

THE HISTORY OF THE MONROVIA DAY PARADES, "100 YEARS OF CELEBRATION"

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MONROVIA DAY ASSOCIATION

PRESENTS

"LOOKING BACK—MOVING FORWARD"

MAY 17, 1986

OFFICIAL SOUVENIR PROGRAM

**To all Monrovians
From Pat Nobrega,
Parade Committee Chairman**

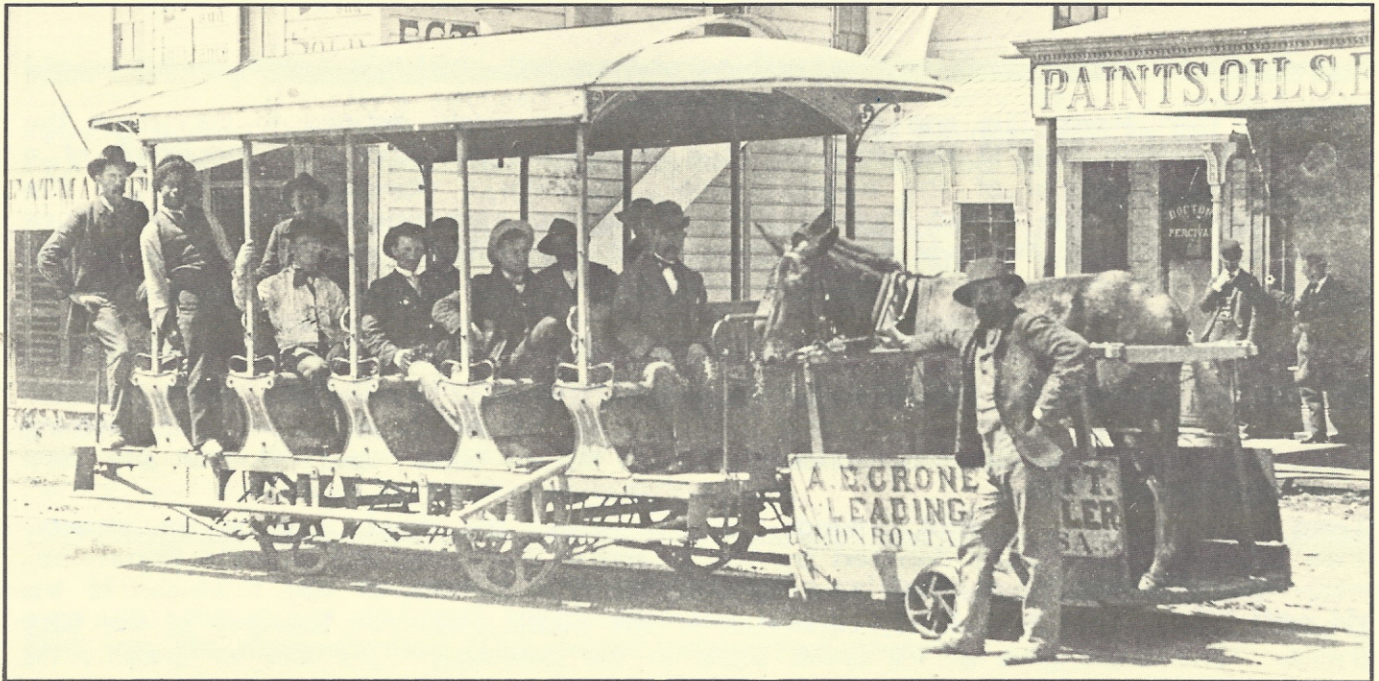
On the 17th day of May, the City of Monrovia will celebrate its 100th birthday, having been founded by William Monroe and three partners on May 17th, 1886. This is the same year the Statue of Liberty was being erected on Ellis Island. What an appropriate bond the two share, one being the symbol of freedom to all the world and a city that is representative of middle America and the fruits of that freedom when applied to building a future.

Rich in history, aware of the needs of the present and looking ahead in building for the future... an apt description of our classic city, where volunteers work hard to make our city click, where family life is encouraged, where children are allowed to be children. A place where hard work is implied, yet the individual is encouraged to stretch their imagination and do new things. Ours is a city of many races, cultures, ages and interests... all living, working and achieving side by side, thus creating a community harmony seldom seen in today's world. Monrovia is indeed an exciting place to live! The Monrovia Day Association, one of the very oldest ongoing organizations in the city, had all these thoughts in mind when the parade committee sat down to plan this very special birthday parade. We wanted to honor our past, recognize what contributions are being made to our "present history," and show some of the future paths. We are very excited about the response we have had from entrants wishing to share in this momentous occasion. There will be many floats, fine equestrian units, marching bands, antique cars, celebrities... and some surprises to delight young and old alike. A day to remember as we start our second 100 years.



The Monrovia Day Association.

This hard-working group organizes and coordinates all Monrovia Day activities, donating many hours to presenting a fine celebration for all Monrovians to enjoy.



100 YEARS OF CELEBRATION HISTORY OF MONROVIA DAY PARADE

This chronicle of the Monrovia Day Parade has been put together for your enjoyment. Microfilm of old Monrovia newspapers, musty old scrapbooks, many many hours of research and discussions with past parade participants has brought together this history of the Monrovia Day Parade.

Times and the scope of the celebrations have changed dramatically since that first day when the initial lots went on sale in Monrovia to the present time when a four day celebration marks the observance of the founding. But the sense of belonging and the pride with which the parade is presented is ever evident with each passing year. "Well may we celebrate the day when the foundation was laid".

1887

Monrovia one year old on the 17th instant. News item in the Monrovia Planet May, 1887. To commemorate said event, the "old settlers" were called together to the town hall on the evening of that day to talk over old times, speak of the advancement made during the town's short career and spend a pleasant social together.

This was the beginning of Monrovia Day. W.N. Monroe occupied the Chair. The Monrovia Choral Union sang "Monrovia Beloved". Speaker of the evening, W.A. Pile, commented "That the founding of a new community in a hitherto unsettled and unoccupied section of the country was an event worthy of being celebrated at every recurring anniversary."

When the Santa Fe Railway reached Los Angeles in 1886, it opened the floodgates of the east and south and people poured into Southern California in what one writer of the day called "bewildering numbers." At the time Monrovia was founded by William Newton Monroe, the purchase of property was progressing on a large scale. Every means that could be devised to sell lots was used. Subdivisions were opened with picnics and brass bands, free lunch was served to the eager buyer with band playing lively airs to help create a spirit of adventure. Mr. Monroe was such a real estate speculator. He placed the first lots on the market May 17, 1886. This day has been celebrated since that time as Monrovia Day.

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1888

In 1888, then Mayor Pile and the Board of Trustees wisely decided to encourage the project of making May 17 the occasion of a celebration and upon the suggestion of a Miss Rice, principal of the public school, to make a donation of books to the school library. The Rapid Transit Railway carried passengers all along the lines between Pomona and Monrovia free of charge that day. There was an evening reunion in the hall with music, addresses and readings.

1889

In 1889 as reported by the Monrovia Messenger, the third anniversary was celebrated by an "arbor day" with tree planting a feature of the exercise. As stated; nothing could be more appropriate nor conducive to the future beauty and value of any town than this.

Trees were planted at school grounds, church yards, the depots and on the streets. Two hundred trees were donated by the Board of Forestry and private donations. After the tree planting, a fine lunch was served. C.O. Monroe was Chairman of the trees. Albert E. Cronenwett, Chairman of the picnic, was the founder of the City Band. The Band gave an ice cream social in the evening. Cake and ice cream...15¢ a plate.

All business was closed for the day and the time given to jubilation and pleasure.

1890

In 1890, the school headed the celebration by purchasing the Star Spangled Banner and holding a ceremony. Thirteen children raised the flag on Saturday, May 17 at 9:30 a.m., the Monrovia City Band played. A salute of four volleys by eight guns was given. In the afternoon a game of ball was played.

Celebrations continued each year, tree planting being a part. After the boom broke, the town lay dormant for years, but always when the anniversary was again reached upon the calendar, there was enough spirit to inspire a holiday.

The first Parade of Monrovia Day is credited to A.E. Cronenwett, then proprietor of the LaVista Grande Hotel, who conceived the idea, and due to his indomitable energy the first parade was a great success. This gentleman financed the affair. He had one of his aides, "Steeplejack" Ed Hotchkiss as head of the decorating committee. Ed was seen on church and house-top putting up the green and gold buntings along with stars and stripes, the night before. With the roar of a cannon, the flow of red fire, the sounds of trumpets and the music of bands, this was a day to be remembered by the large crowd that participated.

Dr. J. Taylor Stewart lead the Parade as Grand Marshal and directed the entertainment. The festivities were staged upon a common just west of Orange Ave. school. A horse race was also held, the course used the first celebration lay on Orange from Myrtle to Mayflower. This was a comparatively narrow lane.

During the many years that intervined since the first Monrovia Day celebration, the festivities have been in many locations. West of Myrtle on a vacant property was the scene of many speeches and other entertainment. The high school grounds were always the location of ball games and other athletic sports and contests. Tug-of-war was one game much enjoyed by the pioneers. Bicycle races were always one of the main features. Myrtle Ave., was often the scene of the bike race or saddle race.

As California was noted for fine horses, all festive functions were characterized by a contest of speed either in harness or saddle. Duarte, El Monte, Azusa antedated Monrovia by a number of years and the racing stock and flowers came from there.

Since the eighteen eighties, the parade on Myrtle Ave. has marked the principal observance of the city's succeeding birthdays. In the early days, prominent citizens groomed the family mare, shined the best set of harness and in tall hats and swallow tailed coats took their place in the parade behind the twelve piece band the the standard bearer. And always the "comics" were an outstanding feature. Clowns riding backwards on burros always gave the kids a great laugh and their frantic efforts to stay astride their fractured steeds added much hilarity in the line of march.

Visitors would arrive in from every direction, in buggies, in lumber wagons, jolting along the uneven roads. The numerous "shaded Oak groves" were the scenes of noonday picnic parties. Mr. Monroe was always the guest of honor.

In 1889, the outbreak of the war with Spain, the Monrovia Guards were organized, complete with their own band. The guards became the feature of the Monrovia Day Parade and continued to be for several years.

1907

By 1907, there was no parade, only mention of a celebration by the Monrovia News was that the Board of Trade would have the ladies present at a banquet on May 17. This was the Monrovia Jag (the annual celebration dinner).

1909

In 1909, again a dinner sponsored by the Board of Trade was held. A toast given by the Honorable Joseph Scott "an invincible belief in the superiority of Monrovia; composed in three parts of which one is optimism, one part a long or short residence in or near Monrovia fields and one part infection from the prosperity microbe." The Monrovia Messenger stated Saturday, May 15 was to be clean-up day, an annual affair to prepare for the celebration on Monday, May 17.

1910

There was a parade in 1910, this was not a Monrovia Day Parade, but a parade put on by the Merchant's Association to promote trade. This parade took place April 31, and was called Bargain Day. The parade had 90 entries. Monrovia buttons were worn to promote growth of the city. There was no celebration on May 17, 1910.

1911

According to the Monrovia Daily News, in 1911, a morning parade was sponsored by the Merchant's Association with the help of the Board of Trade. This was the 25th anniversary of the founding of the City. A parade took place on Wednesday, May 17, for the sole purpose of "blooming the place". Flags and bunting were used extensively. They wanted to surpass any celebration of the past. Stores remained open. The parade, with 125 entries, was over a mile long. Chairman of the parade was John P. Dunn. Mr. William N. Monroe served as Grand marshal. The parade included floats, autos, bands, and 7 children's entries.

The parade route was quite interesting, forming at White Oak and Ivy, going west, to Myrtle, south to Walnut, north to White Oak, and west to Magnolia where it disbanded.

There was no queen as such, but the Merchants Association had a float with five girls on it, put forward as a bunch of Monrovia beauties. The Board of Trade rode in a Tally Ho. Also entered was a float....Vote for Women's Suffrage.

The parade was at 10:30, free auto rides in afternoon, cornerstone laying of the Methodist Church, afternoon ballgame, a band concert during afternoon and evening, and free movies in evening.

News item: Monrovia Day has come to stay, people can see what can be accomplished when all pull together.

1912

In 1912, in order to make the Monrovia Day celebration even more elaborate, (evolution is the keystone of the Monrovia celebration), the Merchant's Association was still in charge of the parade. They promoted the Day by having the public vote for a queen of the parade. Ballots were placed in locations downtown.

By popular vote, Florence Kelly became the first Monrovia Day Queen. Her Maids of Honor were; Lorita Slope, Helen Davis, Zella Vining, and Mary Knibbs. The high school boys built the Queen's float. The Coronation was held on Thursday evening, the parade took place on Friday, May 17 at 11 a.m. Flowers decorated the floats, and the merchants closed their stores for the day. Bunting sold for 5¢ a yard.

A Grand Ball was held that evening. Also, a three day carnival with trained animals was free as part of the celebration.

1913

The Committee for Monrovia Day was made up of members of the Board of Trade. Plans were made to have a military day with members of the National Guard staging a battle pageant, but plans were cancelled. Money that had been collected was turned over to a 4th of July celebration in Canyon Park and other cities were invited to attend.

1914

In 1914, the 10,000 Club took charge of the city celebration. This club was organized to work for the avowed purpose of doubling the numbers of residents, with the magic number of 10,000 set as a goal. Organizers included H.J. Evens, Thomas Neville, F.L. Kramer, Walter Dunn, and other organizations, but cooperated with them in matters of public interest.

Fred Kramer, Chairman, planned a funny parade. Comedy was king. Clean up day was promoted. The city donated \$500.00 towards the parade. A queen was selected by the townspeople paying 10¢ a vote. Dorothy Stone, Queen, received a pearl necklace. A big two hour parade, divided into sections, was held. Auto floats were first. Movies were made of the parade. The route of the parade changed; White Oak to Myrtle, down Myrtle to falling leaf to Canyon, up Canyon to White Oak, to ivy, down to Palm. Dozens of people from other cities and towns came to Monrovia. A baby show was held in the afternoon (Gems of the foothills were exhibited). The Queen's Ball was held at the Odd Fellows Hall.

Editor J.W. Harvey of the 1914 Chronicle writes--"What is the idea of holding these celebrations? Is it for mere sport? No, although the majority of us like to laugh and have a good time occasionally. There is an element of patriotism about it as well as pride. We have a beautiful little city here, and we like to have others see it. These recurring celebrations are for attracting people to our little city, so that they may see its advantages as a distinctly home place. We want to share it with them."--

1915

By 1915, the 10,000 Club reorganized into the Monrovia Day Association with Henry Waterman serving as President. It was Waterman who sparked the entry as a Monrovia float in the Tournament of Roses Parade in 1915. The entry took second place, tops for the city's entries in the competition, although other floats were entered in the ensuing years.

For Monrovia Day, an open air ball, a Masque Domino, was held on Myrtle Ave. opposite the Library. One thousand people attended, free to all. The street was decorated with flags, bunting, electric streamers.

1916

In 1916, the 30th Birthday of the City, an anniversary banquet was held at the 'Leven Oaks, with birthday cake, a lively musical program and vocal selections. This was sponsored by the Chamber of Commerce. Dr. F.M. Pottenger, keynote speaker, read the History of the Municipality--Intelligent and sustained effort on the part of individuals we have in plenty, but for some reason we have failed to group the idea that its the pull together that gets results.

1917

In 1917, during World War I, it was "buy a liberty bond, plant a victory garden". A Chautauqua Indian did come to town on Saturday May 12th. William Jennings Bryan was the main orator.

1918

In 1918, the City Council endorsed a parade that turned over the proceeds to the Red Cross. This parade had 61 entries, including 500 children. The city entertained 200 service men, kept the decorations down, gave the Red Cross \$500. Frederick Schwartz served as Parade Chairman. There was a dedication of the Monrovia Service flag, 147 stars, 3 of them gold.

1919

By 1919, with the Monrovia Day Committee again in charge, and with H.J. Evans, President, a big parade with beautiful floats and bands did take place. The parade was divided into sections with the military band in the lead. Then followed the city trustees, chamber, and representatives of eight other cities. Decorated automobiles, then other floats came next. This parade was declared the finest in history of the city. First time cash prizes were given for winning floats. The parade took a new route; White Oak to Huntington Drive, east to Ivy, north to Orange, where it disbanded. Henry Gierlick was Parade Chairman.

An Auto show was a feature of the day's celebration. Merchants closed from noon to six, so employees could enjoy the holiday. Picnic lunch was served in Canyon Park. Group games such as sack races and potato races were held. In the evening, a Maypole dance was staged by the high school girls, then a street dance with a twelve piece jazz band.

A permanent committee was appointed to plan the 1920 parade.

1920

By 1920, beautifully decorated automobiles were the main feature of the parade. There were fifty new and old autos in the parade. A big auto show in a great tent displayed automobiles not seen before on the west coast. The parade took place on Saturday, May 15th. This was the first time that date deviated from actual day of Monrovia's founding.

The parade took place at 10 in the morning, with Henry Gierlich as general Chairman. There was a theme of the parade, "Pageant of Blossoms," and a Grand Marshal, Henry Waterman.

A winning ticket for an airplane ride was scattered over Monrovia. The matching ticket was at the auto show. There was a concert in the park after the parade, and a free motion picture (courtesy of City Council), and athletic events in afternoon. Interscholastic relay races, solid silver cup given to the school that won the contest three successive times. A dance around a Maypole and a street dance was held. Note: to participate in the parade, call Main 23.

Clean-up campaign by the Woman's Club. Before Monrovia entertains her neighbors, she should thoroughly clean house by cutting weeds and removing rubbish from vacant lots and parkways. Clean out the city comfort stations.

1921--unable to obtain information.

1922

In 1922, the parade took place again. Monrovia each year shows its community spirit in preparing for the floral parade. This year there was more enthusiasm than formerly and the floats were remarkable in the real artistry, their originality of design and their lavishness of floral decorations.

For the one day in the year all are united by the common tie of love for the beautiful city they call home. As the parade moves towards the mountains it will typify the progress of the growing municipality that each year goes onward toward the heights of fine achievement.

The parade did travel towards the mountains. It began at Huntington and Myrtle, north to White Oak, west to Magnolia, south to Lemon then east to Recreation Park (new park). The parade was held on May 20. It did have a Birthday Queen and her Maids. Queen was Mary McCune.

Judges were from the Pasadena Rose Parade. Prizes were given to winning floats in the evening at a reception held for the Queen and Maids at Library Park. A grand March to street began the street dance.

A Rodeo was held at Recreation Park in afternoon, starting with a chariot race. A free Barbecue was given at noon for holders of Rodeo tickets.

1923

In 1923, Monrovia was a "gaily bedecked young lady out for a holiday." Street decorations had handsomely designed draperies of flags and bunting and varicolored flags of many nations flying in the breeze across Myrtle and White Oak.

The parade, held May 19, had five divisions, and 80 beautiful flower floats. Even the Rose Parade entered a float. Children were always featured in early day parades. This year, the Queen and Court were children. The Queen was Dorothy Backman, age 10.

At noon, an all states picnic was held on site of the Vista Grand Hotel. Great sports for kiddies, a feature of day. A silver loving cup was given as a main prize.

A street dance was held in front of City Hall in evening. Bonfire and "high jinks" at the same time but another location. A Handsome Man contest was held.

1924

In 1924, with the Monrovia Day committee again called the Monrovia Day Association and Dr. Meridith Waterman as Chairman, a floral parade was held that set records for entries and beauty. Streets were decorated in a riot of color, flags and pennants or red, white, blue and also blue and gold.

The parade began at 10:30 on Huntington and Myrtle, north to Palm, west to Magnolia, north to White Oak, east to California, then disbanded. First prize, \$50. A silver cup, trophies and prizes were donated by businesses as far away as Los Angeles and Pasadena. The parade was broadcast over KFI Radio.

Queen and Maids of Honor were selected by a popularity contest, headlines and reports every day for two weeks. Woman's Club in charge. Ione Rayburn selected as Queen. The parade was led by traffic officers on motorcycles. Parade was in classes. Other cities were well-represented. Azusa won the float prize.

After parade, Maypole dance for children and a band concert were held at Library Park. Afternoon whippet races and a baseball game took place. Also a push ball contest. Monrovia Community Orchestra held a special concert in the Park. Dances were held at Maxwell, Nash and Overland garages on Myrtle Ave. The Street dance abandoned after a big discussion.

Barney Oldsfield was in Monrovia this day.

The Queen proclaimed "Everyone be happy and make everyone else happy. Woe unto the grave or mirthless if you are found within the domain this day."

1925

In 1925, the President of Monrovia Day Association was Albert Seymour. Parade Chairman was Henry Gierlich and a committee appointed by Kiwanis Club. They chose a semi-floral parade.

Monrovia was to be a wild day of old Mexico--all floats were to portray a Spanish display in honor of California Festival Year. Queen not selected this year, King Alphonso and Queen Isabella to rule Monrovia Day. Margerat McDowell and David Lingo selected. Every entry was of Spanish design and all occupants in Spanish costume.

Rotarians went to Los Angeles in full Spanish costume. Newspapers from all over country picked up the picture. Morning parade by Elks was 300 strong all in Spanish outfits.

A Spanish show, La Colondrina, was performed by members of the Jr. Women's Auxiliary. Relay races and ball game were held in the afternoon. Main feature was a bull fight, bull brought in from Mexico.

In the evening there the main parade was held. It was illuminated float parade. Tissue paper was used to decorate the floats. Other cities had more floats than Monrovia.

Kiwanis Club put on a huge midway carnival at White Oak and Myrtle. A dance was held at Zerall garage on Lemon Ave. Flags and bunting all over town. Beautification effort was made around the Pacific Electric depot. Parade was May 16.

1926

Celebration was changed again in 1926. Monrovia Day was to be for children. Harve Wilson was general chairman. 4000 children were in the parade. Spanish attire was featured. Had some floats and novelty entries. O.R. Good from Elks was Grand Marshal. Children in parade represented story book themes such as Mother Goose, Spirit of Spring, and brilliant attire of Dons from Catholic school.

At noon, there was a band concert and vaudeville show. In the afternoon, Penathon games held, 14 schools entered.

First mention was made of a pioneer reunion. Met at Library Park with an hour set aside to meet old acquaintances and be entertained with music and outdoor vaudeville. William Monroe was in the Parade.

In the evening, there was a fireworks display and a Grand Ball at Hupmobile garage on E. Lemon Ave.

1927

1927 Headlines--interest in Monrovia Day fails. A Trade at Home Exposition was held. American Legion active in this.

1928

1928--only small article in newspaper denoted May 17th, all merchants have their flags up for the occasion. Mr. Monroe congratulated Mayor Little on the City's 42nd birthday.

1929

And in 1929, another small news item--From the first anniversary until the 40th a celebration was held. When a municipality grows out of town dimensions and approaches a city in size it becomes more and more difficult to hold a satisfying celebration and one has been held for three years.

1930

With the dicontinuance of regular celebrations of times past, the decision was made to hold a community breakfast on May 17th, 1930, to honor the founding day. This breakfast was held on the grounds of the Masonic Temple, 1000 people attended. Entertainment was featured during the breakfast, which went from 6 a.m. til 9 a.m.

The fire whistle blew, and Daddy Monroe officially opened the observance. A large picture display with prizes for best pictures of past Monrovia took place at Security National Bank. 11,000 population of Monrovia at this time.

1931

By 1931, a big Play-A-Day celebration was planned. Walter Keefe, headed the committee. A pleas to "go gypsy" was met with overwhelming response. 1500 people attended breakfast at the Masonic grounds, The entertainment was broadcast by public address downtown as well.

A morning gypsy parade, five blocks long, was held. Led by Grand Marshal, Henry Waterman on Jadaan, a white Arabian from the Kellogg ranch, the procession made up of military band, gypsy wagons, 60 flower girls, the gypsy Queen, Mrs. Ranny Draper, and trick riders wound through the business district.

An Old Timer's Reunion Luncheon was held for the first time, Chairman was Myron Burr. 275 people attended. The persons who attended were residents and visitors who had lived in Monrovia prior to 1900.

The gypsy play "Los Gitanos" by noted playwright John McGroarty was performed in afternoon. Picnic in Canyon Park, as well as sports also took place.

1932

1932, newspaper item; Monrovia Day this year, by reason of economy was not celebrated officially, but was observed by the Woman's Club, Thursday, with the "Old Timer" luncheon. Daddy Monroe was principle guest.

1933

A grand Pioneer Parade took place in 1933. Full observance with the spirit of the day being to wear antique clothes and costumes of the Gay Nineties when Monrovia first became a city. The Parade was seven divisions long with everyone participating. Old wagons, old autos, bicycles, etc. Many other cities came to help celebrate. Parade traveled north from Walnut to Foothill.

Parade Chairman, Grand Marshal was J.R. Harris, two young ladies rode beside him, Gladys Brown and Eleanor Williamson. Honorary Grand Marshal was Daddy Monroe. The community breakfast was again held at the Masonic Lodge and a horse show was featured in the afternoon at the Ivy Ave. school. Bicycle races and a ball game were also held. Costume ball was at Elks Club in the evening.

1934

An even more ambitious Pioneer Parade was held in 1934. This parade was acclaimed by all as Monrovia's greatest achievement in civic celebrations. Featured by the appearance of hundred of school children dressed in pioneer and Indian costumes, local residents dressed in their grandparents clothes, the parade was truly pioneer. Five divisions of mounted cowboys, Spanish caballeros, covered wagons, and stage coaches passed in review.

Led off by the Tournament of Roses Band, Daddy Monroe was at the head of parade. The Woman's Club had the largest entry in the parade (six entries). General chairman of the Monrovia Day committee was John Sturgeon. Parade Chairman, John R. Harris.

1400 people attended the community breakfast, all dressed in ludicrous costumes—an ancient hat or bustled gown, well preserved, old frocks and coats. Entertainment was grand.

The Old Timer Luncheon again held, Charles Davis as chairman. Myron Burr served as M.C. Horse Show in afternoon, more than 200 horses took part. Merle Little was chairman.

1935

In 1935, a Monrovia Day Pioneer Parade was again held under the direction of the Jr. Chamber of Commerce, J.R. Harris as chairman. Parade began to be more organized this year. Early entries urged.

A very successful pre-Monrovia Day booster dinner, promoted the day. This Monrovia Day Committee was headed by William Eilery. J.O. Peterson was Grand Marshal. Again over 150 horses in parade, Horse Show in afternoon.

The community breakfast held again, also the Old Timers Luncheon. A convention of 4-H Clubs was held this same weekend. A special attraction of 200 Japanese girls in a colorful dance took place on Myrtle Ave. at seven in the evening.

1926

In 1936, headlines of the day--Thousands attend 50th Anniversary Golden Jubilee Celebration. Events began at 5:30 in the morning. Breaking all records for attendance, the community breakfast at the Masonic Temple served 1819 people. There were three hours of entertainment.

Taylor Renaker served as Monrovia Day committee chairman and William Anderson was parade chairman. After more than three months of intense preparation, the Pioneer Parade more than a mile long, with over 65 entries drew applause all along there route. The Golden Jubilee Parade left nothing to be desired. Pasadena Bulldog Band led the parade, Los Angeles County Sheriff's Posse with Eugene Biscailuz next in line. Many prizes were offered by merchants and citizens in the community to award parade entries. The Standard Oil public address system broadcast the parade along Myrtle Ave.

Beautification efforts had filled the city with Calandulas for the holiday.

The Old Timer's Luncheon at the Woman's Club had 350 in attendance. Myron Burr was master of ceremonies. A perpetual Sweepstakes Cup went to Mrs. E.B. Norman who came to the community in 1874.

In the afternoon there was a horseshoe tournament at Library Park, a rodeo at Recreation Park, a ball game at Ivy Ave. school, a band concert at Library Park.

A dedication of a William N. Monroe Memorial Stone took place at Library Park following the concert. Walter Dunn and Fred Redner were in charge. Mr. Monroe passed away in December of 1935.

1937

Chairman of Monrovia Day committee in 1937 was Charles Dandridge. Modernity and looking forward marked the celebration. Instead of the usual pioneer parade, a new type of Monrovia Day parade honoring not the old time spirit, but giving away to a new generation, the youngsters.

Parade had a theme, "Maytime in Flowers" and a Queen, Cleo Vogel. There had not been a Queen since 1924. She had nine attendants. The parade under the chairmanship of Ranny Draper was all miniature floats, 9 feet by 4 feet and decorated with flowers and greenery. All float riders were children. 25 floats entered, parade was an hour long. Children on ponies led the parade, Monrovia High School Band in new green and white uniforms, next in line. Parade lineup was on Acacia, traveled on Foothill to Myrtle, down to Olive back up Primrose, floats were on display at Library Park after.

All persons who came to celebrate the 51st birthday were asked to dress in modern, colorful clothes. Stores were asked to decorate in this manner.

Community breakfast took place at the Masonic, 1500 served. Ribbons of different colors were given to guest to designate years lived in Monrovia or if a visitor.

Sports events all afternoon. A ball game was played between Rotary and Kiwanis which showed the finest example of how not to play the game. Girls' baseball in evening. Also two dances, one at Elks and one at Woman's Club for young people.

Old Timers Luncheon, under chairmanship of Taylor Renaker, was held at the Woman's Club. Myron Burr was master of ceremonies. 250 attended. Birthday cake from Van de Kamps was served to everyone.

Wreath laid at Monroe Monument in Library Park.

1938

Around the Clock on Monrovia Day Saturday May 14, 1938 program of the day. Frederick Schwartz, general chairman. But there was something missing. No parade.

The community breakfast was held at the Masonic Temple, J.M. Bashor, chairman of breakfast, L.O. Burkholder, master of ceremonies. A ball game in the morning. 1300 people served. Dress up in Cotton theme of the day. Breakfast tickets cost 40¢ each. At noon the Old Timers Luncheon was held at Woman's Clubhouse. Myron Burr was chairman, Walter Dunn, master of ceremonies. Two hundred old time residents and visitors attended, all seated by the different color of ribbons telling how long they were a Monrovia resident.

Sports and band concerts made up the remainder of the events for the day. A dance at the Elks club and at the Woman's Club were held.

As George Carlson, Chamber of Commerce President reports; "unfortunately, no parade was held this year. And I strongly recommend that if a celebration is held next year a parade be one of the main features".

1939

In 1939, Ted Levinson served as Monrovia Day Chairman. He made a point of asking business people, did they want a little birthday party or a "big show"? The decision was to be more ambitious in scope than ever before, feature horses and more horses and lots of music. Parade was western in style, with posters by noted John Dempsey (western painter). The parade was definitely out of the amateur class and heading in the right direction. The parade received enthusiastic support and financial underwriting from the city, chamber and businesses. Under the chairmanship of Bruce Greer and with the theme "Maytime is Playtime in Monrovia", the parade had five divisions. Nine bands including the USC Trojan and 300 horses, the line of march was two miles long. Parade marched north this year. Wallace Beery was Grand Marshal.

The community breakfast was held, Walter Marto chaired, 2000 people attended.

John Sturgeon chaired the Old Timers Luncheon, which was at the Woman's Club.

Big afternoon feature was a two hour horse show at the high school, free barbecue for all who had tickets to horse show. Dance at Elks. Mayor Richant declared a city holiday. Cleanup committee planted Petunias, chosen flower for Monrovia Day.

1940

In 1940, plans were to have Monrovia Day observance more limited than last year. But it was still large. Veteran organizations started off the parade with massed colors, there were marching bodies of fraternal organizations, bodies of school children, 250 horsemen, clubs, teams and bands. Parade had a Queen, Barbara

Sanborn and her Court. Grand Marshal was Bill Boyd (Hopalong Cassidy). There was theme, "Streamlined West".

Community breakfast served 2000, Old Timers Luncheon was chaired by Dr. W.G. Banks. Walter Dunn was master of ceremonies. Mrs. Myron Burr was given the perpetual trophy.

Afternoon horse show as by now an established institution with Louis Menge and Robert Smith in charge.

After the parade, a Duck Derby was held on Myrtle Ave. There were ten entries. Ducks were furnished by Sportsman's Tavern.

1941

By 1941, the Chamber of Commerce, who had headed the organizing of the Monrovia Day celebration for many years, suggested the formation of a Monrovia Day Association. Because of the magnitude to which the celebrations have grown, an organization to perpetuate the city annual celebration from year to year should be incorporated; this organization will be divorced from other organizations. The State of California incorporated the Monrovia Day Association April 11, 1941. Louis S. Menge, President, Stanley C. McClintic, Secretary. Fifteen members on committee. The 1941 parade with the theme "The First Hundred years" honored the Andreas Duarte original Land Grant of May 10, 1841.

Parade was held in afternoon, and traveled north. There was a Queen, Janet Lambert, selected by school faculty committee. Grand Marshal was Bill Elliott from Columbia Pictures. There were 28 floats in the parade. Day & Night won first prize. Queen and Court rode on Chamber float. Parade had 300 horses. Fred Wilkinson, Harlan Banks, Rony Ford did the parade. The community breakfast took place at the Masonic Temple. Horse show as held at 10 in the morning. Stuart Hamblen entertained.

Old Timers Luncheon was not held, an old timers picnic with Duarte was held at Recreation Park instead.

Dances were held at the Woman's Club, Elks Club and at high school.

1942-1946

From 1942 through 1945, Monrovia Day was not observed officially. Note in the newspaper--"In case war events erases the fact from your mind, today is Monrovia Day." In 1946, the Monrovia Lions Club held a two day Jamboree for the benefit of its welfare, this was the sole observance of Monrovia's 60th birthday.

1947

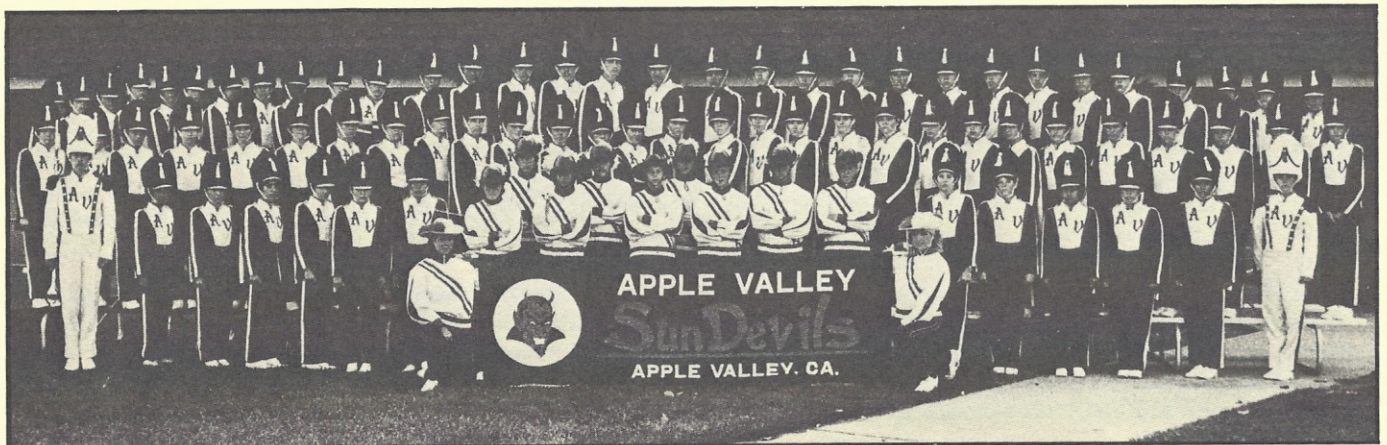
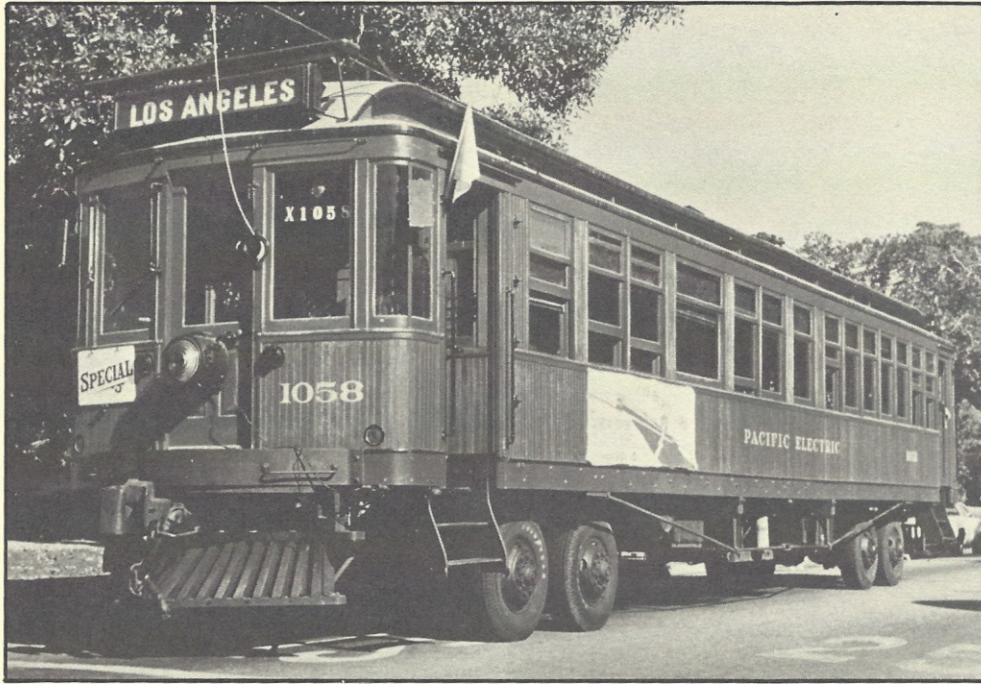
By 1947, at the request of Chamber of Commerce, Monrovia Day was revived. Headlines proclaimed Monrovia Day to be colorful, tuneful and exciting. Banners were hung across Myrtle 10 days before. Louis Menge still headed Monrovia Day Association. Fred Wilkinson, Phil Douglas.

The community breakfast was held at the Masonic Temple. George Carlson was chairman. Three hour entertainment included Stuart Hamblen and MAD High School Chet Ullom singers. Queen Patty Saylor and her Court were picked by school wide contest the week before the parade. Parade was led by the high school majorettes. Many horses and bands in Parade. Free lunch given to all bands at high school.

The Old Timers Luncheon was again held. Also, an afternoon horse show, which had a record turnout. Hal Lindsay in charge.

There was a Monrovia Day Grand Prize, an 1947 automobile.

parade history continues on page 22.....



GRAND MARSHALS



GRAND MARSHAL... Nobu McCarthy

Stage and screen actress Nobu McCarthy was born in Ottawa, Canada, where her father was serving in the Japanese Diplomatic Corps. Returning to Japan as a child, she grew up studying ballet and became one of Japan's top fashion models at the age of 16. Returning to the United States to become an actress, she co-starred with Jerry Lewis in "Geisha Boy." Currently starring in the soon to be released "Karate Kid II" with Pat Morita... also a soon to be released TV. Movie-of-the-Week, a three hour episode of T.J. Hooker.



YOUTH GRAND MARSHAL... Mickey Mouse and Barbara Warren, 1986 Disneyland Ambassador to the World

Mickey Mouse and Disneyland Ambassador Barbara Warren will be riding in Walt Disney's own car, which has been reserved for Mickey's personal appearances.

HONORARY GRAND MARSHALS



Macdonald Carey



Patsy Pease

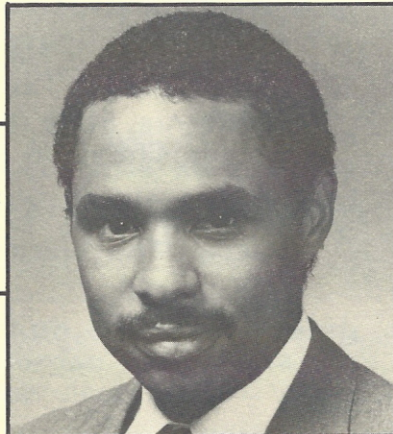


Christopher Nance



Kirstie Wilde

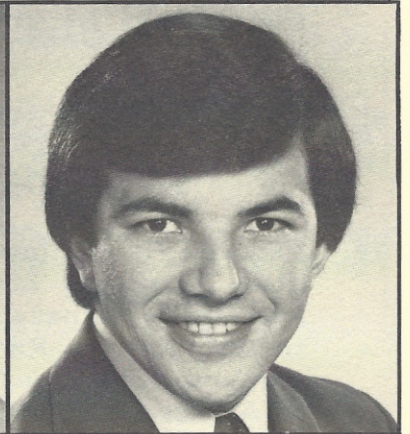
A photograph of Michael Weiss did not arrive by press time.



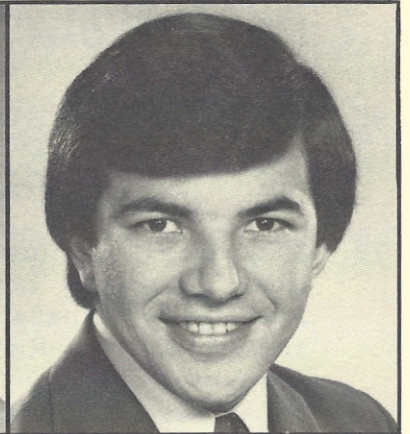
Michael Weiss



Larry Carroll



Dallas Raines



Maclovio Perez

1986 PARADE LINE-UP

1. PACE CAR
2. SPECIALTY - Herald Trumpets, Kenny Wilson, Amy Bourgeois, Ron Towles.
3. BANNER - "Welcome to Monrovia Day Parade" Carried by Scouts, Laura Pollack and Sheila Nand.
4. EQUESTRIAN - COLOR GUARD - Norco Mounted Police Women's Auxiliary. Jean Hoffman, Kim Keller, Jan Bost, Heddy McHarg riders. Carrying the American, State of California, City of Norco, and their organization flags.
5. EQUESTRIAN - Horse with Surrey, Mayor Paul Stuart and wife, Betty.
6. FLOAT - "On Track for the Next Hundred Years". Monrovia City Council, Bob Bartlett, Mayor Pro-Tem, Bill Card, John Nobrega, and Mary Wilcox. Presented by City of Monrovia. Green Floats, builder.
7. ANTIQUE Vehicle - Monrovia City Hall dignitaries and members of the Monrovia High School ASB cabinet are riding in this 1917 General English Bus. This is one of the oldest buses in America and has solid rubber tires.
8. BAND - Host Band, Monrovia High School - 70 marching members in this prestigious sweepstakes winner. Drum Major: Lori Thompson - Director: John DiFlauro.
9. HORSE DRAWN CARRIAGE - Advisory Council
- 9A. FLOAT - Replica of Public Transportation in 1887 Monrovia. Monrovia Centennial Committee passengers. Presented by the Monrovia Centennial Committee. Built by the Exchange Club of Monrovia.
- 9B. ANTIQUE CAR - 1913 Model T Touring Car. Monrovia salutes Centenarian's Carrie Sutherland and Gertrude Whitlock.
10. NOVELTY - vintage wagon pulled by 6 black Percheron horses featuring chrome and brass harness fittings. The Reece family, Kathie, Randy and children are enjoying their outing. Presented by RTA Telecommunications.
11. SPECIALTY - Immaculate Conception Drill Team. First place winner in the El Monte Christmas Parade, third place in the Temple city Camellia parade. Drum Corps consists of 15 talented boys.
12. NOVELTY - Wells Fargo Stage Coach. Sandy Young, President of the Monrovia Chamber of Commerce, is riding with her husband Bob and their children, Marcus and Katrina.
13. ANTIQUE CAR - 1910 Red Overland. This beautiful car is entered by the Holiday Inn which will be opening in Monrovia in June of this year.
14. BANNER, "M.D.A. QUEEN & COURT" - Carried by Scouts, Candi Rebel and Terolyn McClain.
15. FLOAT - "A Breath of Spring". Monrovia Day Court; Queen, Cheri Doolittle; Princesses, Julie Cross, Jennifer Gwynn, Terrina Perrin, and Christina Sumrall. Presented by the Monrovia Day Association, Green Floats builder.
16. BAND - City of Los Angeles Highlander Pipe Band, Jim Coyne Drum Mayor. This sought-after pipe band has appeared in the Hollywood, Beverly Hills, and Monterey Park parades, among others. They are making their first appearance in Monrovia.
17. ANTIQUE CAR - 1911 Stevens Duryea. Monrovia Board of Education President Sally Koch and members Marty Faith, Christine Goudy, Robert Graziani, and Fred Purdy.
18. ANTIQUE CAR - 1930 Model A Roadster. Superintendent of Monrovia Schools Don Montgomery and wife Joanne.
19. EQUESTRIAN - Mike Perez wearing a brilliant Spanish costume. Mike is a California State Horsemen's Association Parade Champion for 1983 & 1984.
20. SPECIALTY - VFW Post 2070 led by Ed Hart. The black flag is the MIA/POW flag.

21. SPECIALTY - Monrovia Youth Baseball League. Celebrating it's 30th year, this marching unit consists of youngsters between the ages of 8 to 12 years of age.
22. EQUESTRIAN - Cheryl Richards, riding sidesaddle and wearing a beautiful costume depicting the romance of the 1800's. Her horse is an Arabian Gelding.
23. ANTIQUE TRUCK - 1924 Dodge truck. Entered by the Automobile Club of Southern California. William Abell of Monrovia is the driver.
24. ANTIQUE CAR - 1912 Touring car. HONORARY GRAND MARSHAL - KIRSTIE WILDE, Emmy Award winner and anchorwoman for Channel 4 News 4 LA.
- 24A. EQUESTRIAN TRAILS - Queen Julie Alvarez and Court and Jr. Miss Laura Schall and Court.
25. FLOAT - "A Centennial Salute". Presented by Bob's Big Boy Restaurant. Green Floats, builder.
26. SPECIALTY - Monrovia Yacht Club with members aboard.
27. BAND - Schurr High School marching with over 200 members from City of Montebello. Drum Major: David Muro. Director: Leonard Narumi.
28. ANTIQUE TRUCK (Paddy Wagon) - 1913 Ford. Monrovia Police Chief Bill Tubbs and Keystone Kops try to apprehend a 'bad guy'.
29. FLOAT - "MEMORIES AND HOPES". Presented by Knights of Columbus who have been active in our community for 78 years. Joining with this entry is Troop #147.
30. EQUESTRIAN - Kay Hushman, riding in an authentic Indian costume on her 1/2 Arabian and Pinto, Susie. Kay and Susie are the 1985 Pinto International Costume Champion.
- 30A. EQUESTRIAN - Ann Erickson riding Winchester, a Morgan Appaloosa in southwestern Indian dress.
31. ANTIQUE CAR - YOUTH GRAND MARSHALS - MICKEY MOUSE and his companion, 1986 Disneyland Ambassador to the World, BARBARA WARREN. They are riding in Walt Disney's famous 1920 automobile.
32. ANTIQUE TRUCK - 1927 Delivery Truck. Entered by the Sparkletts Drinking Water Corp. This unique entry took many years to restore to its original condition.
33. NOVELTY - Antique Pacific Electric Red Car. Exact original of a Pacific Electric Red Car as it ran through Monrovia from 1903 to 1951. Presented by the Monrovia Historical Society, 64 selected individuals ride as passengers.
34. EQUESTRIAN - Kerry Johnson wearing a yellow rhinestone outfit is riding her champion white Arabian. Kerry was the 1985 California State Champion for Finest Western Lady.
35. CLASSIC CAR - 1957 T-Bird. HONORARY GRAND MARSHAL - LARRY CARROLL, is an anchorman for Channel 7 Eyewitness News.
36. NOVELTY - Miniature Ford Paramedic. Customized and driven by Richard Stanbrook.
37. BAND - Santa Fe Middle School Band & Drill Team from Monrovia. 50 Members, Drum Major: Colleen White - Director: John DiFlauro.
38. NOVELTY - 1913 Fire Engine, from the City of Burbank with Monrovia Fire Chief Mark Foote on board.
39. SPECIALTY - Three beautiful antique bicycles from the famous collection of Bob Trepener of Alhambra.
40. ANTIQUE CAR - 1911 Overland - GRAND MARSHALL - NOBU McCARTHY. Actress and resident of Monrovia, Nobu has appeared in over 100 films and on the legitimate stage. Her forthcoming picture is Karate Kid II. We are proud to honor Nobu as our Grand Marshal.

41. SPECIALTY - Scottie Twirlers - From Glendora Parks and Recreation Dept. Thirty-five Twirlers ranging in age from 8 to 16 years. Solo Twirlers, Beverly Bissell. Piper, Shannon Hollester.
42. NOVELTY - The magnificent Smiser Mule Team of Smiser Freight Lines. A balloon release of over 800 balloons assembled by the UPS parents and young adults of Monrovia High School. This is the second time these beautiful mules have appeared in our parade.
43. SPECIALTY - Color Guard from Edwards Air Force Base.
44. VEHICLE - 1944 Military Willis Jeep. From the Military Vehicle Collectors Club. Walt Pytel, decorated hero from World War II. Fought in all areas of the Pacific Theater. Monrovia resident since 1935.
45. VEHICLE - 1952 Military Jeep with replica machine gun. From Military Vehicle Collectors club. Lewis Van Iersel, World War I hero, fought under the command of General Pershing and received the Congressional Medal of Honor. He has received 16 military decorations for bravery. How honored we are to have Lewis in saluting Armed Forces Day today.
46. VEHICLE - M-37 truck. From Military Vehicle Collectors Club. This organization was formed in 1975 and has 1000 members. Southern California Chapter has 200 members. Mr. Paul Dozois has served as our liaison.
47. BAND - United States Marine Corps Drum and Bugle Corps from the Marine Corps Air-Ground Combat Center at Twenty-Nine Palms. This distinguished group marches 43 strong under the direction of Drum Major, Staff Sergeant Michael Gardner and Base Director Jack W. Willis, Jr.
48. EQUESTRIAN - Linda Baum. Linda is wearing a costume of 500 pieces of hand engraved silver which includes buffalo and Indian head nickles. She is riding Royal Warrior and leading two full-grown Indian ponies who carry the American Flag. She wishes everyone a happy Armed Forces Day.
49. FLOAT - "Happy Anniversary Monrovia". Presented by Sierra Autocars and Bank of Monrovia, Green Floats, builder.
50. NOVELTY - San Gabriel Valley Shrine Club presents 11 miniature cars, driven by distinguished member of this club.
51. ANTIQUE CARS - Members of Mystic Shrine of Al Malaikah Shrine Temple in Los Angeles will be riding in 4 Model A Fords provided by Southern California Model A Cars Club.
52. ANTIQUE TRUCK - 1940 Edison Crew Truck, making its first appearance in this parade. Riders include Jennetta Harris, Manager of the Monrovia Office, Tamara Beck, Customer Service Specialist, and Bill DelFranco, Lineman. Edison is also celebrating its centennial. Presented by Southern California Edison Company.
53. VEHICLE - 1965 Silver cloud Rolls Royce. Sofia Adamson, riding with her husband, toast Monrovia on her Centennial. Sofia representing the Pasadena Centennial Committee.
54. EQUESTRIAN - Bob Low riding his beautiful Paint stallion, Double Diamond Junior.
55. ANTIQUE TRUCK - 1925 Ford Truck from Arcadia Nissan. Many of the carriages and wagons in this parade are from Bob Low's Beautiful collection. Wayne Wright, Service Manager at Nissan is driving.
56. BAND - El Toro High School. 150 strong, 1985 sweepstakes winner in West Virginia. Marched in Rose Papare in 1985 and 1986, Rams half-time performer, and will march in the Oregon Rose Parade on June 7th. Director: Patricia Rainer - Drum Major: Tim Close.
57. ANTIQUE CAR - 1909 Sears. HONORARY GRAND MARSHAL - MACLOVIO PEREZ Channel 2, News Weatherman. Maclovio also hosts the Station's weekly children's game series, KID QUIZ.

- 57A. NOVELTY - Miniature Train, Replica of the San Gabriel. Presented by Von's and their president, Bill Davila.
58. ANTIQUE CAR - 1930 Ford Pickup Truck. This entry features the Square Dancers of America, Joe Sofra, President.
59. NOVELTY - John Deere Carriage. Monrovia High School Alumni Club dressed up for a Sunday outing. Jo Ochoa, President, Lillias Coombs, David Beal.
60. ANTIQUE CAR - 1909 Maxwell. HONORARY GRAND MARSHAL - CHRISTOPHER NANCE, well known Weatherman from Channel 4, News 4 L.A.
61. SPECIALTY - La Verne Spinners. Baton Twirlers from La Verne Parks and Recreation. Director, Jo Ann Luzio.
62. EQUESTRIAN - Sandra Blackmore and Candie Grieco ride a matched pair of Morgans, Valiant Jupiter (A Grand Champion stallion) and Danny Boy, who has appeared in many movies.
63. ANTIQUE CAR - 1912 White. Golden Age Club is represented by Charles Skinner, Carrie Driscoll, Isabel Fry, Kathleen Brown and Marguerite Schrider. These wonderful people are all in their nineties.
64. ANTIQUE CAR - 1929 Model A Ford Town Sedan. Riding is George Andersen, Chairperson of the Community Services Commission of Monrovia.
65. SPECIALTY - Color Guard from the Pomona Elks Club. John Porto, Gunnery Sgt. USMC, Nick Ranals, U.S. Army, Loreen Ranals, U.S. Army, Jack Wands, U.S. Air Force.
66. BANNER
67. FLOAT - "STATUE OF LIBERTY CELEBRATES HER 100th BIRTHDAY". The Monrovia Elks Club presents this beautiful float. Riding in this entry is Past Exalted Ruler Vern Hayes along with members of the Elks and Emblem Clubs. American Decorating of Azusa, builder.
68. BAND - Clifton Middle School Band and Drill Team. This fine band marches 110. Director: Brian Newkirk - Drum Major: Jeremy Faith.
69. ANTIQUE CARS - 1985 Royal Court. Past Queen, Jennifer McClean rides in a 1930 Ford Coupe and is joined by Princesses, Mychelle Burgess, Jill Champlin, Susan Conlon, and Cheri Hearn who are riding in a 1915 Studebaker Touring Car.
70. EQUESTRIAN - Bill Naylor representing the City of Montebello. He rides as a working western cowboy and has been parading for over 20 years.
71. SPECIALTY - J. C. drill team from the Celeste Scott Christian School. This is their fourth trip and these high stepping young ladies are second to none when it comes to tricky drill techniques. They are first class!
72. NOVELTY - Chuck Wagon drawn by a team of mini-mules.
73. ANTIQUE CAR - 1930 FORD COUPE. Passenger, Lee Ann Mikity, Centennial Theme winner with "Looking Back - Moving Forward".
74. BAND - Apple Valley High School Marching Band. 160 Members. Drum Major: Ken Humpleby - director: Robert Nygaard. We welcome this prestigious sweepstakes band.
75. ANTIQUE CAR - 1939 Packard Coupe. HONORARY GRAND MARSHALS - MACDONALD CAREY AND PATSY PEASE are passengers. They can be seen on the popular daytime serial "Days of Our Lives."
76. ANTIQUE CAR - 1912 Buick Touring Car. John Bright, Immediate Past President of the Chamber of Commerce and President-Elect Jennie Garrett. Both of these outstanding citizens have given countless hours of dedicated work to the community.
77. EQUESTRIAN - Johnette Aguilar, a resident of Monrovia, and Champion of the Novelty Class of the National Association of Paraders.

78. EQUESTRIAN - Connie Scherer, rides a Tennessee Walker parade horse, Little Bit. They are 1985 Champions of National Association of Paraders.
79. ANTIQUE CAR - "Oh, Those 30's Gangsters" with Tom Turner and Pat Hemingway as Bonnie and Clyde, demonstrate in this vivid rendition. Presented by Gem City Kiwanis of Monrovia.
80. ANTIQUE CAR - 1909 Hupmobile. Ms. Monrovia, Jan Marugg. Jan has been a constant inspiration to residents and business leaders of this community. She is without question the City's #1 cheerleader!
81. ANTIQUE CAR - 1928 Ford Roadster. HONORARY GRAND MARSHAL - DALLAS RAINES, Channel 7 News Weatherman.
82. COLOR GUARD - Exchange Club of Monrovia Fire Explorer Scouts, Post 112. Andy Silvas, Darryl Deckard, Mark Collet, and David Rannis. Adult adviser, Frank Deckard Jr.
83. SPECIALTY - Monrovia/Duarte Girl Scouts of America. This specialty group features Brownies, Juniors, Cadettes, and Senior Scouts.
84. FLOAT - "MEET OUR CHILDREN - SEE YOUR FUTURE" A & A Building Materials presenter. A selected group of scouts are riding on this beautiful float. Green Floats, builder. Walking on either side of this entry is Jeffrey Elgin and Stephen Bingham from Scout Troop #140.
85. NOVELTY - "Looking Back - Moving Forward". Designed and presented by the "Gad-A-Bouts" Senior Citizen Club. This active club has participated in this parade for many years.
86. ANTIQUE CAR - Model T Ford, Ronald McDonald. Presented by McDonalds. Ronald wishes Monrovia continued prosperity during her second hundred years.
87. ANTIQUE AUTOS - Monrovia/Duarte PTA Council. Each auto duplicates the year that the PTA was established in each individual school. Participants are the presidents of each PTA.
88. EQUESTRIAN - Sun Mountain Riders. This elegant group of nine riders is highlighted by style of dress for horse and rider and presents several well-known breeds. Riders include: Anita Carpenter, Linda Bellows, Bob Morris, Jean Smith, Valrie Burt, Pete Macious, Susan Zeitz, Heather Hogue, and Rance Allyn.
89. ANTIQUE CAR - 1911 Model T Ford Driver is Russ Furstnow, passengers are Dick & Mary Smith. The Second car is 1934 Mercedes Benz replica. The passengers are Ken & Marion Hackman. These beautiful vehicles are presented by the Downtown Kiwanis Club of Monrovia.
90. ANTIQUE CAR - 1913 Green Chalmers Stephen & Patti Cooper, Robert & Linda Renaud from Huntington Oaks Shopping Center. Patti is property manager of the shopping center.
91. ANTIQUE CAR - 1929 Model A Roadster Riding is Glenn Owens, Monrovia Planning Commission Chairperson.
92. ANTIQUE CAR - 1928 Ford Sports Coupe Dick Mountjoy, Assemblyman and resident of Monrovia. With Dick is his wife Earlene.
93. BANNER - Pasadena Motorcycle Club.
94. FLOAT - Three Elephants driven by the Pasadena Motorcycle Club. These elephants appeared in the Rose Parade Atlanta parade, and are now making their appearance in the Monrovia Day Parade.
95. BAND - Northview Junior High School Marching Band. 40 members. Drum Major: Roxanne Chavis - Director Pete Boule. This is the fourth appearance of this band from our neighboring City of Duarte.
96. SPECIALTY - Monrovia/Duarte Campfire carrying a Maypole, the Indian symbols represent fun, friendship, and adventure. Helen Cloer, leader.

97. ANTIQUE CAR - 1931 Ford Victoria. Monrovia Day Association President, Carole Trump. Carole has had a guiding hand in bringing together this beautiful celebration. Riding with Carole, is her husband, Jerry.
98. ANTIQUE CAR - 1931 Ford.
99. EQUESTRIAN - The 10th Cavalry "Buffalo Soldiers". This group of 25 has appeared in movies, television and parades. The original 10th Cavalry was formed in 1866. The present group was formed in 1965. They still hold true to the values of the first 10th Cavalry.
100. ANTIQUE CAR - 1925 Black Model T Ford Roadster. HONORARY GRAND MARSHAL - MICHAEL WEIS, is passenger. Michael currently appears in "Days of Our Lives".
101. SPECIALTY - First Lutheran Church. This Monrovia church was founded 60 years ago. Representatives carry twelve different banners symbolizing strength & unity.
102. FLOAT - "END OF THE RAINBOW". Centennial Beautification Committee, Presenter. Green Floats, builder.
103. CLASSIC CAR - Ford Victoria. Monrovia Library Board Chairperson, Sandra Reader with her husband.
104. ANTIQUE CAR -
105. BAND - Foothill Junior High School Band from Arcadia, 25 members. Director: Tom Barnes - Drum Major: Trevor Hammonds.
106. SPECIALTY - This entry features the Citrus College Dance Club. The 12 students are wearing costumes from their upcoming performance, "1986 Dance Concert" at Citrus College. This is the first time that this group has participated in our parade. Jazz Director, Bruce Keller.
107. ANTIQUE CAR - Model T Ford. Riding in the car are Greg and Jan Zook with their son Matt, and Rick and Maria Zook, all dressed in appropriate attire for a Sunday afternoon drive. Owner/driver is Jack Morgan. Presented by Zook Mortuary.
108. SPECIALTY - Emergency Rescue Service. Scott Armstrong, Chip Dingman, Lynne Carter, Rick Marshall, Donna Urquidi, Robert Peeples.
109. ANTIQUE VEHICLE - 1908 Buick. Wanda Tucker, Editor and Associate Publisher of the Monrovia News-Post, is riding in today's parade as her finale to her newspaper career. Riding with Wanda is Shelley Mangold, Mary Nurse, and Marilee Reyes.
110. SPECIALTY - Golden Twirlers from Azusa. Leader, Thersea Bubburt and Shani Weinreb.
111. ANTIQUE VEHICLE - 1931 Model A Ford Coupe. Carl & Bette Hallgren and John & Becky Cullen wish Monrovia a Happy Birthday.
112. BAND - Duarte High School Falcon Band from Duarte. 38 members. Drum Major: Ray Manalang - Director: Kenneth Lee.
113. ANTIQUE VEHICLE - 1931 Chevy Roadster. Totally restored with original 6 cycle engine. Dan Gardner is driver/owner.
114. SPECIALTY - Antique Bicycle, Mike Loveride. Courtesy of "Everything Bicycles." With Mike, are participants representing the MONROVIA CENTENNIAL 1886 COUNTRY FAIR which will be held in September at Recreation Park. See everyone there!
115. NOVELTY - Jail House. Monrovia Jaycees.

Banners for Float or Novelty/Float winners will be carried by Scouts Chantel Stinnett, Julie Conolly, Christi Griffin and Yosha Charles.

100 Years of Celebration continues

1948

Headlines for the 1948 parade--Gala observance, 50,000 view mile and a half march, steady waves of applause rising to thunderous crescendo progress pageant. Mayor proclaimed Monrovia Day. George Carlson served as president of Association. Parade had a theme of centennial days in honor of L.A. County Centennial. Western wear, covered wagons, pioneer scenes asked for all Monrovia.

Queen Sonya Hedeem and Princesses selected at high school. Parade chairmen were Hal Lindsay and Fred Wilkinson. Grand Marshal was Francis McCann. Parade had 700 horses, 11 bands, several dozen floats. Dutch Boy Dairy was the grand winner.

The annual breakfast held, entertainment provided. Cost 50¢. Old Timers Luncheon, Judge John Sturgeon, Chairman. Cost \$1.25. Mr. and Mrs. George Monroe (son of founder) attended.

Also a southern barbeque at Recreation Park served all day by AME Church.

Evening dance at the Woman's Club, Clifton school, Huntington school, and a new feature, Kiwanis staged a square dance at Cliff Nutt sales lot on West Foothill.

1948 was the last year for the horse show at the high school. There were 150 entries, too hard on school grounds.

1949

In 1949, 55,000 people came to Monrovia in celebration of Monrovia's 63rd Birthday. Population of city, 20,000. Parade had 130 entries. Phil Douglas was president of Monrovia Day Association. Fred Wilkinson and Guy Shaw were co-chairmen of parade. Queen was Betty Bailey. Girls were selected by superintendent of high school. They rode on Chamber float "Gold Mining Days in California." Dutch Boy Dairy won sweepstakes. Hundreds of horses in parade including Major, finest trick horse in California. Firemen had fun on five seated cycle. Grand Marshal was George Monroe.

People in Monrovia had to wear western clothes during week of parade, they would be fined if not and had to buy books of tickets to events. Parade was widely publicized in other cities by girls riding in Model T Ford. An automobile was given as prize, money went to MAD swimming pool contest.

Judge John Sturgeon chaired the Old Timers Luncheon. Jr. Chamber had a barbeque at Library Park. There was a Pet Show for children at Library Park, also a Children's Riding Club Horse Show was held. Four dances held in evening.

1950

In 1950, the parade took place at 2:10 in the afternoon, 65,000 came to see it. Streets of Monrovia were decorated with both Monrovia Day and California Centennial banners. Walter Hinkel was chairman of the parade. Stella Ochoa was Monrovia Day Queen. Grand Marshal was County Sheriff Eugene Biscailuz. Mountain View Dairy again won sweepstakes for floats. Queen and Court rode in a stagecoach. The parade had a Country Fair theme. County Board of Supervisors officially claimed Monrovia in the whole county.

A theme song, Gem of the Foothills, was written by Elizabeth Graeme, a music teacher in Monrovia. Lions Club published the song.

This was the first year of a Country Fair in Library Park. It began on Tuesday evening with Harold Nelson as chairman. There were thirty two booths, people had to be dressed in square dance outfits or fancy western clothes. Fair was held each night. School bands played in Band Shell, Tuesday, Queen and court were crowned Wednesday, Band played Thursday, Beard Contest held on Friday. Smooth Puss badges were sold. Bingo, rides, Ham wheels, etc., run by clubs.

Community breakfast served from five to ten a.m., 50¢. Headlines read Neighbors Come to Breakfast, 2600 served. Cartoonist Milton Morris and "Horsefeathers" entertained.

Old Timers Luncheon again held at the Woman's Club. Children's horse show was held. The Queen and Court appeared on Television. Chances were sold on a 1950 Oldsmobile to pay off new swimming pool at high school.

A quaint character who had been appearing in Monrovia each year at parade time was here again. Identity of the man...Walter Emery, Manager of Security Bank.

1951

In 1951, parades had definite themes for parade entries to be judged. This year was "Good Fellowship". Parade began at 2 p.m. President of Association was Dave Larson; parade chairman, Dean Howell. Parade traveled north to Foothill, west to Mayflower with 159 entries. It was led by Temple City Sheriff's Posse. Monte Montana was Grand Marshal. Honorary Grand Marshal was James Quiggle, retired Constable 1905-1935. American Legion won the Sweepstakes.

The Country Fair began again on Tuesday. Monrovia Day Queen was elected by vote of organizations wishing to have concession at Fair. Elks contestant, Charlene Noyer, won. 18,6000 votes cast. Queen was crowned Wednesday night at the Fair. Special games were held for children on Friday afternoon. Beard Contest was held at night. Radio broadcasts from the park promoted the Fair.

3000 people served breakfast Saturday morning. Chamber of Commerce gave orchids to all ladies. That evening four dances were held, including a square dance on Myrtle Ave. Girl's softball game at Clifton, Monrovia Owls vs. the Fresno Rockets, Rockets won.

1952

1952 theme of parade was "Happy birthday". President of Association, Dean Howell. Grand marshal, John Payne, Paramount star. Senior and Junior Chambers won top honors in Parade. Parade went from Walnut to Alta Vista. A 500 lb. cake was Lions entry, Dan Leff had his Calliope in the parade. Queen was Susie McIntosh.

Country Fair began on Tuesday, clubs' standing determined concession and Queen. Coronation was held on Wednesday at Library Park. There were forty booths operated by clubs. Commercial Fair was held at the Park. Monrovia jail stated circus week before Parade, made everyone not in western clothes buy tickets. Grand prize was a trip to Hawaii.

Old Timers Luncheon held, Dr. W.G. Barks was chairman. Breakfast was held at the Masonic hall, 2000 served.

Monrovia Exchange Club won a Tug-O-War from Jaycees, victory was sweet, as the losers paraded down Myrtle Ave., necks looped in Tug-O-War rope. Big square dance held on Myrtle Ave.

Also this year, at 1:30 p.m. There was a Memorial Box placed under the Monroe Monument at Library Park. (Friday, May 16, 1952 News Post).

1953

1953 theme "Our American Heritage" brought out 25 floats, 14 bands. 38,000 viewed parade. President of Association was Grace Johnson, the first woman. Grand Marshals Dude Martin and Sue Thompson, western stars. Queen was Nanette Bryant. Parade time, 10:30 a.m. televised on Channel 11.

Country Fair at Library park, began on Tuesday with Coronation of Queen. Jack Owens, singing star, was master of ceremonies. Elks Lodge escorted Princesses. On

Wednesday, Talent Contest and Cake Baking Contest were held. Concessions given out according to Grand Prize ticket sales. New kitchen was prize. Friday was Children's Day.

Breakfast still at Masonic, served 2400. The Old Timer's Luncheon held, Judge Sturgeon was Master of Ceremonies. Mable Dyer (Monroe's daughter) attended.

Board of Realtors won top award in parade. Queen and Court were on their own float.

1954

In 1954 the "History of the West" was theme, with 26 floats, 12 bands, numerous equestrian units and Sheriff Eugene Biscailuz as Grand Marshal, the Parade stepped off at 10:30 a.m. The parade began at Myrtle and Walnut, north to Foothill, over to Alta Vista, down to Olive. The longest parade yet. Parade was televised. Driftwood Dairy won sweepstakes.

Bob Longpre served as Association president. Bob Lee the parade chairman. Organization has more members than ever (43). Monrovia Day Queen was Dolores Anderson, there were six Princesses. Coronation took place on Tuesday evening at Library park. Commercial Fair part of Country Fair. Grand prize was a 1954 Buick. The whisker contest had everyone buying Smooth Puss badges. A cake baking contest had 200 entries, winner received a gas stove. Friday was for children. One of the events was a turtle race, a bicycle was the prize.

Masonic Community breakfast served 300. This was the last time at this location.

Old Timers Luncheon held, W.W. Crandell was Chairman. It was the first time the Queen and Court were invited.

Square dances were held on Myrtle Ave. Teenage dance at National Guard Armory.

1955

1955 theme "Story Book Adventures" brought out 21 floats and 17 bands. Parade time was moved up to 10 a.m., parade was televised, 35,000 people watched. Jaycees won the Sweepstakes. Dick Lane, television announcer, was Grand Marshal. Monrovia Day Queen was Martina Miller.

A Queen contest was held this year, girls were selected by out of town judges. Coronation was held at the Woman's club. The Mayor crowned the Queen. Royal Crown and Robe were used for first time.

The Country Fair took place at Library Park, opened on Tuesday. Cake contest held again, two stoves given away. A grand prize of a 1955 Studebaker was given. The Community breakfast moved to the Elks Club, 1600 served.

Robert Radford served as Master of ceremonies at Old Timers Luncheon. Mrs. George Monroe, Dorothy Stone (1914 queen) and Mabelle Wessling (1914 princess) were present.

Dave Weimer was Monrovia Day president, Bob Lee was Parade Chairman. Association called Monrovia Day Roundup Association, for the first time.

1956

By 1956, the parades were over three hours long. Headlines read, "Thousands Jam Monrovia for Traditional parade." This parade had 135 entries, beginning with the Huntington Park Motorcycle Drill Team. The parade took a new route, north on Myrtle to Foothill, then east to Shamrock. Disbanded at Recreation Park. Red Loomis was Parade chairman. Sweepstakes won by Chamber of Commerce. Monrovia Day

Queen was Phyllis Paris. Theme was "Moments of the Golden West". Rocky Lane and his horse, Blackjack was the Grand Marshal. Mable Dyer and Mrs. George Monroe rode in the parade. Frank Diffley served as President of the Association.

The Country Fair moved to Recreation park. It was a three day affair. Big Industrial and Commercial Fair held at the National Guard Armory. Cake judging contest was held. Grand Prize was a trip to Hawaii.

An evening square dance took place on the tennis courts in the Park. The old Timers Luncheon was held, Mr. Radford was Master of Ceremonies. Bertha Logan, who is still a member of the Monrovia Day Association, became a member in 1956.

1957

With Frank Diffley again serving as Association president, the longest parade ever held took place in 1957. It had five divisions, 150 entries with the theme "Gems of the West". The parade route changed again. The parade began at Foothill and Mayflower, traveled east to Myrtle, down Myrtle to Olive, east to Mountain. The Victor McLoglen Motorcycle Corp. performed before the parade.

Brice Tulloss was Parade Chairman, Carol Ann Snyder, Queen. Dick Jones "Buffalo bill, Jr." television star served as Grand Marshal. Mabel Dyer and Mrs. George Monroe again rode in the parade. Chamber of Commerce won sweepstakes. McBratney's Department store, 50 years in business, participated in the parade.

The Country Fair opened Wednesday at Recreational Park. Industrial and Commercial Exhibit again held at the National Guard Armory, showed products made in the city. Cake contest was the main event on Thursday, Grant Peterson auctioneer. Whisker contest on Friday, wouldn't let Frank Diffley compete. Booths still obtained by sale of Grand Prize tickets, Elks always had first choice. Prize was \$1000 shopping spree.

The Elks Club breakfast on Saturday served 1400 people, and gave awards for the best dressed western costume. Breakfast cost 75¢. The Old Timers Luncheon held again, Robert Radford was still M.C. The Police Relief Association and Mounted Posse staged a barbeque at Park, served 2000 people. A Square Dance was held at the Tennis Courts in Recreation Park.

During the Fifties, official souvenir programs were published, and in 1957 they were given out free.

1958

In 1958, the president of the Monrovia Day Association was Ray Morisette. Parade theme was "Westward Ho". News item states, "Thousands of visitors pored into Monrovia to augment its local citizens already on the scene to enjoy the many colorful events." The Victor McLoglen Motorcycle Corps. performed before the parade began at 9:30. Grand Marshal was Richard Boone, "Palladin" of "Have Gun Will Travel." The parade began at Acacia and Foothill, traveled to Myrtle, down to Olive, over to shamrock. Queen of Monrovia Day was Gale Tucker. Sweepstakes was won by Serchers Car Club. Queen and Court were on float. Golden Age Club entered a float. Parade Chairman was Brice Tulloss.

Four day Country Fair at Recreation Park. Booster buttons replaced the Smooth Puss badges. Industrial and Commercial exhibits were at the Armory. A two day rodeo was held at Mounted Police grounds on Mountain Ave. The Elks served breakfast, featured entertainment. Old Timers Luncheon brought out capacity crowd. Guest from pre 1900-1910 sat at special tables.

1959

"The Colorful West" was the theme in 1959. Monrovia Mounted Police led off the parade, which began at Mayflower and Foothill, to Myrtle down Myrtle to Olive, then to Shamrock. Stan Reid chaired the parade. Alice Williamson was Queen. Doug Kennedy, "Western Marshal" television star was Grand Marshal. As a new feature, the Elks Lodge sponsored a Jr. Grand Marshal, Tommy Nelson, a cerebral palsy handicapped child. Many of the floats were designed by Virginia Stoops.

The Country Fair, held at Recreation Park also had a circus and outdoor living exhibit. Grand Prize was a \$1000 shopping spree. The Coronation Ball was held at the Woman's Club. Woman's Club also sponsored the Old Timer Luncheon.

Mayor Rodger Ferguson issued an official Monrovia Day Proclamation. Frank Diffley served as president of the Association for the third time.

1960

In 1960, President of the Association was John Lucas. Parade theme was "Western Progress." Parade line-up began at Magnolia, traveled to Shamrock via Myrtle Ave. and Olive. It began at 9:30, had 124 entries, televised by KTTV. Queen was Penny Thompson. Grand Marshals were Dan Darrell and Grant Sullivan, star of "Pony Express." Jr. Marshal was Phillip Chamberlain. Mrs. George Monroe and Mabel Dyer rode in the parade. Temple City Posse have been in parade for past 15 years. Serchers Car Club won sweepstakes, AltaDena Dairy won theme award. Bands had official SCSBOA judging. Parade chairman, Stan Reid.

The Country Fair at Recreation Park featured a large carnival and circus. A Retail and Industrial Show took place. Booths still given out according to Grand Prize ticket sales. \$1000 cash was prize. Moustache contest held. Barbeque by Mounted Police Relief Association served 500 on Saturday. Breakfast at the Elks served before parade, hundred served, entertainment included.

Mrs. C.D. Peterson chaired the Old Timers Luncheon, served at the Woman's club. Robert Radford was master of ceremonies. Ten members of 1910 class sat at a special table.

Present Monrovia Day stationery is from a 1960 Avery label contest.

1961

In 1961, with Monrovia now being 75 years old, a Diamond Jubilee celebration with the theme of "Parade of Progress forecast all the sixties parades. Each seemed so well staged. Frank Diffley served as president (fourth time). Line up of parade was at Acacia and Foothill traveled to Shamrock by way of Myrtle and Olive. Stan Reid, chairman.

30,000 people applauded every entry. Again Mabee Dyer and Mrs. George Monroe were in the parade. County Supervisor Frank Bonelli rode with Mayor Ferguson. Judy Allen was Monrovia Day Queen. Grand Marshal, Dee Pollock, star of TV "Gunslinger". Honorary Grand marshal, George Putnam. Sweepstakes won by Searchers Car club. Jr. Grand Marshal, Karen Corbin.

The four day Country Fair continued at Recreation Park with a Retail and Industrial Fair as part. Beard Contest, chairman gave prize to wife. Grand Prize of Fair was \$1200 cash.

A new event, Diamond Jubilee Junior Parade (first Kiddie Parade) held on Monday. As well as a community picnic the Sunday before chaired by Bertha Logan.

The Coronation Ball and the community breakfast were both held at the Elks Club. Old Timers Luncheon had Augusta Barnard as chairman.

1962

1962 had "Talks of the West" as theme. Stan Reid as President of Association. Frank Diffley as parade chairman. Merle Little and Monrovia Mounted Pose led the parade, followed by fifty jeeps. Scotty Clayton, now 80 years old, had been in parade every year for many years. Jaycees won Sweepstakes. Azusa won bands. Monrovia Day Queen was Laurel Wurschum. Grand Marshals, Frank McGrath and Terry Wilson of "Wagon Train" TV series. Jr. Marshal was Janet Adorno.

The Kiddie Parade was held on Monday evening, Skipper Frank was Marshal, heavy rain intervened.

Country Fair, Retail and Industrial Exhibit held at Recreation Park. Cake baking contest held, 50 entries. Grand Prize, Triumph convertible.

Breakfast at Elks. Old Timers Luncheon held, chaired by Augusta Barnad.

1963

Theme of 1963 parade was "Ballads of the West." Bill Burton now president. Pre-parade of Military was held. Mounted Posse led parade, Clayton Robinson, Captain (9 years in posse). Parade had 110 entries. Perpetual trophy for bands. Dyer and Monroe rode in the parade. Queen Barbara Lowe and Court rode on float from AltaDena Dairy. Jaycees won Sweepstakes. Azusa Band won. Dave Kaplan was Parade chairman. 75,000 people watched parade. Johnny Crawford, "Rifleman" TV star was Marshal. Jr. Marshal was Joan Stevens.

The Kiddie Parade was held the Saturday before, City-wide picnic at Recreation Park was on Sunday. 19 clubs had booths at Country Fair. Carnival held. Armed services exhibit at the Armory. Kiddie day on Friday, rides 10¢. Howdy buttons given out this year.

An Old and New Timers Luncheon had Carl Anderson as chairman.

1964

"Legends of The West" was the theme in 1964. Bill Burton was Association president. The parade had 110 entries. Doc Vail was in the parade, and had ridden every year since 1938. Scotty Clayton was in the parade riding Gayrab. Mrs. George Monroe was in parade, no Mrs. Dyer. Queen Annette Albin and Court rode on AltaDena float. Jaycees won sweepstakes. Azusa Band won again. Monrovia band spelled out Monrovia with umbrellas. Grand Marshal was Robert Bray of "Stagecoach", western star. Jr. Marshal, Joe Velasco. 90,000 people watched the parade. They had to bring in outside officers to handle crowd.

Dave Kaplan was Parade chairman. Community Picnic was held at Recreation Park on Sunday before, a free Circus was included. Country Fair and Armed Forces exhibited at park for four days, included Supersonic U.S. Air Force Jet fighters. Grand Prize Tickets winner, \$1000.00.

1965

1965 saw the height of activity for the parade. The Parade had 21 bands, 10 floats, 7 VFW Color Guards, and 85% of the riders who appeared in the Rose Parade. Dawn Baker, Rose Parade Queen, rode in parade. Floats and bands competed for cash prizes as well as ribbons. Awards had names: Mayor's Award, President's Award, Charlotte Freedman Award, Herbert Porter Award, and Col. William Monroe Award. "These cash awards have attracted some of the finest bands in Southern California," said Bill Burton, parade chairman. Jr. Marshal was Shawn Massey. Grand Marshal for parade was Scotty Clayton, saddle mate of Buffalo Bill. The theme of Parade was "The Gay Old Days" (and Nights). President of the Association was Stan Reid. The Queen was Sharon Grant. Parade started at Magnolia, dispersed at Walnut.

Old Timers Luncheon was held, Mrs. Lester Smith, chairman. Agusta Barnard chaired special event, Leonard Morris Monrovia High principle was M.C.

Country Fair was held, ticket booths manned by Association members. Grand Prize was \$1000.

County Sheriff, Peter Pitchess, wrote in letter--"This is indeed a time for celebration and festivities as one of our oldest cities, Monrovia, has long held the esteem and affection of many thousands of people not only for its progressive and dynamic leadership in the ranks of cities, but for its cultural attainment and its reputation as a wonderful place of live".

1966

1966 parade had the theme of "Stars and Stripes Forever." Association president was Stan Reid. The parade was dominated by bands. Temple City won Sweepstakes for bands. Color Guard for parade was U.S. Marine Corp. Monrovia Mounted Poses led parade. Frank Diffley was Grand Marshal, called Mr. Monrovia Days, his car was driven by Julian Fisher. Jr. Marshal was Michello Gero. Only six floats were in parade, floats were becoming obsolete. Queen was Cheryl Beck, 22 years old, married. Parade Chairman was Bill Burton. No Scotty Clayton in parade this year. A new event, Baton and Twirler Competition held week before. 5,000 people attended, event at Recreation Park. Country Fair also at Recreation Park. Jaycees sponsored Beard Contest for first time, had 50 entries.

Kiddie Parade was held the Saturday before. Old Timers Luncheon held. Herbert Seymour and Florence Draper, in Monrovia in 1886, were special guests.

1967

"Happy Birthday Monrovia", was the theme of 1967. "Celebration is really big time now--past in retrospect;" Clarence Desmond, News-Post Columnist. Association President was William Morris. Mounted Posse with Merle Little led parade. Dorothy McCune, 1914 Queen, rode. World War vets rode - 50 years, 1917. Rockhounds were in parade. No Mrs. George Monroe. Grand Marshal was Monte Montana and horse, Rex. Jr. Marshal was Susan Sorensen. Monrovia Day Queen, Susan Kennedy. Auto dealers donated the Queen's float. George Putnam in parade. Julian Fisher drove the parade president. Azusa won Bands, Jaycee won float sweepstakes. 30,000 people watched. Rick Post was parade chairman.

Baton contest held at Recreation Park, top twirlers in Southern California entered. Carnival at the Park. Grand Prize, \$1000 cash.

Parade held same weekend as Mothers' Day. Had a special western dress and beard contest at Library Park, judged by members of the Golden Ager's Club.

3000 people had breakfast at the Elks Club. Monrovia Day Association called themselves Monrovia Day Roundup Association.

1968

1968, Bill Morris was again Association president, and Parade theme was "Days of The Dons". Grand Marshal was Julian Fisher, who first appeared in Parade in 1908. I did not find record of Parade until 1910. Julian wore a leather apron and served as a "smithy" with a team of horses pulling a wagon up Myrtle. Monrovia Day Queen was Julie Foley. Girls were on a float made by the Association. Mounted Police led the parade, Merle Little, commander. Marine Corp. Color Guard. East Huntington Drive Beautification had an auto in the parade. Jr. Marshal was Cheryl Eli. Arroyo won the Sweepstakes.

Old Timers Luncheon at Woman's Club - Agusta Barnard and Mrs. Beulah Hassinger chaired. Leonard Morris was emcee. 35,000 watched parade pass into history.

1969

1969, with Bill Knowlton serving as president of Monrovia Day Roundup Association and Roland Sammelman as parade chairman, a parade of 110 entries thrilled the crowd. Flags, banners, bands, Cub Scouts, Indian Guides, and Marines, led by Grand Marshal, Rudy Vallee highlighted Monrovia's 83rd annual Monrovia Day Parade yesterday--according to a news item by Janice Marugg, News-Post staff writer.

Monrovia Day Queen was Diane Graves, Jr. Marshal was Christopher Fridel. Jaycees won Sweepstakes for float. Rosemead Band won. Rudy Vallee gave out awards at Library Park bandshell after parade.

Four day Country Fair held at Library Park. Booths still determined by sale of grand prize tickets. Beard contest held, shaving mug was prize.

1970

In 1970, Bill Knowlton served a second term as president. Theme was "The West-Then-and Now." Grand Marshal was Jay Lawrence, TV star. Monrovia Day Queen was Barbara Gadbury. Parade had 112 entries. Rose Queen Pamela Tedesco rode in parade. Jr. Marshal was Cheryl Ann Eli. Jaycees won Sweepstakes. Awards presented at bandshell. Jaycees put jail in the parade, and at the Carnival Smooth Puss badges reappeared.

Roland Sammelman was Parade Chairman. Merchants participated with a gigantic street sale. Old timers Luncheon took place, Augusta Barnard as chairman, Rodger Ferguson served as master of ceremonies.

1971

In 1971, Robert Morris served his first term as president of the Monrovia Day Roundup Association. Motion of group to change charter to read Roundup was moved. This motion was not acted upon at state level, name changed back years later.

Theme of parade was "Memories of The Old West". This was announced at a Kick-off Dinner. These dinners had been held every year for the past 28 years, where the Grand Prize tickets were given out, and the Queen and Court made their first public appearance.

By now tradition was that the Coronation Ball took place at the Elks Lodge, the officers of the Elks escorted the girls in at the Ball.

Grand Marshal of the Parade was Clarence Desmond of the Daily News-Post. He was not retired. Monrovia Day Queen was Joy Wilde. Jaycees won Sweepstakes award. Parade had 101 entries.

Participation trophies given to all entries. Country Fair continued, Noel Wyatt chaired the event. Old Timers Luncheon was an Old Time Reception put on by Chamber of Commerce.

1972

By 1972, Parade entries increased to 127. Theme of parade was "Memories of William Newton Monroe". Bob Morris again served as president. Grand Marshal was Robert Q. Lewis, Television star. Merle Little was named Honorary Grand Marshal and Lee West was Jr. Marshal. Monrovia Day Queen selected to reign was Monica Thompson. Jaycees won the Sweepstakes. Golden Age Club was also a winner. Rain the day of parade kept down the crowd. Phyllis Smith was parade Chairman.

This was the first year for Christinsen Amusements at Carnival, Members of Association handled the ticket booths. Carnival was extended to Sunday because extra income needed to defray the cost of sponsoring parade.

Kiddie Parade was held again, first time in six years. Bertha Logan chaired the event, had 26 entries. Took place on Wednesday evening.

Breakfast at Elks Lodge continues. Old Timers Luncheon was held at 'Leven Oaks Hotel, Augusta Barnard chaired the event. Old Timers Cup was on display, it had been passed on each year from 1936 to 1948. Dinner and dance at Elks Lodge concluded the events.

1973

In 1973, Warren Shields served as president of the Monrovia Day Roundup Association. The word Roundup was dropped after this year. The theme of this parade was "Western Memories". Bobby Swyter, Elks CP child served as Grand Marshal. Margaret Rogers, retired City Treasurer was Honorary Grand Marshal. Monrovia Mounted Police again led the parade of 120 entries. Monrovia Day Queen was Joyce Mullen. Park Plaza won Sweepstakes, Azusa Band won. Barbara Luedtka was parade chairman. During the seventies, almost all activities were arranged around the Elks Lodge, the Coronation Ball was held there with the officers participating, The Breakfast, the evening Steak Feed and Dance were the places to go.

The Old Timers Luncheon was held at the Woman's Club. This was the last year at that location. Augusta Barnard was chairman. There was a 50 year Class reunion held at the Ramada Inn.

Park Plaza merchants took part in the festivities by holding an Old West Dress-up Contest, gave a prize for the winning outfits that employees wore to work.

A Kiddie Parade took place on Wednesday, all children participating received a free ticket to the Carnival at Library Park. This continues now. The winning entry in that parade was a children's float "Happiness is Wearing a Cowboy Hat".

1974

In 1974, Warren Shields again served as president of the Association, Bertha Logan was chairman of the Parade. Monrovia Mounted Posse, Captain Merle Little, led off the parade. Grand Marshal was Monte Montana and his wife Elly. The Honorary Grand Marshal was Frank Alvarado; grand nephew of California's first Governor. By now the parades were made up of decorated cars, novelties, still many equestrians and bands. The parade had 107 entries. The City Council rode on bicycles. There were 7 floats in parade, Jaycees won Sweepstakes, El Monte Band won. Jr. Marshal of parade was Mike Garcia. Monrovia Day Queen was Joyce Wilcox. Theme was "Western Heritage".

The Old Timers Luncheon was held at the Masonic Temple this year, Augusta Barnard served as Chairman. Myron Burr, founder of Old Timers Luncheon was there, as was Myron Hotchkiss, who set up a display of early Monrovia pictures.

The Kiddie Parade took place as did the carnival at Library Park, with the booths still given out by the sale of Grand Prize tickets. Pops the Clown led the Kiddie Parade.

1975

1975 saw Bob Morris again as president of the Monrovia Day Association. The theme of the parade was "Fond Memories", with Bertha Logan again serving as parade chairman. The Mounted Police again led off the parade, this group has been in the parade now twenty three years. The Honorary Grand Marshal was Augusta Barnard. The Grand Marshal was Larry Van Nuys, TV game show host. Monrovia Day Queen was Cynthia Montgomery. The parade had a 112 entries. Jr. Marshal was CP child, Sean Krause. A new event this year was the Queen's Breakfast held at the Sizzler Steak House to benefit the Association, fund raising was more important now because of rising costs.

The grand prize for the Country Fair was a 1975 Fort Pinto.

The Old Timers Luncheon, held at the Masonic Temple was chaired by Augusta Barnard again, as she said, for the last time. Mrs. Barnard was selected as the Outstanding Older American Award in the area. The Old Timers Luncheon was this year put under the umbrella of the Monrovia Day Association.

1976

Monrovia Day activities of 1976, the City's 90th birthday, were highlighted by the celebration of the Nation's Bicentennial. A Bicentennial commission, chaired by Jan Marugg, made many contributions to the city; Monrovia's celebration plans

appeared in the Congressional Record, the Historical Society restored the Anderson House for a museum, and the official Bicentennial logo, designed by Brice Tulloss, was struck into a silver or pewter numbered plates and sold by the Monrovia Day Association. This project was carried out by member, Jo Towne.

Association President in 1976 was Bob Morris. He served as parade chairman also. The theme of the parade was "Our American Heritage". Monrovia Mounted Police led the parade. Grand Marshal was Lurene Tuttle, escorted by Leon Ames, both well known movie stars. Miss Tuttle graduated from Monrovia High in 1926.

The parade had 114 entries. Monrovia Day Queen was Pam Nakano. Jr. Marshal was David Kuhmart. There were several commercial floats in the parade this year, Miss USA Pageant, McDonalds, etc. They were judged separately from rest. The Old Timers Luncheon was a sold out affair at the Masonic Temple. Augusta Barnard chaired the affair, Ray Ellis, Chief of Police was master of ceremonies. A community picnic and All Class Reunion was held at Monrovia High as a special addition to the Day. Hundreds of people attended. The Grand Prize at Library Park carnival was an automobile. Non-commercial Golden Age won Sweepstakes.

1977

Theme of parade in 1977 was "Fanfare to The Future", Grand Marshal was Katie Ainsworth, Monrovia author and founder of Monrovia Arts Festival. Don Byrd was Association president. Brenda Voss was the honored Queen, the Queen's float was sponsored by the Park Plaza Merchants. Parade had 113 entries. Terese Strother served as Jr. Marshal. Golden Age Club won Sweepstakes, Azusa Band won. Bob Morris served as Parade Chairman, Ruth Morris Assisted. Kiddie Parade was held, Tom Hatton, TV star, was Grand Marshal.

Grand Prize at Carnival was Caribbean Cruise. Old Timers Luncheon was chaired by Ruth Bailey, Bob Wilcox M.C.

1978

"Anything Goes" was the parade theme in 1978. Bob Morris was again Association president. Bob served as parade Chairman as well. Monrovia Mounted Police led off the parade. Susan Waltmire was honored as Monrovia Day Queen. Grand Marshal was Peter Isacksen, TV star. Parade had 115 entries. Sweepstakes won by Knights of Columbus, Azusa Band won. Parade was televised by NBC. Parade traveled down Myrtle Ave. reconstruction had not begun by parade date. Awards ceremony held at high school.

Grand Prize at Library Park was a Moped, selling of Grand Prize tickets a requirement for obtaining a booth at Country Fair.

The Elks held the community breakfast, the Jr. Woman's Club put on the Old Timers Luncheon. Jean Heinz was chairman, Bob Wilcox, was M.C.

1979

In 1979, a new idea was to have a theme contest, members of community submitted suggestions. The Theme Marshal rode in parade. The theme selected was "We've Journeyed Through Time". Anita Brown, Princess won.

Association president was again, Bob Morris, Darlene Adams served as Parade Chairman. The parade had 116 entries. Had to travel a new route this year, because Myrtle Ave. was too narrow from Foothill to Palm. Parade went down Primrose for those two blocks.. Grand Marshal of the parade was George Schmidt of TV commercial fame.. Monrovia Day Queen was Barbie Bell. Parade was led off again by Monrovia Mounted Police. Knights of Columbus won Sweepstakes, Walnut High won Bands. Parade costs had increased to such a degree that much time was spent by Association members on fund raising efforts. A fashion show, the Queen's Breakfast, now a donation letter to community asking for help to defray cost. Last Grand Prize, \$1,000 given this year.

Old Timers Luncheon was sponsored by Monrovia Rotary Club. Bill Faith was master of ceremonies, and chaired the event.

1980

In 1980, the Monrovia Day Parade had a double interest, celebration of City's 94th Birthday and Monrovia Fire Department's 70th Birthday. The parade honored the Fire Department. "Gems of Our Heritage" was the theme, submitted by Gertrude Ague.

President of Monrovia Day Association was Mary Wilcox. Parade chairman was Jack Nash. The parade had over 150 entries as old fashioned fire equipment from many department's came to Monrovia to join the parade and participate in a Firemen's Muster afterwards.

Rhonda Hughey was Queen. Rod Dedeaux, USC Baseball coach, and Billy Barty, Movie personality, were Grand Marshals. 350 Monrovia Youth Baseball youngster marched in parade in one unit. Booths at Country Fair were given out to organizations on a first come bases. Local organizations took mostly food booths.

Fashion Show, and Queen's Breakfast continued. Queen and Court participated at opening of Howard Johnson Hotel, and a circus came to town. That year also saw Monrovia Float in Tournament of Roses Parade. Coronation Ball was held at Howard Johnson's Hotel.

1981

1981 saw a double honor for the Monrovia Day Parade again. Along with the celebration of city's founding, also Armed Forces Day was honored. Huge parade with many military entries included. Grand Marshal was Major General Philip Conley and Susan Hahn TV newscaster.

Darlene Adams served as Association president. Theme of parade was "Pages of the Past". Juanita O'Connell, Theme Marshal. Dorothy McCune, 1914 Queen, was Honorary Grand Marshal. The parade was again led off by Monrovia Mounted Police, now eight members. Calavary Road Baptist Church won Sweepstakes. Monrovia High won Bands. John Bright served as Parade Chairman. Monrovia Day Queen was Rachele Rathbone. The Kiddie Parade was held, many entries. Library Park had much booth participation, there was entertainment every night at the bandshell. Beard contest by Jaycees each year. Rotary Club sponsored the Old Timer Luncheon. Major Gen. Conley was the speaker.

All Class Reunion held at high school, 700 attended. Firemen had a Chili Supper and a practice Firemen's Muster. Breakfast and dance at Elks Club still continues.

1982

In 1982, with the theme of "Spring Fantasy", there were 122 entries in the parade. Theme Marshal was Daisy Thompson. Monrovia Mounted Police led the parade (Last time). Group disbanded this year. Rode in parade for 30 years.

Darlene Adams served as both Association president and parade chairman. Monrovia Day Queen, Ellen Merry, and Royal Court rode in a carriage. The float bed owned by Association had been given to Monrovia School District.

Three Grand Marshals in parade, Frank Nelson and Veola Vonn, TV and radio stars, Lawrence-Hilton Jacobs, TV star. Parades are now mostly bands, antique and classic autos, novelties. This parade had 12 equestrians and 5 floats.

A Las Vegas Night was the main fund raiser. The Coronation Ball was held at Community Center.

Four days of Carnival were held at Library Park. A VIP reception was held for parade dignitaries. Breakfast and Dance at Elks continued. Rotary sponsored the Old Timers Luncheon.

1983

1983 saw a new style to the parade. With the theme of "Fun From the 50's" Theme winner was 9 year old, Starr Toon. Everyone joined in by wearing 50's clothes. Park Plaza Merchants even had a dress contest. The parade had many beautiful old car entries. One float had jitterbuggers dancing to a jukebox. Exchange Club gave out little American Flags. Rebecca Biggle and then Cindy Salo was Monrovia Day

Association president. Tim McGowan chaired the parade. Queen Tanya Hinkle and Royal Court rode in a carriage owned by William Barton family. Don Porter and Peggy Converse were Grand Marshals. They lived in Monrovia many years... Stage and TV stars. Gertrude Whitlock, 97 years old, was Honorary Marshal.

A new event became part of Monrovia Days, the Turn of the Century Old Home Tour. This was sponsored by the Old House Preservation Group. All other events went on as usual.

1984

In 1984, back to a western theme, "Western Fun For All". Submitted by Daisy Thompson, second time winner. Led off by Temple City Mounted Posse. Grand Marshal was Cliffie Stone, TV Western music star. Honorary Marshal was Myron Hotchkiss, Monrovia Historian.

Cindy Salo served as president of Association, Tim McGowan was parade chairman. The parade had 96 entries, including 15 bands. Judging of that many bands caused too many lags in the parade. Golden Age Club won Sweepstakes, Mountain View Band won. A new entry, the Centennial Committee was in parade, they were selected to plan 1986 year long centennial activities. Monrovia Day Queen, Grace Kelly and her Royal Court rode in a carriage. All regular events went on as scheduled.

1985

1985, "Let The Old Times Roll", in honor of the City's 99th Birthday and the Monrovia Fire Department's 75th, Chris Neal submitted the theme. Retiring Fire Chief George Kahl was Grand Marshal, retired Fire Chief Ted Becker, Honorary Marshal.

President of Association was George Rudolfs. Phyllis McCarville and Sandy Young Co-chaired the parade. There were 93 entries, many old fashioned fire equipment. The parade moved quickly this year because bands were pre-judged. Mountain View won. Queen Jennifer McNeal and her Court rode in an antique carriage. Monrovia-Duarte Campfire Girls won Sweepstakes for float of old-fashioned movie projector. The four day carnival was held at Library Park as it has been every year since 1968. This year a one price ticket for rides was very successful. Local organizations. Monrovia Day members man the ticket booths as they have every year since 1965.

The Kick-off Parade continues to be part of Monrovia Day activities. It is held on Wednesday evening to start the activities. Beard contest still held on Friday evening. Jaycees in charge. The Elks Breakfast is held each year since 1955. The Western Dance has taken place at the Elks Club since 1932. Missed one year only, 1984.

The Monrovia Rotary Club now sponsors the Old Timers Luncheon. Bob Wilcox serves as master of ceremonies. He is the parade announcer as well. The All-Class Reunion at Monrovia High School is held every other year. Many return to visit with classmates.

The Old Homes Tour has now become an established event of Monrovia Days since its inception in 1982.

As the City of Monrovia becomes 100 years old May 17, 1986, the Monrovia Day Association is again planning the parade and related activities to commemorate this historic occasion.

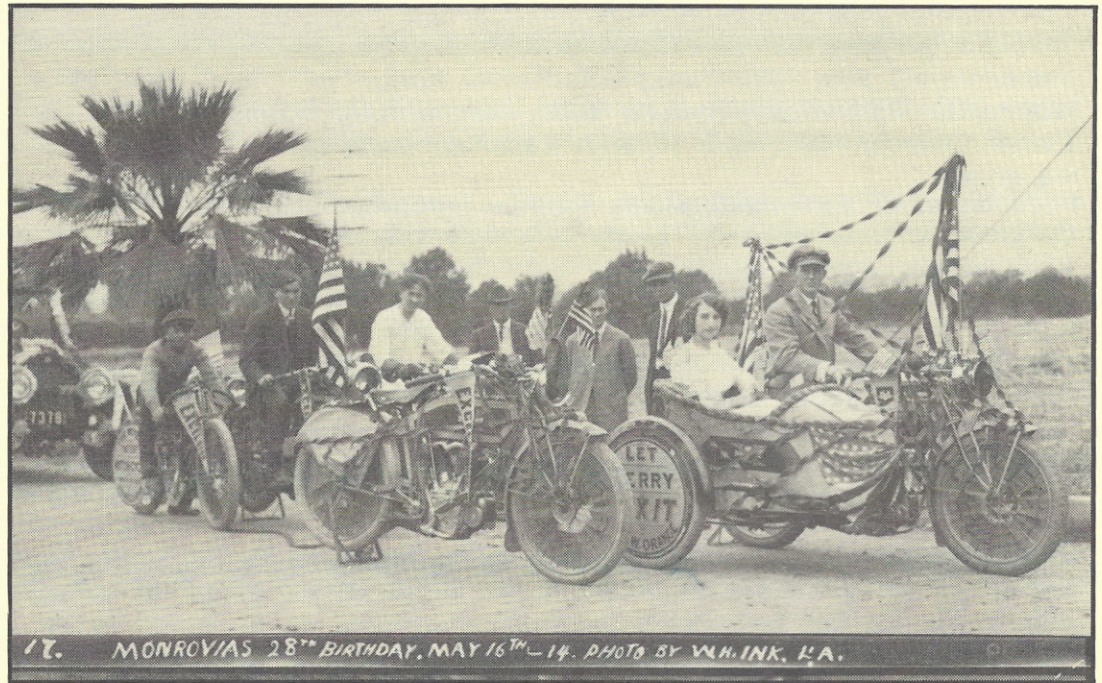
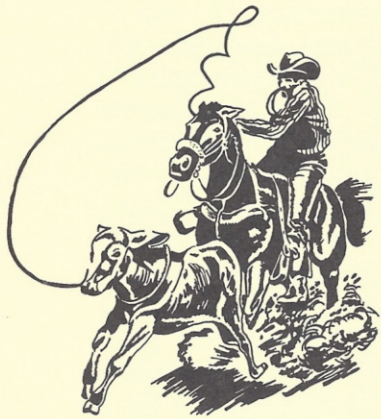
Carole Trump is serving as Association president. Pat Nobrega is the parade chairman. Monrovia Day Queen selected for this year is Cheri Doolittle. Parade theme is the one picked by the Centennial Committee, "Looking Back - Moving Forward."

The 24 member organization has been planning all year for this parade. All that we ask is that everyone enjoy the Day and feel united in pride for this community. As you read this history you can see how proud the people were every year. Monrovia is indeed a very proud place. The Monrovia Day Parade typifies that pride.

Monrovia Day Association Historian
Mary Wilcox



1922



1914. MONROVIA'S 28TH BIRTHDAY, MAY 16TH - 14. PHOTO BY V.H. INK, L.A.



1910





1956

1900





1910



36



Honor the men who made Monrovia what it is and help us do as well as they in the future. A city favored by nature, man and a kind providence, where working is a pleasure, living an art, and recreation a pastime. There is joy in living the whole year around in Monrovia.

Well may we celebrate the day when the foundation was laid.

And here is where we are all kids again and get into the game. If there are any old men mixed with the boys, fire him out without making a noise.

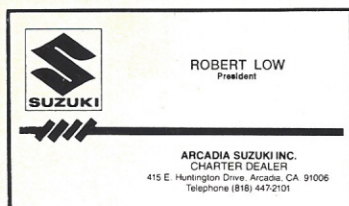
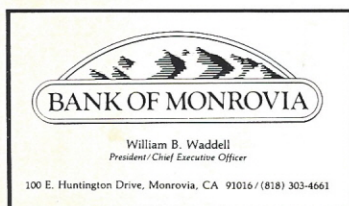
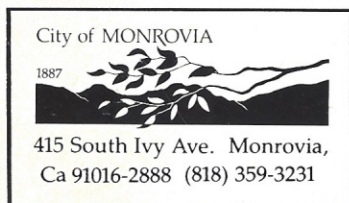
When you see the Queen and her royal attendants passing in all that pomp and circumstance of regal show, give her a hand. She typifies Monrovia. She represents the soul and spirit of our fair city; she is the incarnation of our hopes, of our aspiration and of our future destiny.

When you see the floats of historic or symbolic design pass in parade, give them a hand because they represent the past upon which the present was built; they bore the hardships, they were the pathfinders, they blazed the trail for those to follow.

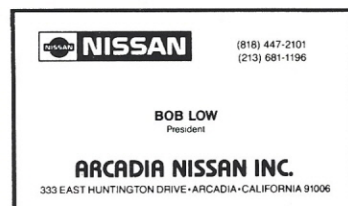
When you see the other floats of floral beauty pass in parade, give them a hand, for they symbolize all that is beautiful in our city, in our civilization, and in our culture.

This is Monrovia Day and let all of Monrovia get out and celebrate. let us give honor to this day and to the city of our home, for when it is seen that we are proud of our home and glad that we are here, it will make our city that much more attractive to others. So let us all heed the royal command and get in the game.

....Monrovia Daily News-Post, May 17, 1924



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