

The Historian

Published by the Fallbrook Historical Society



Lemon packing plant workers take a break to pose for this photo in 1935. Plant general manager Elmer Allen is forward on the left. His brother Enos, the long time foreman, stands in the center in white shirt and cap.

From 1916 until 1984 many of the townspeople in Fallbrook were employed at the lemon packing plant at 202 W. College St. The packing plant occupied a square block roughly between today's Mission Rd. and Pico St. In the 1940s the Fallbrook

Continued on page 6

Reche Schoolhouse
Historic Sign Re-
Installed

Page 2

Marion Clemmens
100th Birthday
Community Party

Page 3

Fallbrook Newspaper
Digitization Project
Completed

Pages 4 & 5

Mark Your Calendars!

Sat., July 14th 1-3 pm 100 Years of Fallbrook History Through Marion Clemmens' Eyes The Heritage Center
1730 S. Hill (at Rocky Crest)

Fri., July 20th 5-9 pm Summer Nights Downtown Fallbrook

Fri., Aug. 3rd Stop by our booth! West side of Main at Alvarado

Fri., Aug. 17th

Sat., Sept. 29th 1-4 pm Reche Schoolhouse Annual Reche Schoolhouse
Open House & Ice Cream Social 1319 S. Live Oak Park
Featuring the Hindorff Adobe Structure!

DAR RECHE SCHOOLHOUSE HISTORICAL SIGN RE-INSTALLED



On March 1, 1984, the Monserate Chapter of the Daughters of the American Revolution presented this plaque to the Reche Schoolhouse in honor of its historical significance. During the schoolhouse restoration, the plaque was removed for safekeeping. Now it is proudly and prominently displayed for all to enjoy.

*The Community of Fallbrook
Is cordially invited to celebrate the
100th Birthday
of Fallbrook Native*

Marion Clemmens

Saturday, July 14th 1:00 - 3:00 p.m.

*On the grounds of the
Fallbrook Historical Society
Heritage Center
1730 S. Hill (at Rocky Crest)*

Hosts:

The Clemmens Family

&

Fallbrook Historical Society



Marion Clemmens was born in Fallbrook in 1918 and has continued to live here ever since. Shown here at the soda fountain downtown in 1992.



Marion Clemmens
Senior at Fallbrook
Union High School
Class of 1936



Long-time docent at the Fallbrook Historical Society, Marion Clemmens shows PBS personality Ken Kramer around the museum.

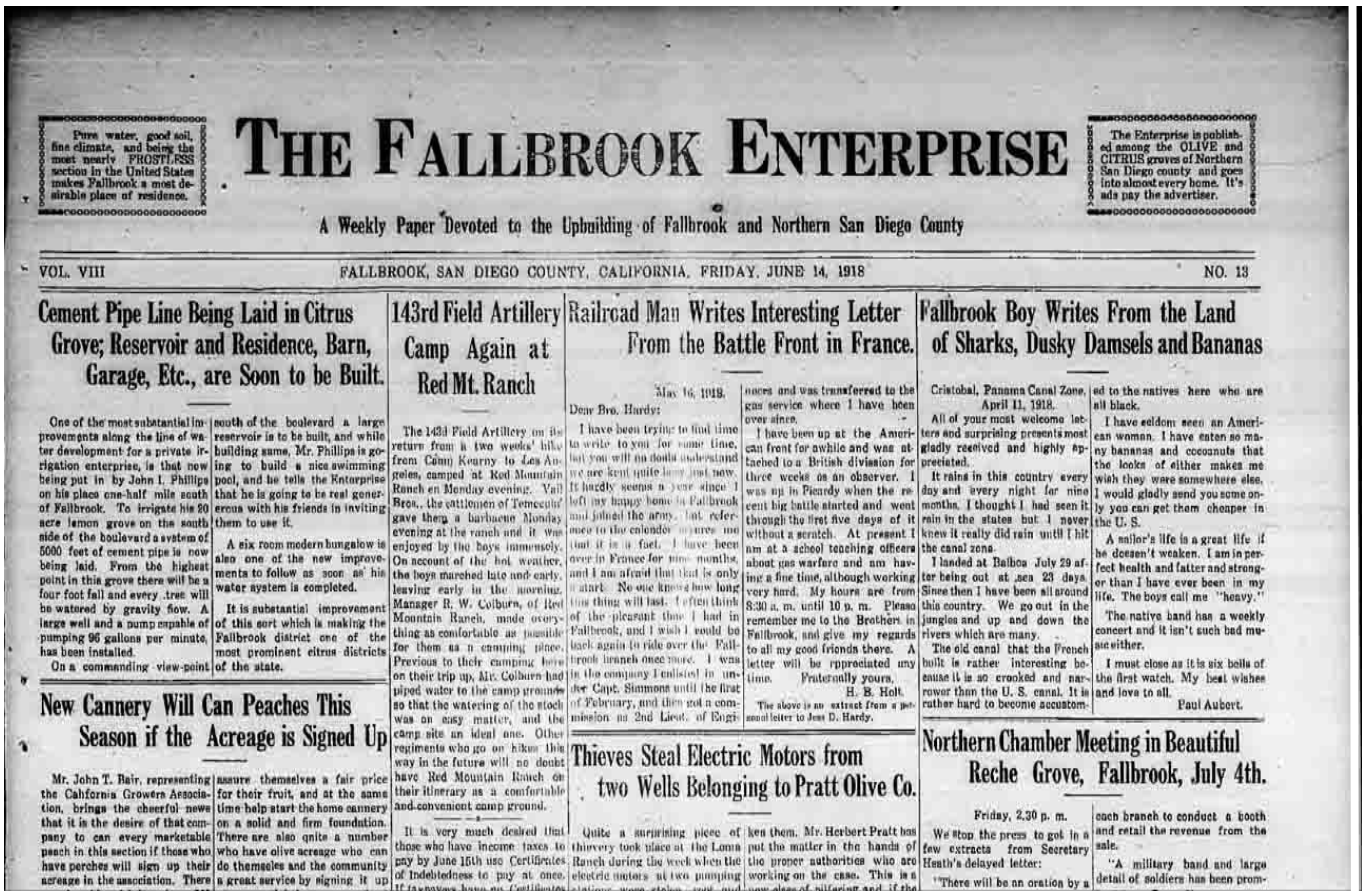
Fallbrook Newspapers Collection Digitized

One of Fallbrook Historical Society's Major Accomplishments

The Fallbrook Historical Society has, with a part of a Community Enhancement Grant, successfully completed the digitization of the entire collection of The Fallbrook Enterprise newspapers. The newspapers date from 1911 through 1997, and as you can see from the samples here, they are quite worn and were at risk of being lost to us due to their age and deteriorating condition. Now they are on our computers for your use in research projects, or just for your enjoyment. Come in to the museum and look up your Fallbrook ancestors or news and go back in time!

From 100 years ago – June 14, 1918:

- *Thieves steal two electric motors from two wells on Loma Ranch belonging to Pratt Olive Co.*
- *Mr. John Phillips is installing a reservoir and 5,000 feet of cement pipe to irrigate his 20-acre lemon grove south of town.*
- *Fallbrook boy Paul Aubert, U.S. Navy, writes home from Panama Canal Zone.*
- *California Growers Association announces it will start a peach cannery if enough (about 200 acres) can be signed up.*



From 75 years ago - June 11, 1943:

- U.S. Post Office initiates new postal unit system to speed mail. This is necessary to help inexperienced clerks replacing the many experienced postal clerks who have gone into the armed forces. A number after the city indicates which post office the mail goes to.
- 3rd War bond drive for Southern California ends on June 30th.
- Dean Kaufman of Fallbrook stationed at Stuttgart Army Airfield in Arkansas marries Iowa girl, Dorothy Terpstra.

BUY WAR BONDS **THE FALLBROOK ENTERPRISE** **BUY WAR BONDS**

VOLUME 31 Two Dollars Per Year FALLBROOK, SAN DIEGO COUNTY, CALIFORNIA, FRIDAY, JUNE 11, 1943 Five Cents Per Copy NUMBER 11

New Officers Installed at Annual Club Picnic
 Women's Club members enjoyed their annual picnic, June 11, at the lovely beach home of Mr. and Mrs. Clarence Jacobs in Tabbish Valley. Mrs. Jacobs was assisted by Mrs. Philip Smith.

C. S. F. Membership Awarded Local Students
 Miss Margaret Hildner was presenting with a life membership to the California Federation of Teachers, Thursday, at the C. S. F. membership award ceremony. Club members from the graduating class included: membership were Mrs. Beverly Kollinger, Edward Mann, Margaret Robertson and Don Stewart.

California Farm Co-ops Lead Nation in Volume of Business
 By RALPH E. TAYLOR (Specialist) California farm co-ops, says a report issued by the U. S. Department of Agriculture, are leading the nation in volume of business.

New Postal Unit Number System
 The Post Office Department has announced a new method of speeding up mail delivery through the institution of a brand new office number in the address. Postal units summary have been assigned to branch offices in all major cities.

Third War Bond Drive will End on June 30
 On top of the sixth of \$11,000,000 worth of War Bonds or "War Bonds" (the month, end of \$1,000,000 in bonds. Paul D. Dink will be invited to take over, part in maintaining the national sale of \$1 billion dollars for the new issue in the third year ending June 30.

Supervisors Approve Water Survey Contract
 A resolution approving a contract with the United of California, Federal Works Administration and the city for survey is discussed by county supervisors Monday.

Tremendous Shift in Optional Purchasing Power
 Lower income groups, because they now hold a vastly increased volume of "optional purchasing power" will have extensive economic conditions after the war, according to L. M. Dink, president of the Bank of America.

R. F. Curtis Resigns Pastor
 Pastor R. F. Curtis announced Sunday night that he has resigned the pastorate of the Pilgrimage Assembly of God church. He and his family will leave in about two weeks.

Fire board adopts pay raises
 The Fallbrook Fire Board has adopted a pay raise for its members.

High summer school program begins Monday
 The 1943 Summer School program for Fallbrook students begins Monday.

Fallbrook Marine honored
 The 1943 Summer School program for Fallbrook students begins Monday.

From 50 years ago June 13, 1968:

- Fallbrook Merchants Association will car caravan to San Diego to protest zoning change to the County Planning Commission of 15 acres on South Mission from residential to commercial to accommodate a \$2.5 million shopping center.
- Colonel John D. Counselman of Fallbrook receives Legion of Merit with combat "V" for outstanding service with First Marine Division in Vietnam.

The Fallbrook Enterprise
 COVERING NORTHERN SAN DIEGO COUNTY'S AVOCADO AND CITRUS EMPIRE

Bill Borden gets 1 to 10 year jail sentence
 Bill Borden, 47, of Fallbrook, was sentenced to a one-to-ten year term in the state prison for a conviction of grand larceny.

Mortgage credit to be discussed by Realtors
 The Fallbrook Realtors Association will discuss mortgage credit problems at a meeting Monday.

Fire board adopts pay raises
 The Fallbrook Fire Board has adopted a pay raise for its members.

Early Mass to open Palo fiesta
 The Palo Alto Fiesta will open with an early mass Monday.

Merchants to protest proposed zoning change
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Continued from page 1

Association employed about 300 people during peak times.

Strangely, the disastrous floods of January 1916 would lead to prosperous times for Fallbrook. When the railroad washed out in Santa Margarita Canyon and hindered transportation to the Escondido and Pomona citrus packing plants, Fallbrook farmers realized they should work together to ensure they could always get their citrus crops to market.

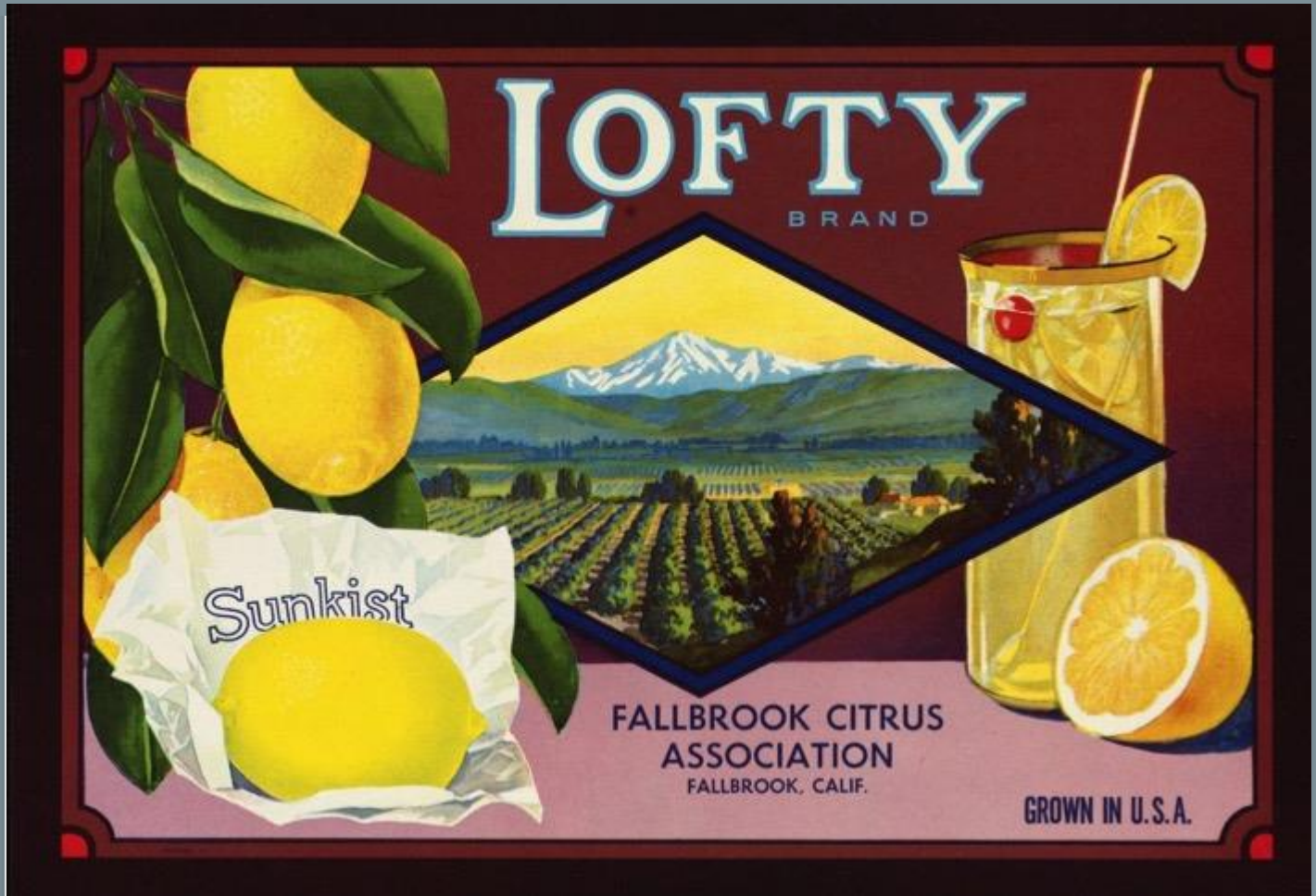
The larger growers, led by Red Mountain Ranch, organized the Fallbrook Citrus Association (FCA) as a branch of the California Fruit Growers Exchange. Albert Clemmens was elected as first manager of the Association. The FCA obtained a loan and began operations by renting the old olive processing plant on Loma Ranch (where Fallbrook Fertilizer is located today) while a larger packinghouse was being built nearby.

These moves helped persuade the Santa Fe railroad company to commit to building a \$10,000 train depot in Fallbrook and to bring the new railroad line directly through town starting in 1917. The modern packing plant had electricity installed as demanded by its machinery. New housing began to spring up around the packing plant. SDG&E began extending its network around Fallbrook and electric lighting thus became more widespread.

The FCA was immediately popular. Landowners with only a few trees, who used to get nothing but homemade lemonade from their fruit, could now join the local Association and sell their lemons for \$4 a box. Small growers began pruning, fertilizing and irrigating their trees to produce more fruit. The FCA hired pickers and assigned them wherever they were most needed to fill a rail car. The expenses of picking, packing, and curing lemons were being distributed within the Fallbrook community. These jobs attracted seasonal workers and whole families began to move here. Temporary housing was built across the street where the Maie Ellis School is currently located. Soon small cottages sprang up around the town.

The Fallbrook Citrus Association sold the business in 1984 to a privately held company. The building burned down in August 1990. Today Fallbrook Equipment Rentals and Citrus Plaza Self-Storage occupy this location.

Contributed by:
Tom Frew
FHS Historian



*Fallbrook Historical Society Buildings
Available for meetings and events*

The Fallbrook Historical Society Heritage Center is located at 1730 S. Hill (at Rocky Crest Drive) and houses the Museum, the Pittenger House, the Ford Room, the Gem & Mineral Room, and the Barn. The Ford Room and the Barn are available for rental for meetings or other occasions. Call 760-723-4125 for further information.

The Fall Brook Reche Schoolhouse is located at 1319 S. Live Oak Park and is available for rental for weddings, reunions, and other events.

Call 760-723-4125 for further information.

Contact Us

**Have a question about Fallbrook
History?**

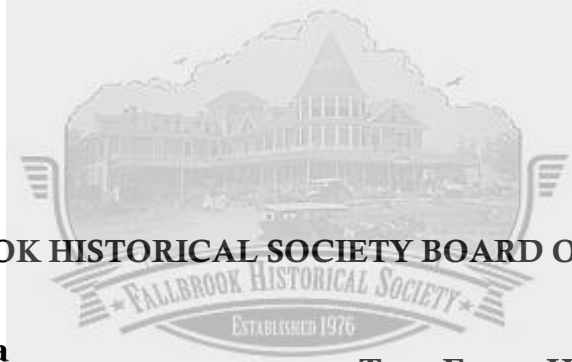
**Need help with a research project?
Visit us at the Museum**

**Thursdays and Sundays 1pm-4pm
and by appointment call 760-723-4125**

www.fallbrookhistoricalsociety.com

Follow us on Facebook

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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