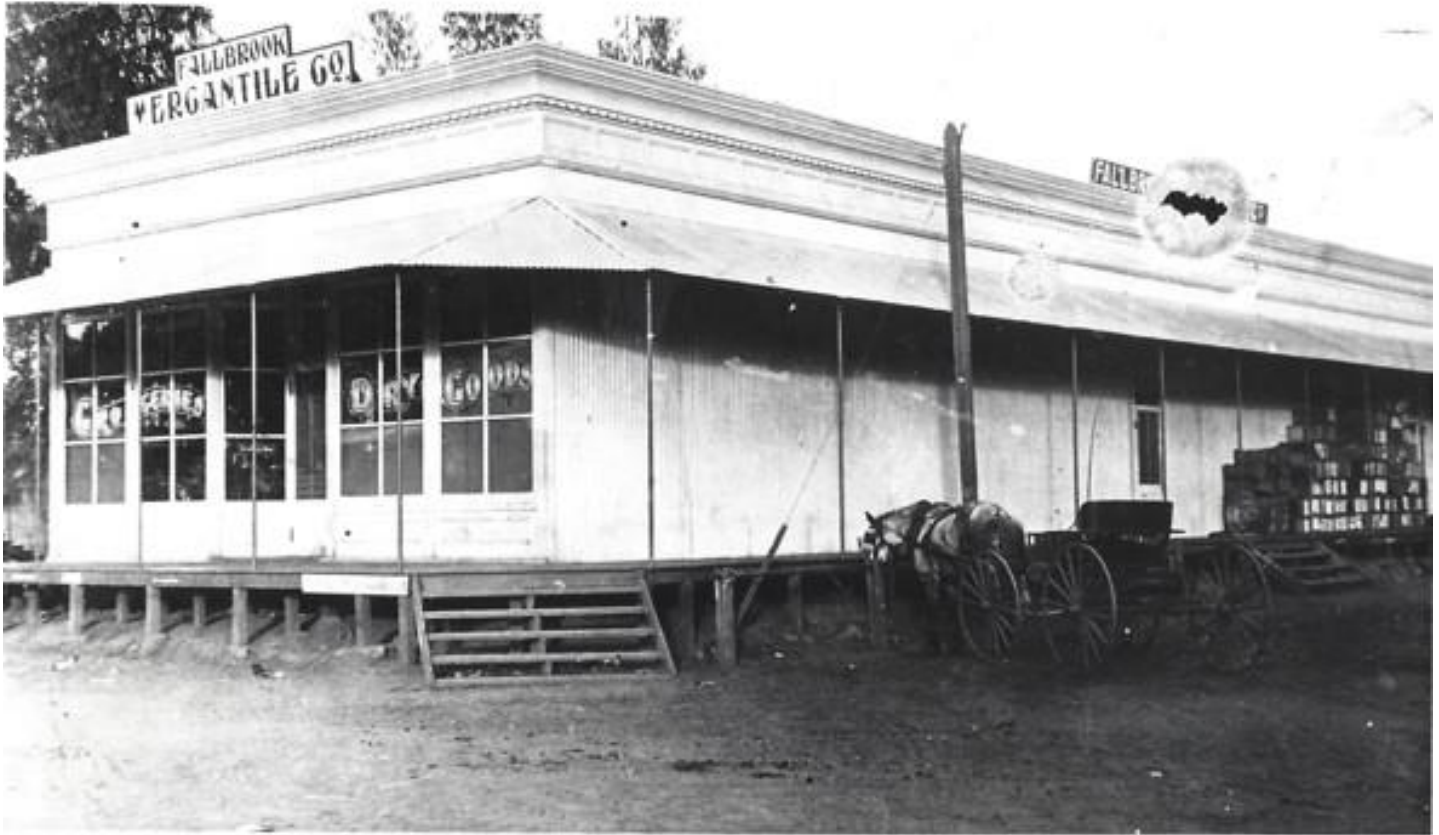


1894 Looking south on Main Ave. Fallis Bros store is on left at the corner of Main & Alvarado St. Fallbrook Hardware is beyond on the left across Alvarado. Notice the horse & buggy caught by this picture in the middle of intersection. The Co-Op Store with sun shade is on the right directly across from the Hardware store. The Fallbrook Hotel veranda appears to be on the right just past the tree

Frank and Eugene Fallis purchased the lot on the NE corner of Alvarado & Main and constructed Fallis Bros general store in 1889. In early 1904 the Fallis Brothers store and many of the neighboring shops on the block, including a drugstore and barbershop, burned down in a large fire in March 1904. The Fallis Brothers sold the burnt out store to their young bookkeeper E.C. (Rex) Reader. To purchase the property and to re-build, Rex formed a stock company called the Fallbrook Mercantile Company. The Fallbrook Mercantile Store was re-built within a few months.

About 1905

Fallbrook Mercantile Groceries & Dry Goods on NE corner of Alvarado & Main. Replaced Fallis Bros after the Fallis store burned down in 1904.



The Fallbrook Co-operative Store built in 1893 was initially organized and opened by a Mr. R.S. Raven on the SW corner of Alvarado and Main. This long white building sat in the same spot as today's Fallbrook Art Center. As young men; Rex Reader, Charles Lamb, and Joseph Martin (later of Ridgely and Martin), all managed the old Co-Op store at different times. Rex would move across the street to work for the Fallis Brothers, which he re-made into the Fallbrook Mercantile. Lamb would purchase the Co-Op store from J.A. Weitzel and reopen it in October 1911 as C.E. Lamb General Merchandise. Charles Lamb would own and operate this store for nearly 40 years.

Fire was a constant danger in old Fallbrook when the only fire responders were a loosely organized 'bucket brigade' using well water. After the Fallis Bros fire disaster; Rex, C.E. Lamb, and Westfall cooperated to dig a well, construct an elevated water tank, purchase hoses and install several hydrants to protect their stores on the corners of Alvarado and Main. The Fallbrook Chamber of Commerce would later organize an expansion of this system for the whole town in the 1920s, but that's another story.



1915 Looking east on Alvarado St. C.E. Lamb store is at right foreground. Fallbrook Hardware beyond, on the right. Main Ave runs between the Hardware store and Lamb's. Times are changing. At least one automobile is visible up the street.

THANK YOU

to our members for your generous support
during these many months when our events and revenue sources have been shut down.

You are the owners of the Fallbrook Historical Society and your donations have made it
possible for us to continue to maintain our facilities
and protect our historical artifacts for everyone to enjoy!

Memberships

Your membership dues are always greatly appreciated and allow us to pay our utilities and
purchase supplies needed for the museums and events. This year we have 164 paid
members!

Membership Upgrades

This year two members have upgraded from Life Memberships to Patron Memberships.

Mr. & Mrs. William O'Connor

Mr. & Mrs. Robert Dickey

Donations

Kenneth & Donna Niemeier \$500

David Holm \$25

County of San Diego \$100

William O'Connor \$100

Fallbrook Woman's Club \$500

Scott & Vickey Atkins \$100

Bixby Trust \$100

Linda Miller \$250.00

Joseph & Patricia Bennie \$100

Mitchell Family Trust \$100

William O'Connor \$100

In Memory of Lois Dickson \$100

Bradley Harris \$500

2020 Go Fund Me Campaign:

Brought in \$1,267.61. THANK YOU!

The Fallbrook Historical Society
Presents
100 Years of Railroad History
1882-1982



September 23, 2020 at 7 pm

Learn about Fallbrook Railroad history!
Check our website : FallbrookHistoricalSociety.org

to sign up for this special "Zoom" Presentation.

A "Zoom" pass will be issued to you via e-mail.

\$5.00 donatio sugges ted

to help us produce more programs on Fallbrook History.

For more information contact:

[Fallbrook Historical Society](http://FallbrookHistoricalSociety.org)

760-723-4125 or Info@FallbrookHistoricalSociety.org



The Fallbrook Historical Society's mission is to bring history to life by educating the community and others about Fallbrook's rich heritage



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