The Historian
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A Brief Early History of Fallbrook Businesses

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.

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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.

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.
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.

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.

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.
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 donation suggested
to help us produce more programs on Fallbrook History.

For more information contact:

Fallbrook Historical Society
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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