

# **The Historian**

## **Summer 2015**

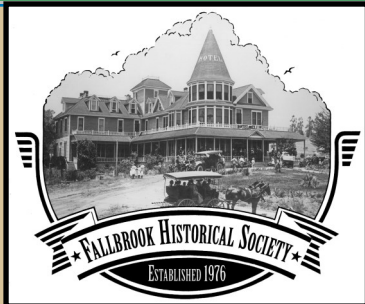


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**If you have Comments,  
would like to submit and  
article, or have sugges-  
tions, contact Roy Moosa:**  
760-723-1181  
**RoyMoosa@att.net**

## Ford Touring Car

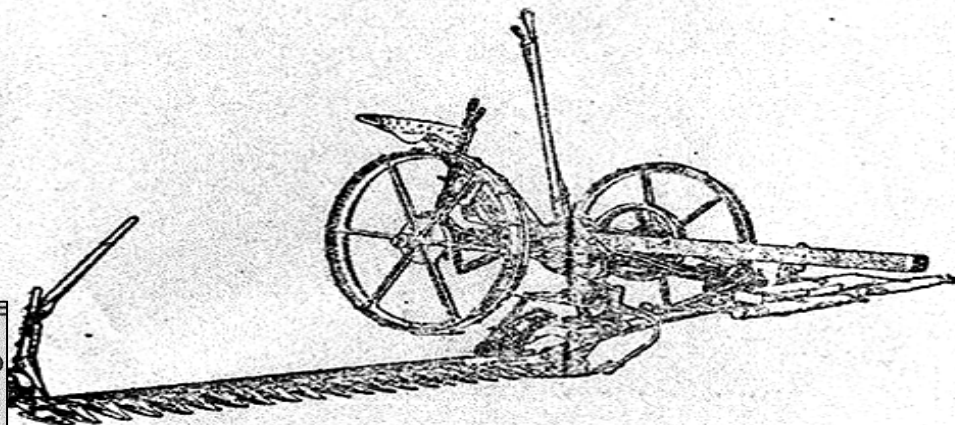
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### Remembering Early Roads into Fallbrook

My earliest remembrance of life was on the property that is now the site of Hawthorne Feed Store which is just beyond the Fallbrook High School when you are headed south out of town. At first it was just a lemon and orange grove but about 1941 it became a dairy farm with our family name STORY'S DAIRY. I don't recall how much acreage was involved but my guess would be maybe 25 acres. The western boarder was highway 395. Directly across the road was the Ostrich creek bridge where me and my friends used to play (underneath). I remember swallows nests which we threw rocks at. There were crawdads and sometimes snapping turtles in the running creek. We use to wrap up the dried cat tales (a plant) in strips of newspaper to look like cigarettes and try to smoke them. They tasted awful. I never knew the little

bridge had a name. (Ostrich Creek) until I joined the Historical Society. When the county road department decided to make improvements and straighten out the road in the early forties, it meant abandoning the little bridge which was on a little crook in the road. I remembering sitting on the east bank and watching the different types of grading equipment working on the road and wishing that I was old enough to be operating one of them. One of the workers was a man named Ollie Staude whom I recognized and many years later I worked for the county for a short period of time and he was my superior. Some summers my dad made arrangements to let the dairy herd graze on vacant land that lay across the highway to the west. It was my job along with my horse and Australian Shepherd dog named Susie to tend the herd. Can you imagine trying to cross that road with a herd of dairy cows today. I remember my strict orders to not keep the cows out too long because if they were eating grass to close to milking time it gave the milk a grassy or cowy flavor. Over the years I have watched road improvements around Fallbrook. To see stop lights arrive was a big innovation which reminded us that the town was growing. My first memories are of a cement pavement down main street but most of the surrounding area had dirt roads. Through the surrounding foothills were winding roads which I have heard towns people describe as cow trails. They are still that way. New arrivals in town can easily get lost trying find a certain location. I think our cow trail roads give us distinction.. I like them.

*hiSTORYcally Yours, Jack*

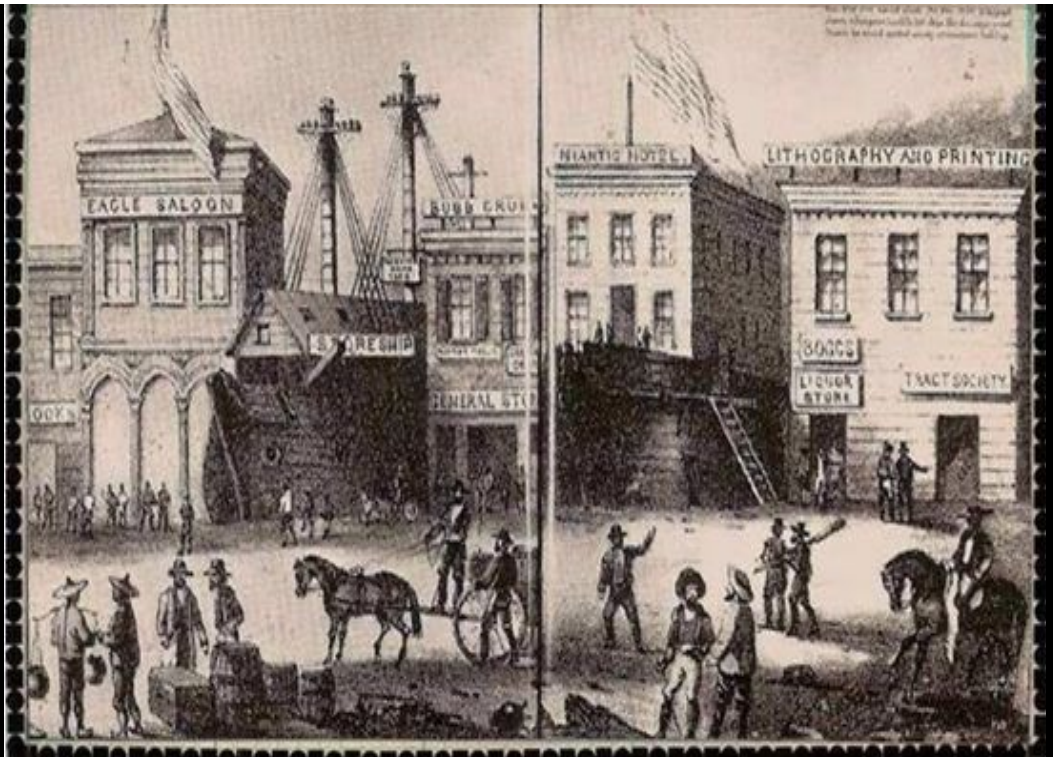
## Hotel Niantic

Vital and Anthony Reche sailed from Central America to San Francisco, they dropped anchor in San Francisco Bay & turned the ship into Hotel Niantic.

The hotel did quite well until it was nearly destroyed by fire. The frame on the left shows the ship before the fire and the 2nd frame shows the ship after repairs. The brothers eventually left the hotel and Anthony started a town in the San Bernardino area which is now known as Reche Canyon and Vital ended in a place known now as Live Oak

Brook after his coal mine in Fall Brook Pennsylvania. He was the first landowner. To learn more about the Reche brothers and the Town of Fallbrook, come by the Fallbrook Historical Society, open Thursday and Sunday 1:00pm - 4:00pm.

He named the new town Fall



*Reflections of Historic Fallbrook (yesteryear and today)*

### DO YOU KNOW HOW FALLBROOK GOT ITS NAME?

The name 'Fallbrook' for our community conjures up an image in many people's mind of a very peaceful, relaxing place that is located near

a flowing brook with a lovely waterfall. At one time, that was the scene even here in our town and it was the reason the original settlers came up with such a name.

Fallbrook's pioneers came from the village of Fall Brook located in Tioga County, Pennsylvania which was essentially populated by employees of the Fall Brook Coal Company owned by John Magee and his son. Then in the summer of 1869 Vital and Amelia Reche, originally from that area, who had been living in Pala packed up their belongings in a wagon and moved West a few miles to their homestead of 160 acres, part of the six mile long Live Oak Valley.

Reminiscent of their previous home in Pennsylvania, which was located along a year round brook with a picturesque waterfall, Vital appropriately named his new ranch 'Fallbrook'. Soon thereafter, Vital opened a small cabin like hotel for settlers who were looking for land to homestead and also to house survey crews that were developing a passageway for a railroad between San Diego and Colton.

By 1880, 25 families were homesteading in Fall Brook and by 1885, the village, as it is known today was laid out with streets and lots and the town's promoters wanted to call it Fallbrook but there was a conflict with the school district, the post office and Reche ranch that had already claimed the name. So the town fathers had to settle

for West Fallbrook but at least there was no separation between Fall and Brook. The West Fallbrook name stuck and it wasn't until 1950 that the name of the village was formally changed to FALLBROOK.

Information extracted from Volume 1, Spring 2000 booklet entitled "Fallbrook in Review" available at the Historical Society, 1730 Hill St.

—Chuck Tillotson—



## Historical Society Announces Plans for a Downtown Village Presence

At their regular monthly meeting of the Historic Society's Board of Directors, President Roy Moosa outlined the goals of the Society for 2015. Included in those goals, as one of the first priorities, are plans to establish a 'downtown village presence' He stated that display space had been secured at 139 S. Main soon to be a health juice bar.

A display of certain aspects of Fallbrook's history will be available for viewing. He went on to say that the target date for opening the space is targeted for the end of June. It's hoped that the location of the historical displays will attract both visitors



2015 Historical Society Board of Directors

and Fallbrook residents and make them more aware of what a wonderful resource the Historical Society and Museum offers. The museum facility is located at 1730 S Hill Ave. The board meeting also provided the opportunity for introduction of newly appointed Board Directors to assemble with the existing board members of the Society. New directors are Chuck Tillotson, Veronica Pertusini, Scott Atkins, Ronda Huber and Tracey Lubben. The Society's 2015 Officers of the Board of Directors were also approved as nominated, they are:

**Roy Moosa, President**

**Bill Ahrend, Vice President**

**Maxine Qualls, Secretary**

**Sharon Towery, Treasurer**

The Fallbrook Historical Society is a membership based, non-profit organization that is dedicated to discovery, collection, preservation and display of materials, objects and artifacts which depict the rich heritage of the greater Fallbrook area. The Society's goal is to bring people together to share the richness of the past and enable them to experience first-hand the process of history and its connection to the present.

### We Need Your E-mail Address.

We'd like to e-mail this newsletter to you along with other Historical Society information. It will save the cost of postage and will keep you informed on what's happening on a regular basis. If you received this newsletter by regular mail, then we don't have your e-mail address. Please send your e-mail address to:

RoyMoosa@att.net

Did you know that the Historical Society Barn and Ford Room can be rented for meetings and special occasions?

If you'd like more  
information contact

Roy Moosa 760-723-1181



Village News

Courtesy photo

## A Letter from a Former Fallbrook Resident

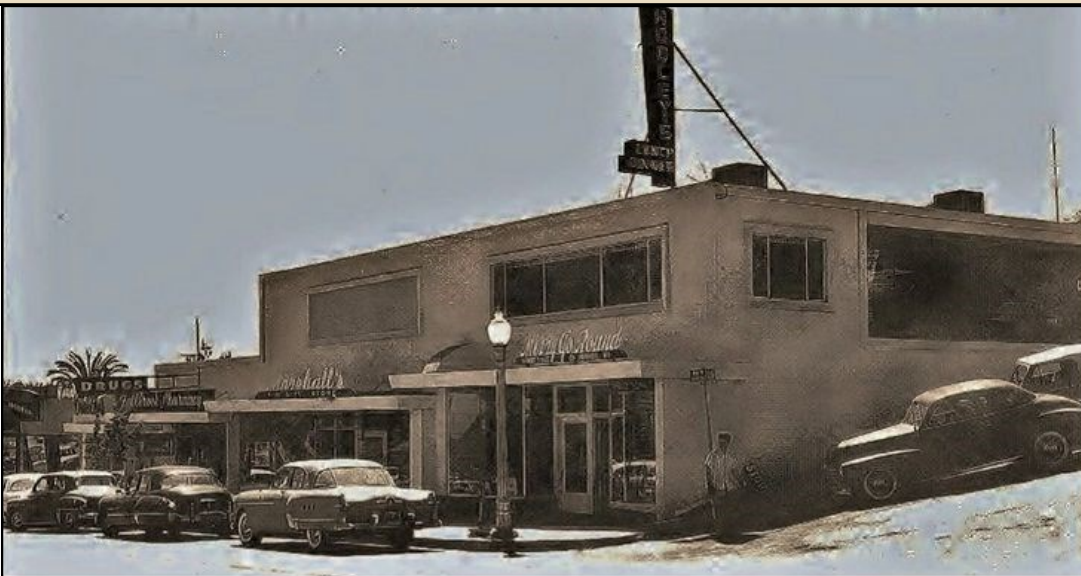
I just received the Spring, 2015 copy of The Historian. My name is Harmon Johnson, I was in the FUHS Class of '48 and I'm a life member of the Historical Society. Fallbrook was a very special place to me and I treasure all the great memories I have of it. I live in Coeur d'Alene, ID now, but think of Fallbrook very often..

Is there a way the people in the Class of '38 photo on Page 6 could be identified? Some of them look familiar to me, but I can't come up with any names except for the girl second from the right in the back row. She was Grace Kaufman and was my first cousin.

I am very pleased to see that the Oddfellows Cemetery is finally getting some much needed attention. My Dad is buried there as are many people that I knew and remember fondly. The railroad passed immediately behind our house on Brandon Ave so I saw the train go by every day, except maybe on Sunday. I spent several summers working in the Packing House and loaded many hundreds of boxes of packed lemons onto that train. I passed by the old Santa Fe depot every day and often waved at a member of the Baird family who ran it at the time.

I look forward to receiving every issue of The Historian and with Bob Hope, I say to you and everyone who produces it, "Thanks for the memories".

*Harmon Johnson*



## Then and Now

The corner of  
Main  
and  
Hawthorne  
in 1956  
when the second  
floor was  
Hooley's  
Restaurant  
and the  
same corner  
as it is today



## Crown Fire Coach Enthusiasts Gather for their 2<sup>nd</sup> Quarter Meeting

Fire engines, Fire trucks, and Fire Busses galore gathered together on Saturday, May 2<sup>nd</sup> for the 2<sup>nd</sup> quarter meeting of the So Cal division of the Crown Fire coach Enthusiasts. Fallbrook's Historical Society's facility served as host for their meeting which was held in the 'Ford Room' there. The enthusiasts filled the parking with both restored and unrestored versions of Fire response vehicles.



Director Mike McDonald officiated at their meeting and aside from their normal business meeting agenda, the group came to the Historical Society to offer a gift for display purposes there. The gift being a 1951 Willys (M-38) Jeep which they had restored as a tribute to Fallbrook's first official Fire Chief, the late William G. "Bill" Thurber.

The Jeep is a replica of a

WWII surplus military vehicle and is identical to the one Thurber used in the mid to late 50's as his primary response vehicle, with his trusty Dalmatian "Lady" alongside him, to answer every alarm. The enthusiasts are providing the Jeep as a loan to augment the portion of the Fallbrook Historical Museum that is already dedicated to the History of the Fallbrook Fire Department.

When the business meeting was concluded, the enthusiasts' took an extended tour of the Historical Society Museum which was conducted by six docents of the Society.



Restored replica of Chief Thurber's Jeep used by him as his primary response vehicle. It is on loan to the Historical Society.

Those that attended were very impressed

with the many historical collections, memorabilia and data housed there. And after the tour, the enthusiasts that had come in their fire response vehicles left the Museum with their fire bells clanging and sirens blowing!

The Fallbrook Historical Society's mission is to bring Fallbrook's rich heritage to the community. The Museum is currently open Thursdays and Sundays, 1 to 4pm, and is located at 1730 South Hill Ave.



This wonderfully restored Fire Response personnel bus looked as fresh as the day it originally went into service



Statue of Chief Thurber's Dalmatian dog 'Lady' riding along in the jeep to answer the fire call with the boss.



Did you know.....



About 1930, Angie Bailey (later Mrs. Zentz) was telephone operator in Fallbrook. She continued with the company until 1968.

The first telephone service came to Fallbrook in October, 1905, with the central office established in a residential building at Fig and Main Streets.

There was one operator, and a very limited number of the early "coffee grinder," hand cranked phones, probably all on one line.

By 1908 the Fallbrook "directory", a card to hang by the phone, listed nineteen subscribers. First instruments were powered by magnetos, which the caller had to wind to generate electricity to ring the bell. Power for the voice transmission came from batteries, which periodically became too weak for use, and were replaced by the telephone company.

These are just a few of the Packing Plant Fruit labels that will be on display at the new juice bar located at 139 South Main.

Fallbrook has a rich history of agriculture and the art of packing plant labels is just one part of it.





## 2015-2016 Board of Directors

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**Vice President...** Bill Ahrend

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### Historical Society Committees

**Events Committee:** Bev McDougal

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**Funds Committee:** Bruce Ganoe, Roy Moosa

**Pittenger House:** Carolyn Ganoe

**Public Relations:** Chuck Tillotson

**Office/Administrative:** Veronica Pertusini

**Historian:** Sherri Lenfers

## Board Meetings

Board Meetings are normally held the first Tuesday of each month at 10 am in the main museum.

All Board Meetings are **open to all members**.

If you need more information or would like to become more involved with the Historical

Society contact Roy Moosa at 760-723-1181.

## Membership Information

Membership information is available at the  
museum or

call 760-723-4125

website us **FallbrookHistoricalSociety.com**.

Our email address is:

**FallbrookHistoricalSociety@gmail.com**

The Fallbrook Historical Society is open:

Thursdays: 1-4 Pm & Sundays: 1-4 Pm.

## Fallbrook Historical Society

Post Office Box 1375

Fallbrook, California 92088

