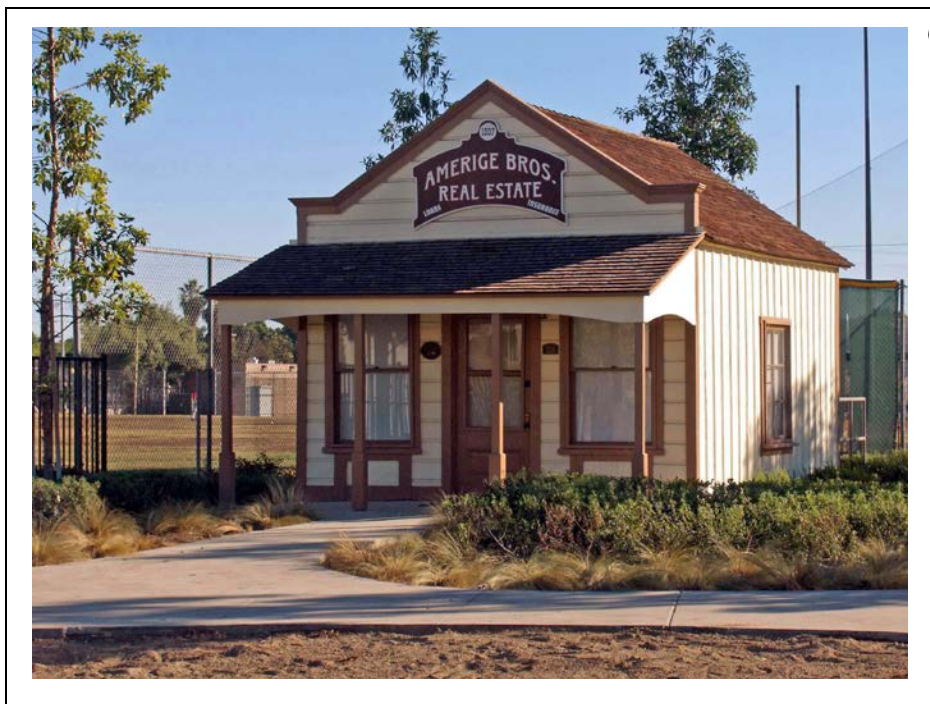


Page 1 of 22 \*Resource Name or #: Amerige Bros. Real Estate Office  
 P1. Other Identifier: Amerige Brothers Real Estate Office; Amerige Realty Office; Amerige Building

\*P2. Location:  Not for Publication  Unrestricted  
 \*a. County Orange and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)  
 \*b. USGS 7.5' Quad La Habra Date 1965 (revised 1981) T    ; R    ;  of  of Sec    ;     B.M.  
 c. Address 336 W. Commonwealth Avenue City Fullerton Zip 92832  
 d. UTM: (Give more than one for large and/or linear resources) Zone    ,     mE/     mN  
 e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)  
 Longitude: 33° 52' 11.87" N; Latitude: 117° 55' 47.06" W  
 \*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

Constructed in 1887, the Amerige Bros. Real Estate Office is situated in the northern portion of Amerige Park (formerly Commonwealth Park), a 7.74 acre public park adjacent to the historic central core of Fullerton, California. The small 19th century commercial structure is positioned between the Fullerton Community Center (340 W. Commonwealth Avenue) and Duane Winters Field (320 W. Commonwealth Avenue), a baseball field constructed in 1933 using Civil Works Administration (CWA) funding.<sup>1</sup> A curved cement walkway leads to the north-facing front entrance of the structure: a wooden door with four lights. Facing north, the 16- by 20-foot wood structure features redwood clapboard siding and a simple gable roof, with the façade projecting above the roof line. The small concrete porch is covered by a wooden awning supported by slender wooden pillars. The clapboard exterior



\*P3b. Resource Attributes: (List attributes and codes) HP6  
 \*P4. Resources Present:  Building  
 Structure  Object  Site  District  
 Element of District  Other (Isolates, etc.)  
 P5b. Description of Photo: (view, date, accession #) Front (north) elevation of structure, Nov. 2015  
 \*P6. Date Constructed/Age and Source:  
 Historic  Prehistoric  
 Both  
1887  
 \*P7. Owner and Address:  
Hugo Curiel, Director  
Parks and Recreation Department  
City of Fullerton  
303 W. Commonwealth Avenue  
Fullerton, CA 92832  
 \*P8. Recorded by: (Name, affiliation, and address) Fullerton Heritage  
P.O. Box 356  
Fullerton, CA 92834  
 \*P9. Date Recorded: Dec. 2015

\*P10. Survey Type: (Describe)  
California Point of Historical Interest Nomination  
 \*P11. Report Citation: (Cite survey report and other sources, or enter "none.")  
1979 Fullerton Historical Building Survey

\*Attachments:  NONE  Location Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (List):

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*Resource Name Amerige Bros. Real Estate Office \*NRHP Status Code \_\_\_\_\_  
Page 2 of 22

B1. Historic Name: Amerige Bros. Real Estate Office  
B2. Common Name: Amerige Brothers Real Estate Office; Amerige Realty Office; Amerige Building  
B3. Original Use: Commercial Office B4. Present Use: Meeting room  
\*B5. Architectural Style: 19th Century Commercial

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed by two German carpenters, the realty office was built in Anaheim, then moved to Fullerton in 1887. The small office of 320 sq. ft. was located at the southwest corner of Spadra Road (now Harbor Boulevard) and Commonwealth Avenue (107 South Harbor Boulevard) and originally used by Fullerton town founders Edward and George Amerige to sell the first land plots and insurance.<sup>2</sup> Because there were no buildings in the newly created townsite, the Amerige Brothers also used the building as a home. The building was then moved to the east side of the 100 block of North Harbor Boulevard, and later moved to the north side of the 100 block of East Commonwealth Avenue, where it remained until 1920. During that period, the building served as another real

\*B7. Moved?  No  Yes  Unknown Date: Moved 4 times Original Location: West side of Spadra Road (now Harbor Boulevard), south of Commonwealth Avenue – which would now be 107 S. Harbor Boulevard

\*B8. Related Features:

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Town Foundings; Boom Towns; Commercial Development; Pioneer Families  
Area Fullerton, CA  
Period of Significance: 1887-1898 Property Type: Commercial Office  
Applicable Criteria Social History context (CHL-1); Pioneer Family context (CHL-2)  
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The Amerige Brothers Real Estate Office was the first building in the new townsite, and it marks the beginning of commercial Fullerton. From this little office at the southwest corner of Harbor Boulevard (then Spadra Road) and Commonwealth Avenue in September 1887, town founders Edward and George Amerige made the original land sales. The building reflects the ambitious dreams of the Amerige Brothers and is an important monument to the two men and their role in the development of Fullerton. In June 1980, the building was designated Fullerton Local Landmark No.4.<sup>6</sup>

The realty office is one of the few remaining (if any) land offices that were quickly constructed during the speculative fever

B11. Additional Resource Attributes: (List attributes and codes)

\*B12. References:  
See pages 8-11

B13. Remarks:

\*B14. Evaluator: Debora Richey and Bob Linnell, Fullerton Heritage  
\*Date of Evaluation: Dec. 2015

(This space reserved for official comments.)







## CONTINUATION SHEET

Property Name: Amerige Bros. Real Estate Office

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### Continuation of P3a:

is now painted yellow with dark brown trim, but earlier restoration projects indicate that the building was once painted white and more colorful colors at different times. The porch with its shingled wood awning is a later addition; originally the entrance to the structure was shielded only by a temporary awning. In addition to the front entrance, there is a solid wood rear door on the south side. Four windows bring light into the building: two double-hung windows on the front (north) side, one double-hung window on the rear (south) side to the right of the rear door; and a casement window, a later addition, on the west side. The interior consists of a single room, with wainscoting running along the walls. Two schoolhouse lights, installed on the beadboard ceiling, light the interior. The wooden floor is covered with carpet. The structure is void of any plumbing.

Because the small building was moved to different locations and had a wide variety of uses, it is difficult to determine alteration dates, but the former realty office retains a high degree of historic integrity despite its varied past. When the building first opened in 1887, the Amerige Brothers had a stovepipe for heat (now removed). Electricity appears to have been added in the 1939 restoration, and exterior lights in 1983. When the building served as a millinery, cloth was added to the walls, which remained until the 1983 restoration. Overall the building is in good condition.

### Continuation of B6:

real estate office (Dunbar, Wiggin & Stevens), a law office, a milliner's shop, a barber shop, and a Chinese laundry.

In 1920, the building was moved to Commonwealth Park (1913) – Fullerton's first city park – at Highland and Commonwealth Avenues, where it fell into disrepair while being used as a tool shed. It wasn't until 1939 that the historical committee of the Ebell Club renovated the building and moved it to a more prominent location in the park. At that time, the city was celebrating its fifty-year anniversary, and the name of the park was changed to Amerige Park in honor of Fullerton's founders. After the building's 1939 restoration, it continued to house a variety of activities, including a museum for the 20/30 Club, a ham radio shack, and finally a secluded place for seniors to play checkers and reminisce. During that time period, the building received very little care or maintenance.

In 1983, after suffering years of disrepair and neglect, the Amerige structure was restored to help commemorate the 96th Founding Anniversary of the city. In a spirit of community pride, 67 individuals, businesses, and organizations donated labor, materials and money valued at over \$10,000 to restore Fullerton's first commercial structure.<sup>3</sup> After the 1983 restoration, the building was used for a number of purposes, including a Senior Citizens Center through the Fullerton Parks and Recreation Department.

Thirty years later, in 2012-13, the small building was restored again. At its January 15, 2013 meeting, the Fullerton City Council approved a request to enter into an agreement with Fullerton Heritage, a nonprofit preservation group, to restore the realty office.<sup>4</sup> As part of a Fullerton Community Development Building Project, the City of Fullerton was responsible for moving the structure northward to its current location and placing it on a new foundation, providing electricity, and constructing a sidewalk and entry area to make the structure handicap accessible; Fullerton Heritage was accountable for restoring the exterior features and redoing the interior. During the restoration, additional rafters, sheathing, and ceiling joists were added to stabilize the building and make it safe.<sup>5</sup> The original 1887 signage was recreated. Currently, the realty office is being used as a small meeting room for Fullerton Heritage, and the site is used for elementary school visits as part of the third grade curriculum.

## CONTINUATION SHEET

Property Name: Amerige Bros. Real Estate Office

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### Continuation of B10:

that gripped Southern California in the late 1880s. The land boom would forever change Southern California and become one of the most outstanding events in Southern California history. Begun in 1886, the land boom crested between July and October 1887, and collapsed in 1888; in that time period, a massive number of new emigrants came to the region. Like the thousands of other visitors and immigrants pouring in the region, Edward and George Amerige were enticed to move from their hometown in Massachusetts to California to take advantage of balmy weather, vast acres of inexpensive land, and readily available water. During the boom, dozens of “paper” towns that never developed beyond the planning stage were started (three in present-day Orange County), and Fullerton would be one of the few townsites that justified its promoters’ hopes. To sell lots, speculators would quickly erect small, temporary buildings, such as the Amerige realty office, then abandon them, along with the townsites. The small, vaguely Victorian-styled realty offices lent an air of legitimacy to what were frequently fraudulent land transactions.

### Building History/Town Founding Context

Caught up in the Southern California’s famous 1886-88 land boom, brothers Edward Russell (1857-1915) and George Henry Amerige (1855-1947), prosperous grain merchants from Malden, Massachusetts, moved to Southern California in 1886. After establishing a real estate business in Anaheim, the brothers became interested in land that is now central Fullerton and conceived and formulated a plan to start a town. They purchased 390 acres from brothers David E. and Charles S. Miles, followed by 20 acres from William S. Fish, and another 20 acres from Joseph Frantz, creating a 430-acre rectangular-shaped townsite.<sup>7</sup> The agreement, dated May 14, 1887, indicated that the purchase price was “\$68,250 gold coin” with a \$5,000 down payment; \$10,000 within five days of receipt of the title; an additional \$15,000 in six months; and the balance of \$38,250 within one year.<sup>8</sup>

The Amerige Brothers quickly saw a need for easy access by potential settlers and convinced a Santa Fe Railroad executive – George Herbert Fullerton – to route a new rail line intended to connect Los Angeles and San Diego through their tract of land. Flamboyant developer H. Gaylord Wilshire (1861-1927),<sup>9</sup> who gave Los Angeles its famous Wilshire Boulevard, joined the Amerige Brothers and the Pacific Land Improvement Company, the land development arm of the Santa Fe Railroad, to establish a closed stock company, the Fullerton Land and Trust Company. Frank Henry Olmstead (1858-1939) was hired to survey and plot the site.<sup>10</sup> On July 5, 1887, the first stake was driven in a field of mustard at what is now the northeast corner of Commonwealth Avenue and Harbor Boulevard by Edward Amerige, just shy of his 30th birthday, and the surveying of the new site commenced. The clearing of the land and grading of the streets was completed by the Fuller Brothers of the Pioneer Transfer Company in Los Angeles. A map of the new townsite was filed with Los Angeles County (Orange County was not incorporated until 1889) on August 18, 1887 (see Image 2). The new town’s first structure was for the Ameriges: a small, wood-frame building where they lived and transacted all of their business.

The Amerige Brothers placed an advertisement for the new townsite in several newspapers,<sup>11</sup> (see Image 3) then began selling lots and insurance from their small office in September 1887. The two men lived in the building until moving into the newly constructed St. George Hotel in February 1888, and continued to use the realty office as a land sales/insurance office until around 1898 (with the original signage remaining for a time). After that, it was used by a variety of businesses and leased by a number of prominent pioneers, including Samuel McClelland Davis (1861-1954), Orange County District Attorney, 1907-1910, and founding member of the Orange County Historical Society<sup>12</sup>; Horace Caldwell Head (1870-1955), Orange County District Attorney, 1903-1906, and president of the Orange County Bar Association, 1918-1925<sup>13</sup>; Clifford R. Allen, a prominent Fullerton attorney<sup>14</sup>; and Harry H. Maxwell (1882-1962), a real estate developer and Fullerton mayor, 1936-1938.<sup>15</sup> In June 1889, voters used the building to cast ballots on the creation of Orange County.<sup>16</sup>

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Property Name: Amerige Bros. Real Estate Office

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### Southern California's 1887 Land Boom Context

The Amerige Bros. Real Estate Office is a representative example of a temporary land office constructed to sell lots in new townsites throughout Southern California in the late 1880s. The land boom began in 1886, reached a fever pitch in the summer months of 1887, and then crashed in 1888, when banks refused to cover mortgage contracts. A reckless rush into land speculation that promised large returns with small outlays, the land boom was propelled by the availability of cheap land; the nation's continued push to the West, especially by immigrants; and wildly exaggerated advertising claims made by dishonest speculators and real estate brokers. Largely attracted by reports of huge profits made by speculating in real estate, an immense number of newcomers descended on Southern California.

The immediate cause of the boom is generally conceded to have been the rate wars between the Southern Pacific and Santa Fe Railroads that started in the spring of 1887. The reduction of rates to unheard-of-levels – at one point, Kansas City to Los Angeles was as low as \$1 – stimulated “the migration of hordes of people who otherwise would have confined their interest in California to reading about it.”<sup>17</sup> Train service quickly doubled. As land frenzy picked up, the railroads became increasingly “aggressive in soliciting passengers, offering land seekers tickets at a penny a mile or allowing them to apply the price of their fare to a land purchase. For less affluent travelers the competitors promised emigrant trains equipped with cooking accommodations and chairs which flattened into beds.”<sup>18</sup> Special “land-seekers tickets” applied railroad fares to the purchase of railroad land. The thousands of newcomers who stampeded to Southern California found a sparsely populated region, balmy weather, and already solid agricultural development, all of which promised economic growth and prosperity.

In the 1880s, widespread advertising propaganda – books, circulars, pamphlets, newspaper articles – extolled Southern California's climate, agricultural possibilities, and available land. The railroads also produced promotional publications that touted their own holdings: *The Sunset Route: A Tourists' Guide and Immigrants' Land Directory*; *Homes and Happiness in the Golden State of California*; *California: Its Attractions for the Invalid, Tourist, Capitalist, and Homeseeker*, etc.<sup>19, 20, 21</sup> By 1887, the extravagant claims, especially in newspapers advertisements, had become wildly inflated, fueling frenzied speculation. The Amerige Brothers were relatively tame in their advertisement for Fullerton – “the best soil, the best water, the best climate” – compared to the flamboyant and false advertising that developed solely to entice land purchases from naïve and unsuspecting newcomers. “If the new townsite was situated in a river wash or a stony canyon, the sand and boulders were boosted as building materials and thus became an asset; if the townsite was situated out on the desert, it was boosted as a natural health resort and was advertised largely in eastern magazines; if the townsite was situated on a hillside, the view was boasted; if the townsite was situated in a swamp, as was the case of Ballona, a fictitious harbor boosted.”<sup>22</sup>

Many new towns sprang up along the railroad routes. In the spring months of 1887, thirteen new towns were staked out along the tracks; by fall, there were 25 towns in the space of 36 miles, or one every 2,600 yards between Los Angeles and San Bernardino.<sup>23</sup> For every town that made it – Avalon, Etiwanda, La Jolla, Monrovia, Rialto – there were dozens that quickly died: Allessandro, Gladstone, Gladstya, Ivanhoe, Jerusalem, Oneonta, Seabright, Walteria, Waterville, etc. Present day Orange County was the site of the defunct towns of Carlton, Fairview, and St. James. Sixty-two of the 100 towns laid out between 1884 and 1888 soon became nonexistent municipalities.

The locations of many of the boom towns often made little difference as the buyers never expected to live in them. Fearful of missing out, investors would buy land sight unseen. New arrivals from the East would buy a lot and wait for the next tourist to unload it. There were few cash sales, with most of the land bought on contract. With the payment of only a few dollars, speculators could also purchase an option to buy a property, tie it up for sixty to ninety days, then sell the option at a higher cost.<sup>24</sup> To entice naïve “greenhorns”, free excursions to townsites were offered, along with free lunches, parades, brass bands, circus animals, lottery tickets for a subsequent drawing of lots, and lovely lithographs of planned transportation systems, schools, and hotels. Land purchases would sometimes be made in tents, but most often a small wooden structure was built or moved on to the planned townsite to serve as a real estate office. The little buildings – the only structure for miles – offered a promise of what was to come when all the lots were sold. The larger the line outside the realty office, the more contagious excitement grew,

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and latecomers would pay as much as \$500 for a place near the front of the line. Portable, and vaguely Victorian in style, the little offices could be moved to other locations as needed (see Coronado Beach photo for another example). Situated out in what was often the boondocks, the buildings were never intended to be permanent. Over time, the buildings were abandoned along with the new townsites, moved to different locations or destroyed by fire.<sup>25</sup>

By 1888, millions of acres – 12 million alone in Los Angeles – had changed hands, making the great land boom one of the major events in Southern California history. There are no statistics to show how many people came to Southern California as a direct result of the boom, but there was a “two hundred and fifty percent increase in the population in the region between 1880 and 1890.”<sup>26</sup> By the summer of 1887, two thousand newcomers were arriving in Los Angeles each month, with small towns, such as San Bernardino, Pasadena, and San Diego, taking in one thousand a month.<sup>27</sup> The tremendous shift in land ownership led to the final break-up of the large ranchos and completed the transition from rangeland to an agricultural economy. The arrival of a new population of Anglo-Americans, heavily drawn from the American Midwest, who demanded schools and social and cultural institutions, “wiped out forever the last traces of the Spanish-Mexican pastoral economy which had characterized California history since 1769.”<sup>28</sup> The influx of new settlers, who quickly formed booster groups, boards of trade, and chambers of commerce, led to a push for a new Orange County, established on March 11, 1889. Riverside County, another indirect result of boom settlement, would follow in 1893. The boom also brought people who would later build up the huge base of employment for Southern California’s growing economy.

The Amerige realty office appears to be one of the few (and possibly the only one) that remains from the late 1880s land boom in Southern California. It appears, also, that if the land boom had not taken place, the Amerige Brothers may never have founded Fullerton.

### Pioneer Family Context

The 1887 land boom brought its share of charlatans and corrupt real estate agents, but there were a number of solid, respectable citizens – Elisha Babcock, John Slauson, George Chaffey – who helped to build up the region. Like those men, Edward<sup>29</sup> and George Amerige<sup>30</sup> intended to stay and make Fullerton their home. The brothers – two of five children born to Henry and Elizabeth Amerige – would remain in Fullerton until their deaths.

After the land boom collapse, Fullerton became a rough and tumble train stop along the Santa Fe Railroad, but the Amerige Brothers would stick with their plans to develop the townsite. For the next decade the two men would continue to add buildings and amenities to the town. They quickly planted and developed a sixty-acre walnut orchard and constructed the town’s second building, an office, on the corner of Amerige Avenue and Harvard (now Lemon) Street. Chinese workers were hired to construct the first pipeline for the water system, installed in April 1888. The town’s first significant building, the ritzy, three-story St. George Hotel (named for George Amerige), was finished February 28, 1888 for \$54,000. Buildings from defunct towns, including a bank building with a costly vault from nearby Carlton, were moved into Fullerton. The brothers also gave lots to businessmen with the understanding that they were to construct commercial establishments.<sup>31</sup>

After a decade, the two brothers took separate paths. Edward Amerige would become involved in civic affairs and politics. The “unofficial” mayor of Fullerton, he would be elected to the first board of trustees, now the city council, in 1904. He would be elected to the first school board; serve as president of the powerful Anaheim Union Water Company; and organize the town’s first Masonic Lodge located on the corner of Amerige Avenue and Harbor Boulevard. He would also be elected to the California State Assembly, serving as an assemblyman in the 35th (1903) and 36th (1905) sessions.<sup>32</sup> Edward Amerige would die in 1915, but George would live until 1947 (his widow Annette would live until 1961) and play a major role in downtown Fullerton development, building commercial structures on Commonwealth Avenue and Harbor Boulevard that remain today. He remained interested in business affairs in Fullerton for the rest of his life, and in his later years, took particular interest in talking about the history of the town that he had founded.<sup>33</sup>

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### Bibliographical References

- <sup>1</sup>Amerige Park served as spring training for the Pacific Coast League in baseball's early years for teams such as the Hollywood Stars (1935-36), Portland (1937-40), Sacramento Solons (1941-42), and the Los Angeles Angels (1946-55). Hall of Famers Joe Dimaggio, Walter Johnson, Bob Feller, Ted Williams, Honus Wagner, and Satchel Paige are known to have played on the field. Part of the movie *Alibi Ike* (1935) was filmed in the park. Epting, Chris. *Images of America: Baseball in Orange County*. Charleston, SC: Arcadia Publishing, 2012: 61-70.
- <sup>2</sup>Amerige, George. Mr. Amerige's Story: Notes Taken on March 27, 1927, p. 2. On file, Local History Room, Fullerton Public Library. A slightly different version of the story has the building constructed in Fullerton, but that is unlikely.
- <sup>3</sup>Fullerton Redevelopment Agency. *The Amerige Building, "Heritage Revisited," 1984*. Fullerton: Fullerton Redevelopment Agency, 1984. On file, Local History Room, Fullerton Public Library.
- <sup>4</sup>Fullerton City Council Agenda. Fullerton Heritage MOU for Amerige Building. January 15, 2013. On file, Local History Room, Fullerton Public Library.
- <sup>5</sup>Galvin, Terry. *Amerige Office Restoration 2013*. On file, Local History Room, Fullerton Public Library. The notebook, which includes photographs, publicity, newspaper articles, and a list of volunteers and donors, documents the restoration project. Also: Gread, Anne. "Amerige Brothers' Real Estate Office Set for Restoration." *Fullerton Heritage Newsletter* vol. 18, no. 1 (November 2011), p. 1, 3; "Fullerton Heritage Seeks Volunteers for Historic Restoration." *Fullerton Observer* March 15, 2013; "Amerige Brothers Restoration." *Fullerton Observer* Mid-June 2013; "Restoring a Link to Old Fullerton." *Orange County Register* April 4, 2013.
- <sup>6</sup>Historical Landmarks Resolution No. 6: A Resolution of the Landmarks Commission of the City of Fullerton Granting Local Landmark Designation for the Amerige Realty Office. June 26, 1980. On file, Local History Room, Fullerton Public Library.
- <sup>7</sup>Ziebell, Bob. *Fullerton: A Pictorial History*. 2<sup>nd</sup> ed. Virginia Beach, VA: Donning Company, 2002: 45-47.
- <sup>8</sup>Agreement between Edward and George Amerige and Sellers, May 14, 1887. On file, Local History Room, Fullerton Public Library. The Amerige Brothers quickly paid off the balance in a few months.
- <sup>9</sup>Rosen, Louis. *Henry Gaylor Wilshire: The Millionaire Socialist*. Pacific Palisades, CA: School Justice Institute, 2011: 109-115. Wilshire and his brother did not fulfill their contract with the Pacific Land and Improvement Company and lost their holdings.
- <sup>10</sup>"Frank Henry Olmstead." *Los Angeles City Engineers and Surveyors*. City of Los Angeles, Dept. of Public Works, Bureau of Engineering. 2015. Internet.
- <sup>11</sup>"Pacific Land and Improvement Company: Facts about Fullerton [Advertisement]." *Los Angeles Times* September 5, 1887, p. 3. The Amerige Brothers ran the same announcement/advertisement a number of times in different newspapers.
- <sup>12</sup>"Davis, Samuel McClellan." *Men of America: A Biographical Dictionary of Contemporaries*. Ed. John W. Leonard. New York: L. R. Hamersly and Company, 1908: 615-616; "Samuel McClellan Davis." *History of the Bench and Bar of California*. Ed. J. C. Bates. San Francisco: Bench and Bar Publishing Company, 1912: 186-187. The Samuel Davis House (1905) in Santa Ana (1225 French Street) is a City of Santa Ana Local Landmark.



## CONTINUATION SHEET

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- <sup>13</sup>Horace Caldwell Head." *History of Orange County, California, with Biographical Sketches of the Leading Men and Women of the County Who Have Been Identified with Its Growth and Development from the Early Days to the Present*. Ed. Samuel Armor. Los Angeles: Historic Record Company, 1921: 619-620; "Horace C. Head [Advertisement]." *Fullerton News Tribune*, Second Illustration Edition. May 1899, p. 17. Includes small photograph of the interior of the Amerige realty office.
- <sup>14</sup>The Seventy-Fifth Anniversary, 1886-1963, First Presbyterian Church, Fullerton, California, p. 7-8. 1977. On file, Local History Room, Fullerton Public Library.
- <sup>15</sup>Fullerton Civic Leader Harry G. Maxwell Dies." *Fullerton News Tribune* September 13, 1962, p. 1,3; Richey, Debora. "Harry G. Maxwell's Spanish Colonial Revivals." *Fullerton Heritage Newsletter* vol. 19, no. 2 (May 2013), p. 1, 3-4.
- <sup>16</sup>Ziebell, Bob. "Building Downtown: The Founders' Real Estate Office Is with Us Today." *Fullerton News Tribune* August 10, 2000. The issue won, but not in Fullerton, where only 15 voted in favor in creating the county and 96 voted against it.
- <sup>17</sup>Dumke, Glen S. "The Real Estate Boom of 1887 in Southern California." *Pacific Historical Review* vol. 2, no. 4 (December 1942): 427.
- <sup>18</sup>Lothop, Gloria Ricci. "The Boom of the '80s Revisited." *Southern California Quarterly* vol. 75, no. 3/4 (Fall/Winter 1993): 272.
- <sup>19</sup>Atwell, H.Wallace. *The Sunset Route: A Tourists' Guide and Immigrants' Land Directory*. San Francisco: Atwell & Co., 1888.
- <sup>20</sup>Truman, Benjamin Cummings. *Homes and Happiness in the Golden State of California: Being a Description of the Empire State of the Pacific Coast, Its Inducements to Native and Foreign-born Emigrants, the Productiveness of Soil and Its Productions, Its Vast Agricultural Resources, Its Healthfulness of Climate and Equability of Temperature, and Many Other Facts for the Information of the Homeseeker and Tourist*. San Francisco: H. S. Crocker & Co., 1885. On file, Special Collections, California State University, Fullerton Library.
- <sup>21</sup>Madden, Jerome. *California: Its Attractions for the Invalid, Tourist, Capitalist, and Homeseeker, and General Lands of the S. P. R. R. Co.* San Francisco: H. S. Crocker & Co., 1890.
- <sup>22</sup>Netz, Joseph. "The Great Los Angeles Real Estate Boom of 1887." *Annual Publication of the Historical Society of Southern California* vol. 10, no. 1/2 (1915-1916): 62.
- <sup>23</sup>Lothrop, Gloria Ricci. "The Boom of the '80s Revisited." *Southern California Quarterly* vol. 75, no. 3/4 (Fall/Winter 1993): 268.
- <sup>24</sup>Guinn, J. M. "The Great Real Estate Boom of 1887." *Historical Society of Southern California, Los Angeles (1890)* vol. 5, no. 5 (1890): 19; Netz, Joseph. "The Great Los Angeles Real Estate Boom of 1887." *Annual Publication of the Historical Society of Southern California* vol. 10, no. 1/2 (1915-1916): 59-60.
- <sup>25</sup>Often the next building in the boom towns were expansive hotels designed to house settlers and businessmen as they waited for homes and commercial buildings to be constructed in the townsite. In 1889, five boom hotels existed within eight miles of each other. When the boom towns became ghost towns, many of the hotels, like the realty offices, were abandoned, destroyed by fire, or razed at a later date. Some of the hotels were used for other purposes. The San Dimas Mansion Hotel, constructed by Moses L. Wicks from 1885 to 1887, never opened, but did become the private

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residence of six generations of the Carruthers Family. Pomona College relocated to the unused Claremont Hotel. In La Verne, the Lordsburg Hotel, which never had a paying guest, became Lordsburg College in 1891. Lothrop, Gloria Ricci. "The Boom of the '80s Revisited." *Southern California Quarterly* vol. 75, no. 3/4 (Fall/Winter 1993): 279-280.

<sup>26</sup>Parker, Edna Monch. "The Southern Pacific Railroad and Settlement in Southern California." *Pacific Historical Review* vol. 6, no. 2 (June 1937): 106. In 1870, the combined population of San Diego, San Bernardino, and Los Angeles Counties was only 24,248; in 1880, 50,285. There were small, prosperous settlements (e.g., El Monte, Anaheim, Santa Ana), but overall the entire region was sparsely populated.

<sup>27</sup>Van Dyke, Theodore S. *Millionaires of a Day: An Inside History of the Great Southern California "Boom."* New York: Fords, Howard & Hulbert, 1890: 99.

<sup>28</sup>Parker, Edna Monch. "The Southern Pacific Railroad and Settlement in Southern California." *Pacific Historical Review* vol. 6, no. 2 (June 1937): 113-114.

<sup>29</sup>"Passing of Highly Esteemed Citizen." *Orange County Tribune* May 6, 1915, p. 8; Ziebell, Bob. "The Right Man, the Right Time for Fullerton." *Fullerton News Tribune* July 13, 2006; "Edward Russell Amerige." *History of Orange County California with Biographical Sketches of the Leading Men and Women of the County Who Have Been Identified with Its Growth and Development from the Early Days to the Present*. Ed. Samuel Armor. Los Angeles: Historic Record Company, 1921: 585-586. Edward Amerige never married.

<sup>30</sup>"George Henry Amerige." *History of Orange County California with Biographical Sketches of the Leading Men and Women of the County Who Have Been Identified with Its Growth and Development from the Early Days to the Present*. Ed. Samuel Armor. Los Angeles: Historic Record Company, 1921: 576-582; "George Henry Amerige." *History of Orange County*. Vol. 2. Ed. Mrs. J. E. Pleasants. Los Angeles: J.R. Finnell Publishing Company, 1931: 16-24; "George Amerige Dies: Co-Founder of Fullerton in 1887 Passes Away after 15 Weeks in Local Hospital." *Fullerton News Tribune* December 1, 1947, p. 1. In 1894, George Amerige married Annette Jackson (the couple had no children).

<sup>31</sup>Pioneer Days Are Recalled: George Amerige Gives Outline in Fullerton Historical Sketch, May 25, 1926. On file, Local History Room, Fullerton Public Library; George H. Amerige. Fifty Years in Fullerton. 1937. On file, Local History Room, Fullerton Public Library.

<sup>32</sup>*California Blue Book, 1850-2000. Sesquicentennial Edition: An Official Directory of the Judicial, Executive, and Legislative Departments of the California State Government*. Sacramento: Secretary of State, 2000: 301.

<sup>33</sup>"Founder of Fullerton Marks 92<sup>nd</sup> Birthday." *Los Angeles Times* March 22, 1947, p. A3.

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Property Name: Amerige Bros. Real Estate Office

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### Image Log

- Image 1: Portraits of Amerige Brothers, George and Edward. On file, Fullerton Public Library, Local History Room
- Image 2: Map of Fullerton Townsite. On file, Fullerton Public Library, Local History Room
- Image 3: Advertisement, *Los Angeles Times* September 2, 1887, p.8
- Image 4: Article: "Founder of Fullerton Marks 92nd Birthday", *Los Angeles Times* March 22, 1947, p. A3
- Image 5: Coronado Island Realty Blog. *History of Coronado*. 2015. Internet
- Image 6: George Amerige, horse and buggy, 1887. On file, Fullerton Public Library, Local History Room
- Image 7: Building, ca early 1890s. On file, Fullerton Public Library, Local History Room
- Image 8: Building, ca mid 1890s. On file, Fullerton Public Library, Local History Room
- Image 9: Building, ca late 1890s. On file, Fullerton Public Library, Local History Room
- Image 10: Building, 1908. On file, Fullerton Public Library, Local History Room
- Image 11: Building, ca 1910. On file, Fullerton Public Library, Local History Room
- Image 12: Building, ca 1920s. On file, Fullerton Public Library, Local History Room
- Image 13: Building, 1979. On file, Fullerton Public Library, Local History Room
- Image 14: Interior of structure, 1899. *Fullerton News Tribune* Second Illustration Edition. May 1899, p. 17

### Photo Log

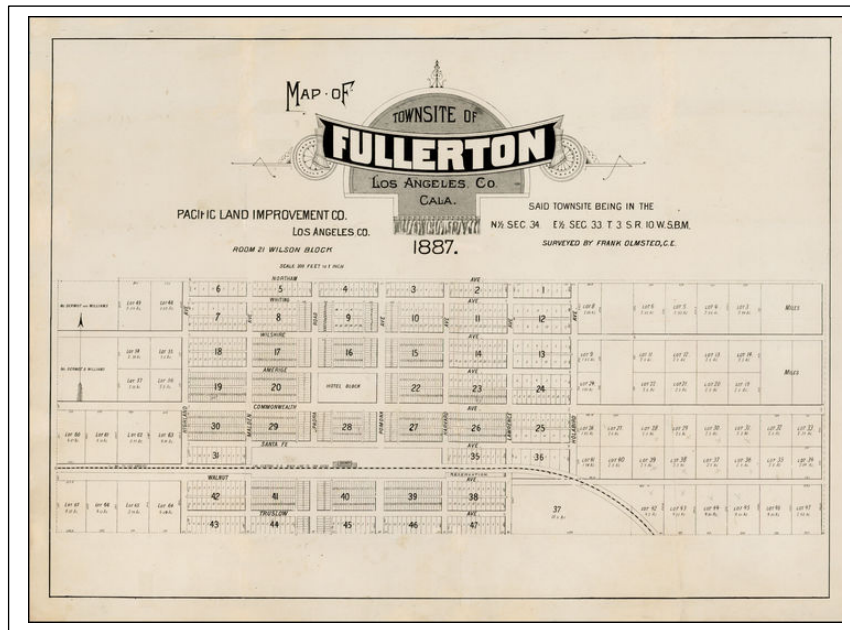
- Photo 1: North (front) elevation, 2015
- Photo 2: West elevation, 2015
- Photo 3: South (rear) elevation, 2015
- Photo 4: East elevation, 2015
- Photo 5: North (front) elevation, looking southeast, 2015
- Photo 6: Interior, looking north toward entrance, 2015

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**Image 1: Portraits of the Amerige Brothers, Edward and George  
Source: Fullerton Public Library, Local History Room**



**Image 2: Map of Fullerton townsite, established in 1887**

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PACIFIC LAND IMPROVEMENT COMPANY.: Room 21 Wilson Black, Los ...  
Wishure  
Los Angeles Times (1886-1922); Sep 2, 1887; ProQuest Historical Newspapers: Los Angeles Times  
pg. 8

## PACIFIC LAND IMPROVEMENT COMPANY.

Room 21 Wilson Black, Los Angeles—Facts About Fullerton.

Fullerton is a town site on the San Diego division of the Santa Fe Railroad, twenty-three miles southwest of Los Angeles and three miles north of Anaheim. It is a regular station on that railway and all trains will stop there.

### ADVANTAGES.

Fullerton has the most productive country tributary to it of any new town site laid out in Southern California; the country around is noted for its fertile soil and the great abundance of water. The water is derived from the Anaheim ditch, which, as is well known, is the most copious supply in Southern California. Oranges grow to the greatest perfection. The famous Gilman ranch adjoins the townsite of Fullerton. The Gilman place is the "show" walnut grove in the state; visitors taken there from all parts of the country and shown it as a sample of what can be done in the way of having a perfect walnut grove. Oranges and lemons from this section are noted throughout the State as being the finest produced anywhere, and commanding the top market price.

Land in the vicinity of Fullerton is still at a very reasonable figure, as the country is comparatively little known, being at present out of the way of the general lines of travel. With the advent of the Santa Fe Railroad, which is expected within ninety days, property will advance very materially, as it will then first be introduced to many seeking productive land at lower prices than that asked for in and about Pasadena.

### OSTRICHES.

The original and largest ostrich farm is only one mile from the town, and is a great source of interest to tourists. One hundred ostriches may be counted.

### COMMONWEALTH AVENUE

runs through the center of the town, one hundred feet wide and ten miles long. This will be one of the finest avenues in the Southern country. Lined with umbrageous shade-trees, and the soil is naturally adapted to road-making, packing as hard as asphalt, and never dusty or muddy.

### ASPHALTING.

Immense deposits of oil and asphaltum occur in the neighborhood.

### PRICES OF LAND.

Ordinary land without water can be purchased for from \$75 to \$250 per acre; best land with water at \$50 to \$70 per acre, and there is but little doubt that all this land will sell readily at \$1000 per acre within six months from date.

### IMPROVEMENTS IN THE TOWN OF FULLERTON.

A \$25,000 hotel is now in course of erection and will be finished within ninety days; two other \$10,000 brick buildings are now contracted for and will be finished within the same time. A bank with \$100,000 capital is incorporated, and will put up a \$15,000 pressed-brick building immediately. Quite a number of houses are now in course of construction and many lots have been sold conditionally upon brick buildings being erected thereon immediately.

A cement sidewalk six feet wide is now being laid upon all the principal streets; water piped in heavy iron pipes and under good pressure through the streets.

### PRICES OF LOTS.

Lots range in price from \$150 to \$500; all streets are graded and there is not an undesirable lot in the entire townsite, as the ground is perfectly level, with a slight fall from the foothills.

### SOIL.

The soil is a fine sandy loam which neither gets muddy nor dusty.

### CLIMATE.

Fullerton being but eight miles from the ocean, gets the sea breeze much sooner than towns on the other side of the foothill, thus producing a lower temperature in summer, and at the same time the proximity to the ocean causes a more equal and warmer temperature in winter.

Fullerton has the best soil, the best water, the best climate, the largest and most productive territory tributary to it, the best railroad facilities, and there is more cash being expended in it on permanent improvements than on any new town in Southern California.

For prices of town lots and acre property, inquire of

Amerige Bros., H N, Spring st.,  
Anaheim, Cal. Los Angeles.

FOUNDER OF FULLERTON MARKS 92ND BIRTHDAY  
Los Angeles Times (1923-Current File); Mar 22, 1947.  
ProQuest Historical Newspapers: Los Angeles Times (1880-1990)  
pg. A3



OLD TIMES — George H. Amerige, 92, who, with his brother, founded Fullerton, pauses at door of city's first building, preserved as historic landmark in Amerige Park.

## FOUNDER OF FULLERTON MARKS 92ND BIRTHDAY

FULLERTON, March 21.—On the eve of his 92nd birthday tomorrow, George H. Amerige today contemplated with pride this city, which he and his brother, Edward R. Amerige, founded July 5, 1887, as the result of a friend's invitation to go hunting over the open grass-grown fields where Fullerton is today.

Newly arrived from Massachusetts, the Amerige brothers were captivated by this countryside, a paradise for quail, ducks, geese and other wild life. When the hunters gathered at the old Planters' Hotel in Anaheim, the conversation turned to a discussion of the new railroad being routed by the Santa Fe from Buena Park to Santa Ana, through Anaheim.

### Railroad Obtained

Alert to business opportunities, George Amerige persuaded George Fullerton, Santa Fe's right-of-way manager, also from Massachusetts, to swing the road through the hunting grounds so that a town could be established there and make a bend to Anaheim. With the purchase of 450 acres by the Amerige brothers and the railroad assured, the new town was born.

George Amerige, born in Malden, Mass., at the age of 21 had bought out the business of a grain merchant there and, with his brother built it into a chain of four stores in the wholesale grain and flour business, represented on the Board of Trade of Boston and Chicago. In 1886 the brothers sold out and came to California. Edward died in 1915.

George Amerige has lived his life along with the town he founded. He installed the first waterworks, the first street signs and lights, laid out the streets and named them. Some of the street names are reminiscent of New England, as Malden, after the town of his birth; Harvard, for Harvard University; Highland, for the street on which his parents lived in Malden, and Amerige Ave. bears his own name. He built the St. George Hotel, which was torn down in 1918.

In his home on N. Spadra, George Amerige still concerns himself with his business affairs, assisted by his wife, also a New Englander.

Image 4: George Amerige in front of real estate office, 1947  
Source: Los Angeles Times March 22, 1947, p. 43

Image 3: Advertisement for Fullerton Townsite  
Source: Los Angeles Times Sept. 2, 1887, p. 8



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Coronado Beach Company Lot Sale, 1887

**Image 5: Typical real estate office of the 1886-188 Southern California land boom  
Source: Coronado Island Realty Blog. *History of Coronado*. 2015. Internet.**



**Image 6: George Amerige, horse and buggy, with Amerige Bros. Real Estate Office  
in background, 1887  
Source: Fullerton Public Library, Local History Room**

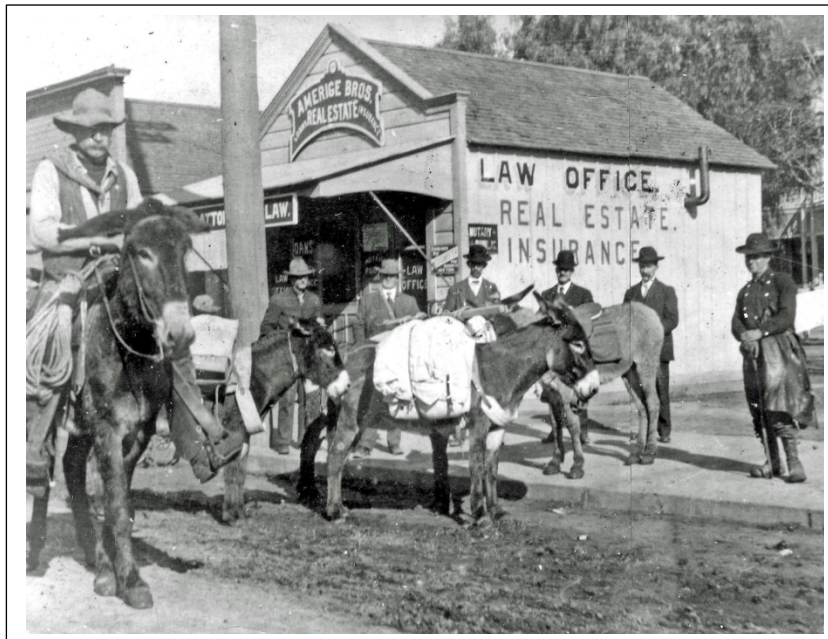
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**Image 7: Building located on the east side of Spadra Road (now Harbor Blvd.), north of Commonwealth Avenue, ca early 1890s  
Source: Fullerton Public Library, Local History Room**



**Image 8: Building located on the east side of Spadra Road (now Harbor Blvd.), north of Commonwealth Avenue, ca mid 1890s  
Source: Fullerton Public Library, Local History Room**



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Property Name: Amerige Bros. Real Estate Office  
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**Image 9: Building located on the east side of Spadra Road (now Harbor Blvd.), ca late 1890s**  
Source: Fullerton Public Library, Local History Room



**Image 10: Building located on the east side of Spadra Road (now Harbor Blvd.), north of Commonwealth Avenue, 1908**  
Source: Fullerton Public Library, Local History Room

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**Image 11: Northeast corner of Spadra Road (now Harbor Blvd.), showing building on east side of Spadra Road, with St. George Hotel in background, ca 1910**

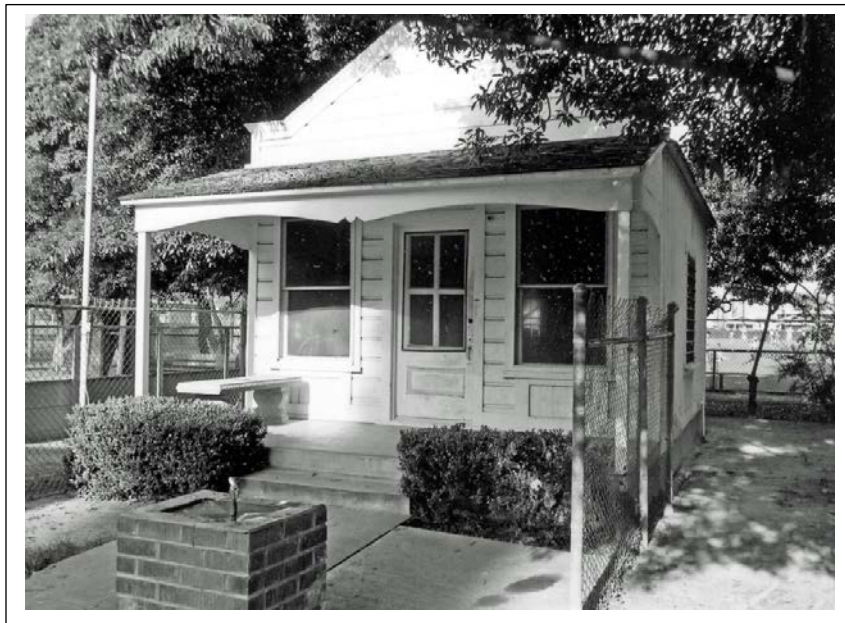


**Image 12: Building located on the west side of Spadra Road (now Harbor Blvd.), south of Commonwealth Avenue, with George and Annette Amerige in front, ca 1920s  
Source: Fullerton Public Library, Local History Room**

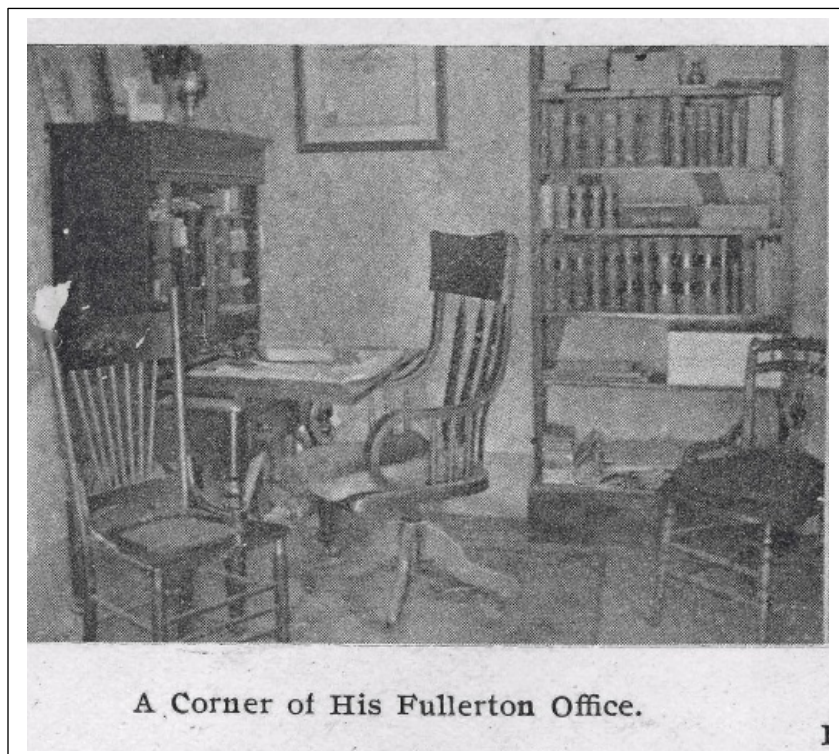


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**Image 13: Building located in Amerige Park, 1979**  
**Source: Fullerton Public Library, Local History Room**



**Image 14: Interior of Amerige Bros. Real Estate Office, 1899.**



**CONTINUATION SHEET**

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**Photo 1: North (front) elevation**



**Photo 2: West elevation**

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**Photo 3: South (rear) elevation**



**Photo 4: East elevation**



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**Photo 5: Front elevation, looking southeast**



**Photo 6: Interior, looking northwest to front entrance**

Page 22 of 22 Project Name: Amerige Bros. Real Estate Office\_ Year 2015

Camera Format: \_\_\_\_\_ Lens Size: \_\_\_\_\_

Film Type and Speed: \_\_\_\_\_ **Negatives Kept at:** Fullerton Public Library, Local History Room

Mo.	D	T	Exp./Frame	Subject/Description	View Toward	Accession #
Nov.			Jpg digital photograph	Page 1: North (front) elevation of structure	Southeast	
March			Converted to jpg	Page 2: Cropped aerial photo using Google Earth	Ground	
March			Converted to jpg	Page 3: Cropped aerial photo using Google Earth	Ground	
Dec.			Jpg digital photograph	Page 19: North (front) elevation of structure	South	N.A.
Dec.			Jpg digital photograph	Page 19: West elevation of structure	East	N.A.
Dec.			Jpg digital photograph	Page 20: South (rear) elevation of structure	Northeast	N.A.
Dec.			Jpg digital photograph	Page 20: East elevation of structure	Northwest	N.A.
Dec.			Jpg digital photograph	Page 21: North elevation of structure	Southeast	N.A.
Dec.			Jpg digital photograph	Page 21: Interior of structure, looking toward entry	Northwest	N.A.