

TEMECULA VALLEY HISTORICAL SOCIETY

NEWSLETTER



Wolf Store

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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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San Diego and the Panama California Exposition of 1915

Celebrating the Panama Canal Opening

Balboa Park in San Diego Created for 1915 Exposition

Compiled from Internet Sources

This article tells about the first unified use of San Diego's Balboa Park. The Park was host to the 1915-1916 Panama-California Exposition, celebrating the opening of the Panama Canal, with San Diego being the first American port-of-call as ships sailed north to the ports of Los Angeles and San Francisco.

San Diego's Chamber of Commerce and leading business figures recognized this strategic location and wanted to take advantage of it. In order to attract future settlers, the military, and investors, the Chamber of Commerce decided an exposition would be the best route. What commenced was an all out effort to market and develop San Diego as a urban center with the proper resources to handle the new maritime traffic coming in from the Panama Canal while maintaining its small town charm. Adopting a new architectural style not used for world's fairs, San Diego's boosters marketed their exposition on a vacuous Spanish history combined with Helen Hunt Jackson's book *Ramona*. However, in order to successfully market the area to an Anglo demographic, all allusions to social issues and racism were removed.

The Panama-California Exposition was intended to represent San Diego's rise to prominence both regionally and internationally. The Exposition celebrated the opening of the Panama Canal, an immense engineering feat, which dramatically cut the distance and cost of international shipping. It was also an opportunistic event for San Diegans, as they now would become the first port of call on the west coast of the United States.

Plans to host an exposition began in 1909 and the development of City

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Balboa Park in San Diego Created for Exposition

Park, as it was known, soon followed. The product of this development was a city within San Diego. The city of San Diego used a great amount of their resources to turn the hilly and undeveloped terrain of Balboa Park into an exposition site. Civic leaders contracted architects Bertram Goodhue and Frank Allen to design many of the buildings for the exposition. Both architects deviated from the usual Greek and Roman styles of earlier expositions and relied heavily on Spanish and Mediterranean themes in their designs. Of the most elaborate, and arguably, beautiful were the buildings along the Park's El Prado. The west entrance to the Park was Cabrillo Bridge, white and arching across one of the many valleys in the Park. After crossing the bridge visitors entered by the California Quadrangle. Its wildly ornate tower, rising above the trees lining the Park, gave visitors a visual history of the Spanish era in California. Spanish kings, explorers and friars were prominently displayed along the building's facade. Continuing east to the heart of El Prado was the Plaza de Panama, which connected to the Food & Beverage Building at the westernmost end. Its unique style, accompanied by a marketing blitz in local newspapers and literature, not only entranced visitors but also created an atmosphere that contributed to the region's Spanish myth.

On page one of the January 1, 1915 *San Diego Union*, a reporter describes the ornate and intricate architecture of the California Quadrangle's buildings. The article continues to discuss the ambiance created by the architecture and use of a Spanish Myth. Dark-eyed Spanish girls in their striking gowns of Old Spain danced in the mellow gloom of patios which might have been hundreds of years old... From different parts of the grounds came the strains of bands playing Spanish airs, and now and then the voice of a senorita broke through in happy melody. The air was surcharged with romance, redolent with sweet breath from 640 acres of blooming fairyland and teeming with the atmosphere of a long time since passed and made possible only by blending the old with the new.



Example of architecture used with one of the many ponds.

Notable Men & Women of Temecula Activities & Presentations



NOTABLE MEN & WOMEN OF TEMECULA

On August 3rd, Edna Swanguen (aka Michele Elling) performed for members of the De Luz Women's Club. Mrs. Swanguen was personally requested by the group because of her humorous and colorful character.

Nomination for National Registry Recognition in Final Phases

Our Research and Preservation Committee has completed edits requested on the nomination of Vail HQ as a National Historic District. If all goes well, the nomination will be assessed by a California state panel and will be sent on to the US Department of Interior for a final approval. Nominating the property was a requirement of the lawsuit to save the Vail HQ in 1998, so when it is approved it will be the end of a long-term project.

The Research and Preservation Committee has also recently found evidence of a 1980 County designation of a section of Old Town as a historic district and will be looking at the possibility of nominating it as a National Historic District.

Temecula Valley Genealogy Society

Open House

Family history is just a click away.

At Ron Roberts Library

Saturday, October 8, 2022 — 10 a.m. to 3 p.m.

For more info contact Claudia Perozzi 951-240-5166

President's Message

August, 2022



According to Merriam Webster, the voluntarism is the “principle or system of doing something by or relying on voluntary action or volunteers”. In many areas, but especially the nonprofit sector voluntarism plays a crucial role, as all nonprofit organizations rely on volunteers in some form. Volunteering also has positive health advantages especially for seniors. Both physical and social activity and a sense of purpose keep seniors going in a positive and purposeful way.

From the early days of the Pilgrims and pioneers, helping one another was clearly part of everyday life. Volunteer associations played an important role in the Revolution and the organizing of our government. During the Civil War thousands joined in the war effort voluntarily. Women started to formally organize and Ladies Aid Societies were created to supply hospitals and to recruit nurses.

Volunteering efforts continued at home during both World Wars, as well as the Great Depression. Many individuals and family units were able to keep going through the works and dedication of volunteers in their communities.

According to a study done in 2015 by the Urban Institute, almost 25% of American adults volunteered 7.9 billion hours of service.

Volunteers find their time and effort is rewarded many times in observing the glee from a child, or the awe and wonderment of adults at learning or understanding more about the good people in their hometown who just helped make their day a good one. Or just a welcome and hearty *Thank You*.

— Dick Fox

Monthly Presentation

Our regularly scheduled monthly presentation will be on Monday, September 26th at 6:00 p.m. Pat Jennings, a long-time resident of Murrieta and a founding member of the Murrieta Valley Historical Society, will give a presentation about the Yoder family who dry farmed in the Temecula area during the first half of the 1900s.

Jennings, an avid historian and firefighter, collected many of the artifacts in the Murrieta Valley Historical Society's museum and was well-acquainted with many of the early families of the area.

The Yoders farmed "Yoder Camp" which is where the Maurice Car'rie Winery is today. The Yoder story is one of many captivating tales of residents of our valley.

EVENTS CALENDAR

- Every Tuesday** — 9 a.m. to 1 p.m. Vail HQ Farmer's Market. Antique store open and train rides for kids. Same schedule every Tuesday.
- Friday, September 2** — 6 p.m. to 9 p.m. Herrkooled VW local club meet up, 20+ cars expected will be Parked out in the main courtyard.
- Saturday, September 3** — 5 p.m. to 9 p.m. Grazing Theory event. Live music, wine and cheese tasting, Art, cars and 30+ vendors. Presented by Grazing Theory at Vail HQ.
- Sunday, September 4** — 11 a.m. to 4 p.m. Sunday Funday. Family fun, entertainment & vendor market.
- Saturday, September 10** — 3 p.m. - 8 p.m. Thistle & Sage Vegan Market. Vegan friendly vendors, food Activities .
- Sunday, September 11** — 11 a.m. - 4 p.m. Sunday Funday Family fun, entertainment & vendor market.
- Friday, September 16** — 6 p.m. to 9 p.m. Herrkooled VW local car club meet up. 20+ cars will be parked out in the main courtyard.
- Sunday, September 18** — 11 a.m. to 4 p.m. Sunday Funday. Family fun, entertainment, & vendor market.
- Friday, September 23** — 5 p.m. to 8 p.m. GOHS Football Fundraiser Night. 200+ guests expected to attend to raise \$\$ for GOpack Foundation.
- Sunday, September 25** — 4 p.m. to 8 p.m. School of Rock end of season show. All age groups and genres of music will be performing. 40+ families expected.
- Monday, September 26** — 6 p.m. monthly history presentation at the History Center. Pat Jennings from Murrieta will talk about the Yoder family who dry farmed the area that today is the Maurice Car'rie Winery & their story from the early 1900's.
- Thursday, September 29** — 6 p.m. -9 p.m. Herrkooled VW local car club meet up. 20+ cars will be parked out in the main courtyard.
- Friday, September 30** — 6 p.m. to 10 p.m. Starlight Bazaar. Local maker's market, live music, and Family entertainment.

Membership News

Renewing Members:

Peggy Erfle

100 Years Ago in Temecula

Selected items from Lake Elsinore Valley Press, Temecula Gossip Column — September 1922

September 1, 1922

By Mrs. V.B. Sands

A car of mules from San Luis Obispo was received for the Warner dam Monday.

W. B. Tripps shipped a car of cattle to Moore at Riverside Tuesday.

Vail Brothers shipped three cars of cattle to the Anaheim Beef Co. last Wednesday.

Mr. Heath, immigration inspector, who has been registered at the hotel for the past month spent the week-end in San Diego.

George Sawday shipped eleven cars of cattle to the Cudahy Packing Co. at Los Angeles Thursday.

September 8, 1922

By Mrs. V.B. Sands

S. G. Vezay left Saturday for Los Angeles where he will spend a few days before leaving for New York City and other eastern cities. He is going by way of the Panama Canal and will be gone indefinitely.

Mr. and Mrs. Vern Spivey and children spent Sunday and Monday with Mrs. Spivey's sister, Mrs. Donald Peace at Winchester. Somewhere between here and Winchester they had the misfortune to lose a suitcase full of wearing apparel and several pieces of jewelry which were keepsakes and cannot be replaced.

September 15, 1922

By Mrs. V.B. Sands

George Sawday shipped 19 cars of cattle to the Cudahy Packing company at Los Angeles, Thursday.

W.C. Hitchcock shipped three cars of cattle to the Anaheim Beef company at Anaheim Thursday.

Chester Barton shipped a car of seed potatoes to Los Angeles Saturday.

McSweeney Bros. started their big potato warehouse Monday. It is to have a concrete cellar ten feet deep and will be one hundred and twenty feet long and forty feet wide. The wooden structure above the cellar will be fifteen feet high. It will hold approximately forty thousand sacks of potatoes.

Reginald Attache and Pete Calac have left for LaRue Ohio, where they will play on an all-star football team managed by Jim Thorpe.

Quite a number from here motored to Elsinore last Tuesday evening to see the picture, "The Four Hearts," of which most all the scenes were taken here and on the Pauba ranch.

T. D. Duke shipped three cars of cattle to the Associated Meat Company at Los Angeles Wednesday.

School started Monday with an enrollment of 37 and several others will enroll during the next week.

Arthur Escallier left Sunday for Corvallis, Oregon, where he will enter the Oregon Agricultural College for a four year course.

Vail Bros. shipped three cars of cattle to the Anaheim Beef Company at Anaheim last Friday.

Ed Bemis is laying off on account of some pieces of steel lodging in one of his eyes, which is causing him severe pain. Mr. McKnight, of San Bernardino, is relieving him.

September 22, 1922

By Mrs. V.B. Sands

On account of forest fires burning nearby the thermometer registered 110 last Saturday and Sunday, making them the hottest days here for a good many years. The cooling breeze which blows most everyday here was turned into a scorching wind which made the heat intense.

Charlie Clogston brought home a fine 175-pound deer Sunday.

Mr. and Mrs. Ed Bemis left Monday for Los Angeles, where Mr. Bemis will be under the care of an eye specialist. Two weeks ago Dr. Brimhall of Elsinore removed some pieces of steel, but instead of the eye improving, a film was forming over the sight.

Mr. Duget, driver for the Los Angeles stage, which lays over night here, had his arm badly crushed while cranking the car Sunday morning. Mr. Powell, one of Henry Gray's drivers, took the stage to Los Angeles Sunday for Mr. Duget.

The McSweeney Farms are shipping potatoes to San Diego again.

N.E. Gird shipped four cars of cattle to the San Antonio Meat Co. at Pomona last Friday.

O.E. Larson has purchased a new five-passenger Willys-Knight.

The Mendenhall Cattle Co. shipped eight cars of cattle to the Wilson Co. at Los Angeles last Friday.

September 29, 1922

By Mrs. V.B. Sands

The Pauba Ranch received 14 cars of feeder cattle from Arizona last Wednesday.

J. Parks shipped two cars of cattle to Garner at Highgrove last Wednesday.

Brent Bros., who are constructing the Warner dam, received several cars of cement last week.

Roy Fernald shipped a car of honey to Cincinnati, Ohio, Monday.

Two cars, which were driven by Miss Bessie Escallier and George Hall, collided at the "Cantarini Twin" Saturday evening, causing what might have been a serious accident, but luckily no one was hurt. Both cars were badly damaged.

The McSweeney farm has received four cars of crushed rock and one of cement to be used in the construction of their new warehouse. Work is progressing rapidly, all the excavating being finished.

O. Gonzales made quite a shipment of alfalfa seed to the northern part of the state the first of the week.