

MONROVIA

The Enormous Growth of a One Year Old Town

Finest Location in the Valley

The best Water System in the State of California

The Location and Climate are Unsurpassed.

This Year's Growth to Far Surpass Last

Churches, Banks, Hotels, Railways, Business Houses, Residences

FOUNDATION OF OUR TOWN

On the 17th day of May 1886, the first lot in the town of Monrovia was sold. The Monrovia Land and Water Company was composed of W.N. Monroe, E.F. Spence, J.D. Bicknell, J.F. Crank and J.F. Favy.

The town colony consisted of 3, 000 acres of land. 120 acres of this was surveyed and laid off into town, size 50x160 feet. They were put on the market first at a uniform price of \$100 each, with \$150 for corners. So rapid has been the growth that now these lots average considerably more than \$1,200 each, some of the corners going as high as \$10,000. Acre property at that time for \$300 to \$400, which are now selling from \$800 to \$2,500. Avenues were laid out and graded 60 feet in width, with 20 feet alleys at the rear of the lots. There are now about 300 acres laid out into town lots, more than double what there was one year ago. New tracts are constantly being subdivided, showing that there is an increase in the demand for business and residence lots.

LOCATION AND CLIMATE

The rapidly growing young town of Monrovia is located at the base of the Sierra Madre mountains which tower aloft to a height of seven thousand feet on the north side of the town. It is in the county of Los Angeles, and seventeen miles east of the metropolis of southern California – the city of Los Angeles.

It is situated on a beautiful slope, twelve hundred feet above sea level, and commands an excellent view of the entire San Gabriel Valley, with its orange orchards, vineyards and immense fields of grain. A view of the Pacific ocean is had through a pass in the mountains, and when there is no mist on the water the harbor of San Pedro with its numerous vessels and streamers is distinctly seen.

MONROVIA - Continued

The grand Sierra Madre mountain range protects the town completely from the cold north winds, the mountains being so high that the wind does not strike the valley for nearly 2 miles south. This being the case, the evenings are much more balmy than that of towns situated farther in the valley. Invalids find the climate suited to a large number of the ills to which the flesh is hier, being especially efficacious in such diseases as catarrhal, bronchial and pulmonary troubles. Each day during the summer season there is a local breeze from the ocean, which springs up at eleven o'clock, the hottest hour of the day. The afternoons are always comfortable. The breeze goes down with the sun and the evenings are grand. The nights, are sufficiently cool to admit of a pair of blankets being worn with comfort.

Frost is rare, and nowhere in this vicinity does it hurt the fruit. The thermometer in the summer ranges from 80 to 90 degrees and occasionally reaches 100, but rarely more. There are not many days of extreme heat the Air is at once pure and invigorating and outdoor employment can be carried on all the year round. There is no necessity to paint our position and surrounding in glowing terms. To visit the town is to fall in love with its situation and climate. Few who come here fail to remark about our natural advantages and apparent prospects.

THE WATER SUPPLY

The Town Company had carried out their plans well. Having secured water privileges from the Saw Pit canyon, they constructed a reservoir and laid a main pipe of 22 inches from far up into the canyon to the townsite. Two inch iron pipes were laid out all over the townsite, giving each lot its share of water and the party buying the lot receives also a deed for the water. There is no water tax, other than what will be required in the dim future for the repair of pipes. Thus was a heavy burden lifted off the shoulders of purchasers of property. From the fountainhead to the town site there is a fall of 125 feet, which gives an excellent pressure. The State Engineer says that Monrovia has one of the most complete water systems in the State. There is no water purer in California, is an undisputed fact, as everyone who has tasted it can affirm. Water for irrigating is conducted through separate cement pipes. There are six-inch pipes on the five-acre tracts. The supply of water can be largely increased on very short notice.

NAMES OF AVENUES

One nice feature about the town is that the avenues are beautifully named. The names were given when the townsite was first laid out. The principal avenue is call Myrtle, being named after Mr. Monroe's eldest daughter. Among the names of the other avenues are Mayflower, J.I.C., Magnolia, Primrose, Ivy, Charlotte, Daffodil, White Oak, Palm, Lime, Lemon, Orange, Olive, Walnut, Chestnut, Maple and Falling Leaf.

MONROVIA - Continued

MR. MONROE'S HOME PLACE.

The fine residence of W.N. Monroe was built a little over tow years ago, he having no intention at that time of starting a town. The house is a large one, of modern architecture and is surrounded by magnificent grounds. In the center of the lawn in front of the house is a fountain, and rustic seats are seated under the large live oak trees. There is a profusion of flowers. There are numerous varieties of fruit trees, and although young, some very fine fruit was grown last year. Oranges were especially fine. There was a wonderful crop of figs from one-year-old trees. Bananas thrive excellently, being entirely free from frost. The surroundings here show what can be done in so short a time. Search where you will, you will not find a more elegant home place in Southern California.

MONROE & SON

W.N. Monroe the father of the town, has taken his son Milton S., into partnership with him. They do business as real estate investors and guarantee brokers. They employ three clerks and handle a great deal of property. They will occupy one half of the Granite Bank building when completed and will furnish elegant offices. They temporarily occupy an office near the corner of Myrtle and Lemon Avenues.

SHADE TREES

Almost all of the avenues in Monrovia are set out with young pepper trees, which when fully grown will add greatly to the appearance of the town. These trees were set out by the Tree Culture Co., and the owners of the property were charged from twenty-five to fifty cents per tree, with the understanding that the company should keep them alive for one year and replace dead ones.

SEWAGE

The Town Company have recently purchased 716 acres of land three and one-half miles south of Monrovia and are making arrangements for an extensive sewerage system, and intend to have Monrovia the drained town in the State. The natural slope of the town will make the matter of drainage quite easy. A large main pipe will carry the sewerage onto this 716 acres.

CHURCHES

The members of the Baptist congregation have lately had completed a very handsome church at the corner of Charlotte and Olive Avenues. Rev. J.H. Reider is the pastor in charge. The cost of the church was about \$6,000.

MONROVIA - Continued

The Methodist congregation have now under way and nearly completed, an elegant church at the corner of Primrose and Olive avenues. It will cost \$8,000 and be equal in appointments, if not in size, to any church in Southern California. It will accommodate an audience of 350. It will be completed early in June. Rev. Charles Shelling is the pastor.

The Congregationalists have organized, and have chosen Rev. D.H. Colcord as pastor. The congregation is small but rapidly increasing. They hold service in the town hall, but will have a church of their own before many months.

SOCIETIES

A society of Odd Fellows has lately been instituted with a large charter membership. Their hall in the Badeau Block is very tastefully and Comfortably furnished.

The Free Masons intend instituting a lodge shortly. There is a large membership in the town and vicinity and before long regular communications will be held.

The Woman's Christian Temperance Union has been organized for four months and have good membership.

A Carpenters' Union was recently organized.

THE MONROVIA PLANET

Monrovia has a live newspaper, published by J. W. Harvey. It was started on the 20th of November 1886 six months after the foundation of the town and has done a good work in pointing out to home-seekers in this sunny southern land the various attractions of Monrovia and the country immediately surrounding it. It has a wide circulation, copies of the paper going to nearly every state in the union and to Canada. The advertising patronage is liberal and the paper well supported generally, as it should be. The subscription rates are \$2 per year, postage prepaid by publisher.

RAILWAYS

The town is on the Los Angeles and San Gabriel Valley Railroad, which has been purchased by the Santa Fe system, and is to become part of the main line of the California Central Railway system. At present there are three trains daily each way over the road. It does a large freight and passenger business.

The Southern Pacific Railroad Company have surveyed a branch line through the town, and will give us connection with Los Angeles, also another eastern outlet. The line runs nearly through the center of the town. The depot grounds have been laid out at the intersection of Maple and J.I.C. Avenues. This branch of the Southern Pacific runs considerably nearer the base of the mountains than the other line.

MONROVIA - Continued

It is expected that the Santa Fe system will construct their car and machine shops for the pacific coast within a mile of Monrovia.

Another branch of the Atchison system is talked of to run across the San Gabriel Valley to connect with the San Diego and Los Angeles railway.

STREET RAILWAYS

The Monrovia Street Car Company has been formed. Their line will run from County Road below San Gabriel Railway Tract up Magnolia Avenue to lemon there up lemon to Myrtle up Myrtle to White Oak. The ties have been distributed along the line of Railway and the steel rails are now on the way. The company said they expect to have their line running early June. They have constructed extensive stables at the corner of Lemon and Magnolia Avenues at a cost of \$5,000. The cars have been purchased and the horses are now in the stables.

GRANITE BANK OF MONROVIA

The above is the title of the first banking company formed in Monrovia. The stockholders are E.F. Spence, J.D. Bicknell, J.M. Studebaker, J.I.C. Case, B.S. Hayes and W.N. Monroe. The capital _____
Stock is \$2,000. They are now erecting a granite building at the corner of Palm and Myrtle Avenues, size 53x60 and will be ready for business as soon as the building is completed. It will cost \$15,000. The up-stairs will be used for offices.

A FINE BLOCK

The Granite Bank of Monrovia is building a block opposite their bank building, corner of Palm and Myrtle Avenues that will cost \$15,000. In size it will be 53x80. It will be occupied as drug and dry goods stores on the ground floor, and the up-stairs as offices. This will be one of the finest blocks in Monrovia. The stores will be occupied as soon as completed.

TO BE BUILT

The following buildings are to be erected this summer. Plans for many of them are now being drawn. There is a scarcity of good carpenters, also of lumber, which has prevented many of the buildings being started before this date.

W.N. Monroe is going to build one cottage a month, in various parts of the town.

Field & Rodgers are going to build three houses on White Oak and Grand Avenues.

W.N. Monroe is building a \$2,000 cottage at the corner of J.I.C. and Walnut avenues.

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J. D. Bicknell, of Los Angeles, will erect a fine residence at the foothill this summer, to cost probably \$10,000.

J.O. Matthewson, \$3,500 house on Banana Avenue.

W.C. Badeau \$3,000 house on Banana Avenue.

W.S. Hall, \$2,000 house on Banana Avenue.

George T. Hall, \$2,000 house on Banana Avenue.

Mr. Slemmons, \$2,000 house on Banana Avenue.

E.W. Root, \$5,000 house on Ivy Avenue.

Mr. Harper, \$5,000 house on Silver Hill.

Rev. T.E. Robinson, \$2,000 house on Banana Avenue.

Rev. Dr. McDonald, \$3,500 house on Banana Avenue.

E.P. Large, \$3,000 house on Myrtle Avenue.

C.C. Hotchkiss, \$2,000 house on Myrtle Avenue.

Mrs. Hutchins, \$3,500 house on Myrtle Avenue.

L. Barnes, \$3,500 house on Myrtle Avenue

A.S. Baldwin, \$4,000 house at corner of Primrose and White Oak Avenues.

A.L. Fell, \$3,500 house at corner of White Oak and Primrose Avenue.

Mr. Brown, \$2,500 house on Primrose Avenue.

J.F. Norman, \$2,000 house on Primrose Avenue.

Mr. Watson, \$2,000 house on Primrose Avenue.

B.S. Hayes, \$5,000 house on J.I.C. Avenue.

Mr. Carroll, \$5,000 house on J.I.C. Avenue.

J. Patton, \$5,000 house at corner of Magnolia and White Oak Avenues.

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Dr. C.H. Stewart, \$4,000 house on Magnolia Avenue.

A.G. Miller, \$2,000 house at corner of Magnolia and White Oak Avenues.

Mr. Bliss, \$3,000 house on Magnolia Avenue.

Mr. Smith, \$3,5000 house on Magnolia Avenue.

Mrs. Abbott, \$2,000 house on J.I.C. Avenue.

Mrs. Sawyer, \$2,000 house on J.I.C. Avenue.

Professor P.G. Hull, \$2,000 house on J.I.C. Avenue.

Mrs. Nadeau, \$10,000 house on J.I.C. Avenue

S. Metcalf, \$3,5000 house on Banana Avenue.

J.M. Thomas, \$5,000 house on Banana Avenue.

M.S. Monroe, \$5,000 house at the corner of Banana and Magnolia Avenues.

J.M. Studebaker, \$6,000 house on Banana Avenue.

J.I. Case, \$6,000 house on Banana Avenue.

General W.A. Pile, \$7,000 house on the corner of Mayflower and Banana Avenues

Captain A.H. Johnson, \$7,000 house on Banana Avenue

F. M. Monroe, \$3,500 house on Magnolia Avenue

Monrovia public school building, \$10,000 on the corner of Mayflower and Orange Avenues

W. Huntley, \$2,000 house on Olive Avenue

THE MONROVIA PALNET

J.W. Harvey, Editor and Proprietor

Saturday, May 14, 1887

MONROVIA (Editorial)

The town of Monrovia is one year old – or it will be on the 17th. So rapid has been its growth and so bright has been its career, that the *Planet* deemed it advisable to publish a sort of anniversary number, wherein would be chronicled the entire improvements of the town. How for short we have fallen in this may be plainly seen by our citizens. Instead of mentioning every building erected, we can only give an approximate estimate of the cost of them and this we place at \$200,000, which is not a bad showing for so young a town. The larger proportion of these buildings have been erected during the past six months. Elsewhere we give quite an extended list of new buildings to be erected. There are several other buildings projected, such as a public library and music hall, new bank blocks and a number of stores but we have failed to gain reliable information of their commencement. The aggregate cost of these buildings will reach the sum of \$200,000. It is believed, however, that this sum will more than be doubled before the year is closed. Although the growth in the past year has been extensive, it will be as nothing compared with what we may expect in the second year. Monrovia is well supplied in the way of business houses. The promoters of the town's interests seem to let nothing stand in the way of attaining the end they have in view. As soon as new tracts are opened or before the water system is being inaugurated that will not be surpassed in the state. Thus with our pure and abundant supply of water, and perfect drainage, malaria will be out of the question. A fine public school is to be built (to cost \$40,000 and without taxation) elegant churches are our society is among the finest in the land. As yet no saloons have infested the town and we don't mean that they shall. With our unsurpassed climate and many other attractions the seeker after a home could make no better selection than Monrovia.

A BRIGHT FUTURE

EDITOR PLANET – The great faith that you people have in the coming prosperity of your lovely little city is shared as well by many outsiders. The writer made his first visit to Monrovia last Sunday and he was enthusiastically impressed with the remarkable growth of the place has made during the one year of its existence and with a grand possibilities that forecast a still greater progress. It is almost past belief that so much could have been accomplished in a single twelve months. The rapid up building of your city is unprecedented, even in the remarkable history of Southern California towns.

It is evident at a glance that the sprit of enterprise is the ruling one with your citizens. The grand sewerage system that has been projected, the street railways, the substantial and ample style of the many buildings being erected the multiplied improvements now in progress, the handsome manner in which your streets and homes are being ornamented with trees, shrubbery and flowers – all these things indicate that your people are inspired by a higher and more commendable purpose than to _____ sell their corner lots at the largest possible figure. You are building for the future and your reward will be certain and ample.

Your town is unsurpassed for location, both in a sanitary and scenic sense. And for loveliness and perfection of climate, it seems to me that there is more entrancing. Our whole valley shares the pride you feel in your grand career and your happy star that presided over the destinies of Monrovia ever shine brightly as now,

D.W.J.

Pasadena, May 10, 1887

THE HOTELS

Monrovia is very well supplied with hotels. The first one erected was the hotel Monrovia by William Mills. It is situated on Myrtle Avenue near Lemon and was one of the first buildings in town. In the fall C.C. Hotchkiss became proprietor and his business increased so rapidly that it was found necessary to enlarge the house to twice its former size. It now contains 40 rooms. The first of April last S. Bowerman secured a lease of the place and is now the host. It is constantly filled with guests and doing a fine business.

The Belmont is the name of a very neat 25-room hotel on Line Avenue owned by S. Bowerman since Mr. B. assumed control of the hotel Monrovia. The dinning room of the Belmont has been closed but the rooms are occupied by guests.

The Windsor Hotel was built by L.L. Bradbury and it has just lately been opened to the public with Mrs. Culver proprietor. It is situated near the depot and has a large number of airy rooms. This new hotel receives a good patronage.

The Grand View at the corner of Lemon and Ivy Avenues is the finest Hotel in town with mine host John S. Keefer in charge. The Grandview is one of the leading hotels in Southern California and certainly none are better appointed. The furnishings are elegant not even surpassed by the Raymond of Pasadena. Although this hotel was not opened until Christmas it received its share of patronage. Large additions are to be made this summer in anticipation of the increased number of winter visitors.

G.W. McCabe is building quite a large lodging house on Orange Avenue which is expected to be in running order in a very short time.

Mr. McCabe has also a boarding house at the corner of Orange and Ivy Avenues, which accommodates quite a number of boarders.

The Central is situated on Orange Avenue and although not large accommodates quite a number of guests, William Amon is proprietor.

A FREE EXCURSION

The enterprising Town Company of Monrovia does nothing by halves. To make the celebration of the anniversary a success, and to allow the citizens of Los Angeles, Pasadena and other towns along the line the privilege of seeing this favored spot, they intend running a free excursion from Los Angeles to Monrovia on the 17th instant. The train will consist of ten coaches, and will leave the city at 9:30 o'clock; returning will leave here at 6 o'clock. The roughs and hoodlum element will be prevented from coming, by the judicious distribution of tickets. There will no doubt be a large excursion.

FIRST ANNIVERSARY OF MONROVIA

Tuesday of next week will be the anniversary of the birth of Monrovia on the 7th of May 1886. The first lot was sold. There will be a reunion of the old settlers in Monrovia Hall on the evening of the 7th at 7:30 o'clock to which all are cordially invited. Speeches, recitations, music and a general good time will be _____ order of the evening. Not _____ the pioneer is expected, but _____ stranger who sojourns within _____ gates will be made welcome. There should be a rousing time.

A \$10,000 SCHOOL HOUSE

The Amount of money requires _ \$10,000 – Having already been raised. A magnificent schoolhouse will be built in Monrovia at once. It will be situated at the corners of mayflower and Orange Avenues. An acre of ground has been donated for that purpose. The foundation has already been staked off and work will be beginning as soon as the contract is awarded, which will be I a very few days now. The building will be 68x86 feet in size; two stories high and will contain 6 large schoolrooms with the usual number of anti-rooms. The schoolhouse would be a credit to any town. It is intended to be built for the future. There are pupils enough now to fill 2 rooms very nicely, and the number of school children is increasing so rapidly that other teachers will soon be necessary.

A GRANITE QUARRY

Quite an industry is carried on in the neighborhood of Monrovia a large number of men are employed in Saw Pit canyon cutting out and preparing granite for building purposes. A quantity of it will be used in the two granite buildings now being built on Myrtle Avenue. Large quantities of it are shipped to Los Angeles and elsewhere. The industry could be developed to a much greater enterprise.

CARPENTER'S UNION

On Thursday evening of this week secretary of union No. 56, Los Angeles. Brotherhood of carpenters and Joiners, organized Monrovia's Lodge with a charter membership of 31. The following officials were elected: President Frank P. Ives, Vice President Al Coppage, Re-Secretary John Mathes, Financial Secretary J.P. Thompson, Treasurer K. Pauley. About a dozen visitors were present from Azusa. A charter has been sent for and the Union expected to be in working order soon. Monrovia Union has a large number of charter members than any other union in the country.

ANOTHER BANK

Monrovia will have two banks. The second one organized like the First has a number of very substantial capitalists among the stockholders, notably, Messrs. Myers, Wilde, Brossart and others. Their bank building will shortly be commenced at the corner of Orange and Myrtle Avenues. In the mean time they are preparing to do business in another building.

MYRTLE AVENUE STREET RAILWAY

The Myrtle Avenue Street Railway Company received their franchise the same times as the Monrovia Street Railway Company. Their line will run from the depot up Myrtle Avenue to Lemon thence on Lemon one block to Ivy and Up Ivy to White Oak. Ties for the road have been distributed along the route and the rails are now on their way. They expect to begin work in a very short time.

CONGRATIONAL CHURCH

At the meeting in the town hall last Saturday afternoon it was resolved that it is expedient to organize a Congregational church in Monrovia. At the present time a committee was appointed which will report next Saturday afternoon May 15th 3:00 o'clock. The adjourned meeting will be held in the town hall and all interested are invited to be present.

BAPTIST CHURCH DEDICATIONS

At last the seats for the new Baptist church have arrived and are being put into position. It is expected to dedicate the church on Sunday May 22nd. Rev Dr. Pendleton of Los Angeles will conduct the services assisted by the pastor, Rev. J.H. Reider. The church will no doubt be packed.

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The Monrovia Choral Union recently organized is making excellent progress under the directorship of Professor Hull. There are about 40 members. They will sing at the reunion next Tuesday evening.

Hydrangea Grandiflora – a new very striking and elegant – Hardy Flowering shrub suitable for lawns. Recently introduced from Japan. The flowers are pure white. Afterwards changing to pink and are borne in immense pyramidal trusses more than a foot long and nearly an inch in diameter. It blooms in mid summer and remains in bloom 2 to 3 months. Creates a great sensation wherever seen: is scarce and difficult to obtain. Th plant is a bushy and compact growth attains a height of 3 to 4 feet and is perfectly hardy in all parts of the country needs no protection of any kind. Plants at Chappelow's Nursery one-year-old price 25 cents Two year's old price 50 cents,

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M.S. Monroe and bride arrived home Tuesday. Their Eastern trip was cut short by Milton's illness and they were compelled to return. He has been confined to his bed ever since but is getting better now.

The new school district has been organized by the appointment of a Board of Trustees consisting of W.N. Monroe, J.F. Tuttle and E.W. Little and the election of Mr. Little as secretary of the board.

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Identification No. 05141887-13

A.C. Thomson left a box of oranges at the *Planet* office this week. The oranges were so large that it only took 42 oranges to fill the box.

Those citizens who have a hose should sprinkle the street in front of their property and those ho have no hose should get one at once.

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Identification No. 05141887-15

Rails for the street railway have begun to arrive. A large portion of the supply were sent to San Diego instead of San Pedro therefore a further delay has been made.

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Sinclair, The Pioneer Baker, has a fine new delivery wagon on the road.

Professor Barra and his corps of artists have finished the interior decorations of the new Methodist church. It is the universal opinion of all those who have seen the completed work that it is the handsomest church in Southern California, not excepting the new Methodist church in Pasadena. The decorations alone cost \$600. The carpentry work is expected to be completed in 2 weeks. Then come the carpet and the stained glass windows.

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Identification No. 05141887-11

Stewart & Mulford this week sold a lot on the corner of Ivy and Lemon Avenue for \$5,000 cash.

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L. Barnes has recently purchased the property where he carries on business, corner Myrtle and lemon Avenues.

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Nelson Carr, who teaches the young idea of El Monte how to shoot will take up his abode in Monrovia after his term is completed about the 1st of June.

A large party of young people from Duarte and some from Monrovia had a very enjoyable picnic in Saw Pit Canyon on Saturday last. The Saw Pit is a very pleasant canyon in which to picnic.

A reception was tendered Rev. J.H. Reider and family on Thursday evening by members of his new charge. The reception was held in the Baptist church and an exceedingly pleasant evening was spent.