

1888

Southern

California.

Compliments of

The Syndicate.



W. B. CARTER & CO., LOS ANGELES.

Southern California.

THE ITALY OF AMERICA.

The Heaven of the Invalid, the Delight of the
Tourist.

THE ONLY PERFECT CLIMATE IN THE
WORLD AND THE GRANDEST
SCENERY UNDER THE SUN.

NO section of the United States, or of the world, has ever attracted such universal attention as is now being directed to the southern portion of the Golden State. The tide of immigration during the past century has centered in many a fair valley and on many a fertile plain, westward from Maine and Virginia; yet here, where the broad Pacific has set a bound to the westward course of empire, is nature's most perfect creation—a land whose fruitful soil and varied products, whose health-blessed climate and sun-kissed scenery are unequalled in all the world. And why?

The topographical division of California into north and south is marked by the cross range of the Sierra Madre mountains, extending east from the coast to the Sierra Nevada chain, which continues south along the eastern boundary of the State in broken ranges. The coast-line trends in a south-easterly direction, intersecting the mountain chain near the Mexican border, and thus has nature wholly isolated this region from the lands to the north and east.

The breezes from the warm ocean-current, that flows north along the coast, kiss into luxurious existence a myriad of flowers and fruits, then pass up to the summit of the mountains to be robbed of their moisture by the dry winds of the great Mojave desert that stretches beyond, yet remain an unconquerable barrier against the advance of the arctic-chilled winter blasts that spread desolation "beyond the Rockies;" thus making Southern California a perpetual summer-land—a land where vegetation is always green, and where flowers bloom and fruits mature all the year round.

SOIL AND IRRIGATION.

The soil of Southern California is exceedingly fertile, and peculiarly well adapted to the raising of cereals and fruits. The dry season, lasting from May until October or November, renders irrigation necessary in most portions of Southern California, although there are "moist lands," where vegetation flourishes luxuriantly without this artificial aid. To the people of the Eastern States, who do not understand the system, irrigation is a bugbear—a drawback which all other advantages cannot counter-balance. But the citizens of California would not exchange their mode of watering their lands, whenever and in whatever quantity needed, for the uncertainty of nature's "refreshing showers." On all improved lands irrigating ditches, iron or cement pipes, are laid at convenient distances apart, and it requires but the turning of a hydrant or opening of a gate to water these broad acres in defiance of cloudless skies.

Unimproved lands can be irrigated in a like manner from mountain streams or artesian wells.

The rainy season is little understood by those who have not spent a winter, or more than one, in the State. So far from its being six months of disagreeable weather and continuous rain, it is the pleasantest part of the year. The first rainfall may occur any time from August to November, and reminds one of the April showers of the East, with the exception of the thunder and lightning—a phenomenon rarely experienced here. There may be a week of continuous rainy weather, that is, occasional heavy showers interspersed with drizzling rain, repeated two or three times during December, January, February or March. Gentle showers fall at intervals in April and May. There are not, perhaps, as many rainy days as are had in the States east of the Mississippi, and the duration of the dry season varies from three to five months, not longer than some of the droughts beyond the Rockies, and California has the advantage of irrigation.

PRODUCTS.

Southern California produces wheat, barley, oats, corn, etc., and the yield per acre is unequalled even on the rich prairies of the Mississippi valley. Alfalfa, a species of clover, yields on the moist lands from two to five immense crops of excellent hay per year, and quite often as many as seven.

Here grapes grow to perfection and in profusion. There are vineyards that cover square miles of territory, and the wines that are produced are vieing for the lead with the most famous brands of Europe, while the raisins, which are made in vast quantities, are as fine as any that reach the markets.

Oranges, lemons and limes are as productive and as universally cultivated as grapes. In every settled portion of this favored region they are to be found, and oranges may be gathered every month in the year, al-

ing cascades and anon wreathing some precipice with rainbow spray as the sparkling waters take their wingless leap down to the ragged rocks a hundred feet below, and then murmur adown the widening canon and under the spreading branches of gnarled and picturesque live-oaks, which seem as aged as the gray granite boulders whose fantastic figures frown around. Scenes of rugged beauty and pastoral enchantment everywhere alternate, No other land is so lovely as this valley; no other spot knows such ideal, happy homes.

HEALTHFULNESS.

The northern portion of this Eden-land has an altitude of from 1,000 to 1,500 feet above the level of the sea, and the atmosphere is exceedingly pure and entirely free from malaria. Its dryness renders the air especially beneficial to those whose lungs are diseased. Invalids come here by the hundreds, and in every instance, where they are not past all hope, they speedily find that precious boon which they have sought in vain in every other clime. Remarkable, indeed, is the record of cures wrought by this wonderful climate. Consumptives, whom physicians of the East had declared past all help, have come here and in a few weeks have shaken off the fetters of that Eastern ice-born curse, and are to-day enjoying perfect health. Is it strange that they are happy, that they love this sunny southland? Would to God that the hundreds of thousands in the East who are slowly dying might come hither! What is more blessed than to see the light of hope wake in the invalid's eye, and the flush of returning health spread over the cheek, to note the form grow supple and the step elastic, to watch the smile of happiness and contentment grow over the careworn visage with the assurance of complete restoration! The San Gabriel Valley is an Eden to him who possesses health, a Paradise to him who here finds it.

The oppressive atmosphere so common in the East, the murky days when one can scarcely breathe, the

sultry nights which render sleep impossible, the sudden changes from dry to wet and from hot to cold, with the accompanying colds and fevers—all these features and many others that make life in the Eastern States a burden are unknown here. During the summer months the warmest days (and the mercury very seldom rises above 85 degrees) are made pleasant by the presence of the ocean breeze, which springs up before noon and tempers the sunshine with its cooling breath. It is always pleasantly cool in the shade. Along towards sunset it grows cooler, and the nights are delightful. The soft light of the moon and the twinkling rays of the stars irradiate the valley with a mellow silver glow, making the landscape appear like some enchanted vision of a dreamy imagination. During the winter months the temperature is equable and cool enough to make a light overcoat a necessity if one is riding, but never cold enough to cause more than a slight hoar frost, which, owing to the dryness of the atmosphere does not injure even the most delicate flowers and vegetables, and these frosts occur but rarely. All in all, the world does not furnish a more desirable climate, or a more healthy, prosperous and beautiful region than the San Gabriel Valley.

Thousands of people are coming to Southern California, and all are seeking to find the section that combines in the greatest degree the many natural advantages and attractions of our semi-tropic land. Aside from the fact that all Southern California is a region of health-giving influences and beautiful scenery, and that some locations are especially favored in these respects, there are few who are not desirous of settling in some place where the remarkable prosperity of this land of marvelous growth is most pronounced. That portion of the country which is enjoying the fullest measure of prosperity and at the same time possesses in the highest degree the many natural advantages of this region of perpetual summer, is the spot that is destined to attract the greatest number of people, and consequently to be blessed with more ample progress.

SUCH A SPOT IS MONROVIA.

It is centrally located in the San Gabriel Valley, and is unquestionably the city of greatest attractions to be found in the fairest valley on the coast. It is situated at the base of the Sierra Madre mountains, on a gentle elevation, and commands a view of the valley for miles in either direction, and of not less than a dozen villages. The mountain view has often been pronounced the finest in the State, and the ocean that is visible away to the south through a break in the Puente hills, sends its cooling breezes to fan the valley into refreshing healthfulness. It is situated eight miles east of Pasadena and seventeen miles northeast of Los Angeles, on the through line of the California Central—the Atchison, Topeka and Santa Fe route from Kansas City to Los Angeles, and on the surveyed line of the Southern Pacific Railroad. The site of the town is less than a mile from the base of the Sierras, and the land slopes gently away to the east, west and south. From its high elevation (1,200 feet above the sea) a magnificent view is had of the valley below, that slopes in a southwesterly direction to the ocean, distant about thirty miles. To the right lies "lovely Pasadena," with its fine buildings, the great Raymond Hotel crowning an isolated hilltop like some ancient castle; still nearer is the long famous Sierra Madre Villa, with its elegant grounds, and the villages of Alhambra, Lamanda Park, Sierra Madre and Arcadia. To the left are Duarte and Azusa, separated by the San Gabriel river, whose course is traced down through the valley by the shimmering white sands. Farther off are Los Angeles, the "City of the Angels, and the numerous surrounding villages. Still farther on Santa Monica, San Pedro, Wilmington and Long Beach nestle by the side of the restless mighty ocean, out on whose bosom rise the blue outlines of Santa Catalina and San Clemente Islands.

Nearer, and just at the foot of Monrovia, are the immense ranches of "Lucky" Baldwin and L. J. Rose,

the latter of which was sold a few months ago for \$1,037,000. Glance down the broad avenue that leads to the luxurious home of Mr. Baldwin, with its artificial lakes, summer houses, driving park and lovely surprises at every turn. On either hand are spread the boundless grain fields, the vast vineyards, the acres and acres of orchards of citrus and deciduous fruits. Mr. Baldwin derives a princely income from this ranch, and the success which has attended his farming will forever silence those who claim that tilling the soil cannot be made to pay in Southern California.

The soil is a sandy loam, and peculiarly well adapted to raising both citrus and deciduous fruits, which grow to perfection in this vicinity.

Monrovia is but little more than a year old, the first lot on the site of the town having been bought on the 17th day of May, 1886. The growth of the place has been phenomenal, it now having a population of nearly 2000. There are two street car lines, an electric road is being constructed, and the right of way has been secured for two other roads. A large and handsome school building, two fine churches—the Methodist and Baptist, costing \$8,000 each; the Grand View Hotel, one of the finest and best conducted in the valley; several other hotels, two handsome banking buildings, the Granite Bank being one of the finest in the State; two newspapers, and numerous business houses and many elegant residences. The town has been incorporated and has no saloons.

The grading is now nearly completed for an electric road from Monrovia to Alhambra, at which place the road will branch, one line running to Los Angeles and the other to the ocean, at Long Beach. This road will be modeled on the latest and most successful system of electric railways, and the high rate of speed to be attained will make it one of the most desirable local routes in the valley, and it is now intended to have this road in operation on or before March 1st, 1888. The rapid growth of Monrovia and its assured importance as one

of the great centers of population in this region, which is becoming more thickly settled with every passing month, have justly made this town the terminal point of their road.

During the next few months a motor road will be constructed from Arcadia, through Monrovia, to the San Gabriel Canon, one of the loveliest resorts in the valley. The Southern Pacific Railway Company has surveyed its route from Los Angeles east through Monrovia, and has purchased a depot site near the center of the town. The road will undoubtedly be built within twelve months, thus giving Monrovia the two leading routes of the West.

Monrovia is youthful, yet every effort has been and is being made to make her a beautiful city. The avenues are all broad, and, since the town lies on an incline, a magnificent view is afforded. Over eight thousand pepper trees have been planted along the avenues, and these trees are of such rapid growth that they will furnish a fine shade in three years' time.

Among the men who are largely interested in this valley and in Monrovia are J. I. Case, the threshing machine manufacturer of Racine, Wis.; J. M. Studebaker, of great wagon fame; E. F. Hurlbut, of Chicago, the inventor of the paper car-wheel; Dr. J. C. Ayres, the patent medicine king; C. C. Greene, of August Flower perfume; Emmons Raymond, the Massachusetts railroad magnate; ex-Mayor Spence, the Los Angeles millionaire; Gen. W. A. Pile, and many other wealthy men. It is such men as these who have added to the fame of the "Gem of the Foothills." Hon. W. N. Monroe, the founder of the town, has been active and generous in promoting the public interests of the place, and in a most unselfish way. Two recent premium auction sales of lots were given by him, J. Sartori, and one or two others, to secure money for a school building and a public library. The lots were scheduled at a certain price, and all that their sale brought at auction above that price was to go for the purposes indicated. These

sales realized the handsome sum of \$18,000 for the school building, which is erected, and about the same amount for the public library. There will also soon be a \$20,000 opera house built. It will be seen that the citizens are men of splendid energy, with unbounded faith in the future of Monrovia. It is such men who are developing the resources of Southern California, and laying broad the foundations for the grandest State in the Union, which California is destined to be.

FREE WATER IS PLENTY.

The town has an exhaustless supply of water, over 600 miners' inches of natural flow, the right to which is sold with the land, and therefore the water is FREE to consumers. This constitutes one of the most desirable features to investors, for the water is piped to every lot in the city, and no water tax can be levied further than for repairs, which will not exceed one dollar a year per lot. This fact should be borne in mind by the tourist in his visit to other places.

Another matter which has thus early been provided for, is the question of sewerage. The town already owns a sewage farm of seven hundred acres, some miles to the south, and a complete sewerage system will be put in immediately. The natural fall is such that not the least difficulty can be had in thoroughly draining the town, and there is an abundance of water for flushing the sewers whenever necessary. This is a matter which many of the larger towns of Southern California have neglected to their injury, and are now wrestling with at an enormous expense.

Up the Saw Pit Canon, a short distance above the town, is a fine plateau of forty acres or more, at an elevation of about 2,000 or 2,500 feet. It is easily accessible by wagons, and is a most lovely place, covered with grass and mountain trees. This plateau is to be appropriated for a park, and will make as lovely a resort as could be imagined.

While the value of property in such places as Los Angeles, Riverside and Pasadena, is so high that none but the wealthy can afford a home there, in Monrovia as yet property may be had at very modest figures, such as place it in the reach of all, and there is this added advantage, that property there will have become as valuable in two or three years as any in the towns named. There is no uncertain feature in the advance in values in Southern California. The steady and rapid growth of Los Angeles County, and the marvelous prosperity that has attended certain sections, has been brought about by the unparalleled immigration into this region, which is greater with each succeeding year, as the fame of this fair land and its delightful climate becomes more widespread.

The location of Monrovia has been noticed. The high and rolling ground gives it a much more sightly view than can be obtained from any of the surrounding towns. The ocean and mountain breezes both prevail, and give the place a remarkably pure and wholesome atmosphere. It is a generally admitted fact that the highest elevations in the valley are the most healthful, and, as Monrovia is among the valley towns of greatest elevation, being several hundred feet above Los Angeles or Pasadena, it is preferred above most other places by invalids. Here one may spend months in genuine comfort in the enjoyments of the picturesque scenery of the valley and the rugged grandeur of the mountains. If he catches the spirit of California enterprise, which all residents have and all tourists get, and invests in some of the desirable surrounding property, he will become richer in wealth, as he certainly will in health, with each additional month spent here.

THE DUARTE.

We have said that Monrovia is youthful, yet there is a suburb of the place, one mile to the east, that has a history extending back for many years. The Duarte is a region that has long been cultivated. Here was the

hacienda of an old Spanish Don, who wisely chose his home. The land is moist, with a stream of water running down from the mountain, and there are some of the finest and oldest orange orchards to be found in Southern California, the trees being large and uniform in size. In fact, the Duarte oranges have a reputation that is excelled by none. It will be a matter of but two or three years ere Monrovia will have embraced this lovely suburb within her fast extending borders.

THE SYNDICATE,

Under the management of L. T. Graves, formerly of the banking firm of Omesby, Graves & Co., and late manager of the Huron, Dakota, branch of the American Investment Company, with headquarters at Monrovia, is one of the institutions that is adding largely to the success of the town.

As its name implies, its purpose is to improve the property in the hands of the company, mainly by putting up buildings, and ornamenting the grounds surrounding, as well as looking after the interests of the property of others, which has been entrusted to their care. But, aside from this, the company carries on a real estate and investment banking business, having numerous large tracts of acre and ranch property in all parts of the San Gabriel Valley and of Southern California, as well as a great number of lots in Monrovia and other towns. At present they have a large force of men at work building residences in Monrovia, under the supervision of a member of the company, who has had a large practical experience in that line. The buildings are all most substantial, tasty and convenient, special attention being given to have them such as will suit people from the East who desire to make a permanent or temporary home in this fair town. They are supplied with cozy verandas, sunny rooms, bath rooms, hot and cold water, and all necessary appurtenances. The building of such houses is but a necessary outcome of the great immigration hither.

As investment bankers, the company is in a condition to command the attention and confidence of investors. We will preface our remarks in this matter with the unquestioned facts, that no person has failed to make a large per cent. on money invested in the San Gabriel Valley during the past five years, and in hundreds of instances comparatively poor men have made thousands of dollars. We would point the attention of the reader to the advantages to be had in investing through THE SYNDICATE.

FIRST—From the fact that the company own and control such large amounts of property, they know where the most desirable locations are, and are honest and straightforward in giving their patrons the advantage of that knowledge.

SECOND—They are constantly erecting buildings on their property, which necessarily increases the value of adjoining lots.

THIRD—The property they handle was purchased at a low figure.

FOURTH—The great amount of property controlled by the company affords the purchaser a much wider range to select from than he could elsewhere obtain.

The possessor of moderate means can find an investment to his taste, with the assurance of a large increase in a short time.

Capitalists, desiring to invest, can be accommodated with tracts varying in size from one acre to one thousand acres, or more, in any portion of the San Gabriel Valley or Southern California.

Or, if it be a home that is wanted, almost anything, from a modest cottage to a mansion or a suburban villa, may be had through this company. If desired, residences will be built to suit the purchasers in the shortest possible time. We have architects of our own, and parties expecting to build are requested to call and see plans of a large variety of houses.

No one who can afford to come, and especially those

who are predisposed to lung troubles, should fail to come to this Eden of health. Aside from investments in real estate, and the large profits made, it is a land that one can ill afford not to visit. It amply repays the time and expense, and broadens one's views of our proud country and the variety of its climate and scenery.

All letters of inquiry relative to any subject that is not made plain in this pamphlet, will be cheerfully and honestly answered, or additional copies of the pamphlet will be forwarded free to any address upon application.

Those who anticipate coming here, and especially those who expect to come to Monrovia, (and no one should visit Southern California without stopping at Monrovia), we, THE SYNDICATE, would ask to forward us a letter stating when they will arrive in Monrovia, and we will endeavor to have rooms reserved for them, if there are rooms to be had. We make this offer, not because we expect to sell them property, and we are interested in no hotel, but simply because we are anxious that all visitors to Monrovia shall be well entertained—because we have such great faith in and are so justly proud of Monrovia, the town which tourists should visit, or they will have missed seeing one of the loveliest spots in our western paradise. The mountain scenery here is grand beyond description, and the far extending view of valley and ocean can not be equaled in any other land. The town has rightly been styled the "Gem of the Foot-hills." Its wonderful and substantial growth is unprecedented even in this land of surprising prosperity. Come and see Monrovia, the marvel of Southern California.

REFERENCES, BY PERMISSION.

Gilman, Son & Co., bankers, 62 Cedar St., New York City.

T. W. Russell, President Conn. Gen'l Life Ins. Co., Hartford, Conn.

J. M. Studebaker, of Studebaker Wagon Works, South Bend, Ind.

F. F. Spencer, of Hibbard, Spencer, Bartlett & Co., wholesale hardware, Chicago, Ill.

J. I. Case, of J. I. Case M'fg Co., Racine, Wis.

Hon. Sam'l Merrill, ex-Governor, Des Moines, Iowa.

First National Bank, Huron, Dakota.

E. F. Spence, President First National Bank, Los Angeles and Granite Bank, Monrovia, Cal.

W. N. Monroe, Mayor, Monrovia, Cal.

Geo. L. Joy, Secretary South Riverside Land & Water Co., South Riverside, Cal.