

TEMECULA VALLEY HISTORICAL SOCIETY



NEWSLETTER

August 2013

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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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This is the first Wolf store where Machado first clerked for Louis Wolf.

The Wolf & Machado Company P.1

By Jeffery G. Harmon

“The large store of Wolf & Machado is doing a rushing business. They supply a number of stores all through the county. They carry a large stock.” (May 6, 1885, San Diego Union)

The Wolf & Machado Company was a successful partnership during the early days of the new town of Temecula. Louis Wolf had established himself as a successful merchant and businessman prior to the company’s formation. Macedonio Machado was a young man who clerked for Wolf for several years. Their partnership proved to be a lucrative success, but by 1887, the company dissolved in a bitter dispute.

Louis Wolf had been a merchant for many years when he announced his desire to retire in 1881.

“For Sale: The undersigned, wishing to retire from business, offers his business for sale and the stand at Temecula for rent. Louis Wolf.” (April 8, 1881, San Diego Union)

It is unknown if a buyer took Wolf’s offer, but by 1882, Macedonio Machado returned to Temecula and was employed at Wolf’s original store.

“We notice the smiling countenance of Macedonio Machado again in charge of Louis Wolf’s business at Temecula.” (January 27, 1882, San Diego Union)

Machado’s tenure at Wolf’s original store lasted for five months.

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Calendar Of Events

Monday, August 26 – 6 p.m.

TVHS monthly meeting at Little Temecula History Center
Carol Fitzpatrick, a local Resident and a member of the Colonial Dames Society, will discuss her cousin, Meriwether Lewis of the Lewis & Clark Expedition

Monday, September 23–6 p.m.

TVHS monthly meeting at Little Temecula History Center
David Lewis will present:
"The History of the Town of Julian"

Temecula Valley Museum Exhibition

"And Freedom for All: The March on Washington"

A photojournalist collection in honor of the 50th Anniversary of the 1963 March on Washington for Jobs & Freedom

Thursday, August 28 -7 p.m.

Temecula Valley Museum
Gallery Talks presents
A special performance by E.P. McKnight to celebrate Dr. Martin Luther King Jr. famous "I Have a Dream" speech.

Welcome New Members:

Phil & Charlene Washum

Please join us for a
"Meet & Greet" time
at 5:30 PM on Monday, August
26,
prior to the meeting at 6:00 PM.
We would like to get to know
you.
REFRESHMENTS will be
served!

Company (Continued from Page 1)

He then became postmaster at the newly established Pujol post office in May 1882. Meanwhile, Wolf continued to operate his store and ranch.

"Count Wolf of Temecula has sold two thousand head of sheep at \$2 per head to Cantarini & Co." (May 31, 1882, San Diego Sun)

With the railroad completed through the valley, the building of the new town of Temecula started close to the train tracks.

"The store of Louis Wolf is doing a fair business, and S. Mund has erected buildings and is about ready to open a store at the depot of the California Southern about four miles from Wolf's." (June 24, 1882, San Diego Sun)

Wolf's original store had been the center of Temecula trade for years, but commerce began shifting towards the railroad tracks. Ever the businessman, Wolf schemed another way to cash in on the growing economy. By November 1882, he divided a portion of his property, known as the Little Temecula Rancho, and plotted a "paper town" he named Louisville.

A newspaper advertisement read:

NOTICE TO SETTLERS

To Whom It May Concern:

One hundred acres of land in a beautiful locality are soon to be sub-divided into town lots within a short distance of the California Southern Railroad Depot, on the Little Temecula Rancho. A good title can be established by say person who puts up \$250 improvements on a lot. Refer to L. Wolf, Temecula, for particulars.

(November 2, 1882, San Diego Union)

A month later, Louis Wolf travelled to San Diego to find buyers for his land deal.

"Louis Wolf, of Temecula, is in town. If anybody wants to interview him on his land business, he can be seen at the Horton House. Mr. Wolf gives a fine lot to say one who will put \$250 improvement on it." (December 15, 1882, San Diego Union)

It is unknown if Wolf received any buyers or not, but a few months later in 1883, Wolf began buying property in the new town of Temecula. By the year's end, Wolf had established a hotel and a new general store, while continuing to run his original store four miles to the southeast. With his businesses established, Wolf was prepared to take on a partner and retire. The Wolf & Machado Company was formed when Macedonio Machado invested \$5,000 into the company.

"Macedonio Machado has bought a half interest in Wolf's store at this place. Mr. Wolf is to retire from active management of the business and will put William Goldbaum in his place." (February 27, 1884, San Diego Union)

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Temecula Union School

Class of 1957

June 6, 1957

Lake Elsinore Valley Sun

Graduation exercises are planned for Temecula Union Grammar school's eighth grade five-student graduating class at 8 p.m. June 14. A complete program will be held in the school auditorium.

Prior to graduation rites the eighth grade class will present a parody melodrama, *The Smell of the Yukon*. Three Folk Dances from *Other Lands* will be presented by the primary room. The middle grade room will give Mexican folk dances. Sixth grade boys will do *The Calypso Cats*.

Processional march, *Pomp and Circumstance* (Elgar), will be played by Annie Knott. Ellen Mora will give the class history, Bill Daily, class prophecy and Robert Love will read the class will.

Presentation of the class will be made by Mrs. Katherine Stiles, principal and the presentation of diplomas will be made by William Roripaugh. The recessional, *Kings March*, will conclude the program.

Graduating class students are Bill Martin Daily, Richard Freeman, Nancy Hanks, Robert Love, and Ellen Mora.

In charge of arrangements of various phases of the program will be: decorations, Parent Teachers organization; auditorium, Leslie Irwin;

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Company (Continued from Page 2)

The Wolf & Machado Company was officially formed on March 28, 1884. Machado then invested in the second Wolf store in the new town of Temecula.

"Louis Wolf to Macedonio Machado, undivided one-half interests of lots 29, 30, 31 and 32 in Block 19 of the town of Temecula. Consideration, \$1,600" (April 6, 1884, San Diego Union)

The Wolf & Machado Company store was located at the southeast corner of Main and Front Streets. (Presently, the Shire building is located on the site.) With the newly established partnership, the company began to grow.

"Banks and Brady, with five big "prairie schooners," loaded up at Oceanside with freight for Wolf and Machado last week." (May 17, 1884, San Diego Union)

In 1884, steamships shipped goods and services from San Francisco down the California coastline to San Diego. Temecula's nearest ocean port was in the community of Oceanside.

"Wolf and Machado have 20,000 grain sacks shipped from San Francisco by way of Oceanside. Five six-horse teams are hauling two car loads of flour for Wolf and Machado." (June 7, 1884, San Diego Union)

The Wolf & Machado Company began buying land in Oceanside in 1885. It is unknown if the land was used as a general store, a warehouse, or a combination of the two. The numerous recorded land transactions published in the San Diego newspapers reveal that the company invested heavily in this port community.

The company continued to be successful.

"Wolf and Machado have bought forty tons of flour, partly from Pala mills, made from Brady's Temecula wheat." (March 4, 1885, San Diego Union)

During the height of success, Macedonio Machado found time to settle down.

"Mr. Machado has just completed a dwelling house at Temecula at a cost of \$1,500. No doubt Mr. Machado considers this cheap enough as he is fully prepared now to occupy his residence with a lovely bride who on Tuesday, the 21st united her fortunes with his own." (July 23, 1885, San Diego Union)

The company continued to thrive through 1886, but then in 1887 Louis Wolf sold some company assets to G. W. Fox without Machado's approval. The court case, *Wolf vs. Machado*, first appeared on May 24, 1887 in the *San Diego Bee*. The Wolf & Machado Company was immediately dissolved.

(To Be Continued)

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stage manager, Sam Hicks; assistants, Carl Guenther and Philip Delgado.

Teachers: Mrs. Alice Bacon, Mrs. Opal Atkisson, and Mrs. Kathleen Stiles; ushers, seventh grade girls; programs, sixth and seventh grades, and announcer, Bob Hanks.

June 20, 1957 L. E. V. S.

Planter boxes for the school were the parting gift of eighth grade graduates who received diplomas in exercises held Friday night at Temecula Grammar School.

A saga of the frozen north was presented by the graduates with Bobby Hanks as announcer and Carl Guenther as stage manager. Actors were Nancy Hanks as Lou, flame of the Yukon; Bill Daily as the lemonade barkeeper; Ricky Freeman as Slimy Joe, the city slicker; Bob Love, the nice boy and Ellen Mora as Daisy.

All grades contributed to the exercises. There were dance numbers by the Primary grades, sixth graders Skip Evans and Craig Carberry performed as "Calypso Cats" and David Roripaugh and Carl Guenther presented two numbers.

"We may choose the future" was the subject of talks given by Nancy Hanks and Ricky Freeman. Ellen Mora gave the class history, Bill Daily the prophecy, Bob Love the class will and Bob Love presented the school gift, which was accepted by Bobby Hanks. Mrs. Kathleen Stiles spoke briefly and diplomas were presented by Bill Roripaugh.

President's Message by Bonnie Martland

Last Monday morning Board members Dick Fox, Jeffery Harmon and I attended a quarterly CINCH meeting at Rancho Guajome Adobe State Park in Vista. CINCH, a non-formal historic group, is an anachronism for Council Interpreting North County History. You won't find a more hospitable group of history folks. Asked if we could bend their boundary a bit and join the group, the response was that since Temecula was originally within San Diego County no boundary bending was necessary!

About 40 people attended the meeting, representing historical societies, organizations, museums, libraries and the like throughout San Diego County. As refreshments were enjoyed, members, in turn, shared what their organization had done since the last meeting and what was on their upcoming schedules. We left the meeting with plenty of information and ideas.

We were introduced to The Congress of History, an organization that predates CINCH and assisted in its formation. It publishes a bimonthly newsletter full of interesting information, especially, to us historyophiles which we hope to access for the benefit of all of you.

The meeting was followed by a tour of the adobe, which was built by Cave Johnson Coutts in 1853. Our tour was conducted by an 80-year-old retired doctor. Some of us had toured the adobe previously, but I found this tour particularly informative and enjoyable. The doctor and his wife, long time friends of Coutts' family descendants, had takes of how they, as representatives of the adobe, had been the recipients of Coutts' memorabilia now on display. To top off the morning, the good doctor took off his walking shoes, put on a more accommodating formal pair and played a rendition of La Cucaracha on the Coutts' 19th century four-tier parlor organ. My kind of meeting!

Enjoy the rest of the summer!

Temecula Valley Historical Society Fundraiser
Saturday, August 17, 2013 11 a.m. to Close
at the

Original Roadhouse Grill

26440 Ynez Road

(near the Promenade Mall)

20% of your bill will be donated to the Society

Please present the Fundraiser Flyer

at the time of purchase!

Jimmy Moore recommends the Prime Rib!