

CITY BLAZES LIGHTING TRAIL

Bargain Festival in Torrance Will Welcome Woolworth

Torrance Pioneers In Plan To Insure Low Lighting Cost

System Decided Upon Two Years Ago Guarantees Competition in Securing Ornamental Illumination for Whole Municipality

OTHER CITIES WATCH PLAN HERE WITH INTEREST

Mayor's Special Committee Will Open Guaranteed Pre-Bids on Scores of Types on May 22 and Make Recommendation to Council

BY THE OBSERVER
With open competition in operation, Torrance has never before been able to secure property owners to compute ornamental lighting costs before any plan for lights is formally approved by the City Council. Torrance is writing new history in municipal proceedings for lighting improvements in Southern California.

Lighting companies themselves declare that the plan now in operation in Torrance has never before been tried in the Southland. Municipal experts all over this part of the state are watching the local proceedings with an interest which is aroused by the features of the Torrance plan which insures competition and guaranteed costs.

The history of the lighting proceedings from their inception to date has been requested by many municipal officials in other cities and should be studied carefully by taxpayers here. Wherefore this article is written.

About two years ago the directors of the Chamber of Commerce, in response to an insistent demand from the public for lights, held a joint meeting with the City Council to discuss the matter. At this meeting the city officials assured the Chamber that lights would be proposed whenever insistent demand from the people proved that they were universally desired.

Shortly after this meeting the directors of the Chamber passed a resolution requesting the council to have the city engineer draw plans and write specifications for a lighting system so that costs of installation and maintenance might be secured. This the council did and Engineer Frank Leonard went to work on the plans.

Shortly thereafter two lighting companies sent agents to Torrance to circulate petitions stipulating types of posts to be erected. A committee from the Chamber called on these companies and explained

that any such petitions would not be honored by the City Council and that if they were presented lights in Torrance might be delayed for a long period. As a result the agents were called off the job and the plans of the Council and Chamber allowed to proceed without interference.

Some weeks ago Mr. Leonard completed his plans and specifications. These were sent to all lighting companies operating in Southern California with the request that they present to a special committee guaranteed estimates of installation, accompanied by a check for 50 percent of the pre-estimated bid, to insure that any ultimate bid would not exceed the estimate.

When this plan was first announced lighting companies said it could not be done. They were informed that if it were impossible to look around for none or some lights. One by one the companies agreed to the plan, until now ten companies have plans and specifications and are planning to enter pre-bids for installing a system.

Mayor Dennis appointed a special citizens' committee to receive these pre-bids and make a recommendation to the Council as to post types, etcetera.

This plan will insure that every property owner will be able to compute the cost of lights on his property before the date of protest falls. If the Council approves the committee's recommendation, a regulation of intention will be passed and bids advertised for. Pre-bids will be opened by the mayor's committee on May 22.

It is expected that each company bidding will present guaranteed estimates on several types of installations, so that the committee and the Council will be able to select the most appropriate available in Southern California. In most cities where lights have been installed it has been common practice to select a post type before bids were sought. This plan practically eliminates competition. Torrance competition is guaranteed, and officials believe that prices obtained here will be lower than prices which have been paid elsewhere.

Torrance Sewers Connected Up to Great Trunk Line

Sewage from Torrance is now flowing into the main trunk line of the Metropolitan system and to the disposal plant near Harbor City. Connection of the Torrance system to the trunk line was made without a cent of cost to the municipality. The district paid the connection cost. With the making of the connection the old sewer farm which was being used by the city of Torrance became no longer necessary.

TRUCK BURNS
A truck, owned by the Sidebotham Sand and Gravel Co., and driven by E. H. Bertaud of Lomita, ignited from backfire shortly after lunch Wednesday afternoon. The Torrance fire department was called, but practically nothing but the engine of the car was saved. It was estimated that the loss was around \$100.

Man Is Injured Child Killed in Auto Crash

Richard S. Silence, brother of Walter Silence employe of the Mineral Wool Products Co., was injured Sunday morning when the Chevrolet sedan in which he was riding collided with a Ford sedan at Hoover and 100th street, Los Angeles.

Riding in the Ford were a man and four children, one of whom, a little girl 7 years old, was thrown through the roof of the car and killed. The Chevrolet was completely wrecked and occurred at 11 o'clock. At the coroner's inquest Monday, Mr. Silence was exonerated of all blame. He is quite well known here, having been employed at the Columbia Steel plant for a number of years.

Jack Hanson spent Monday in Los Angeles on business.

MOTHER'S DAY

By MADAME X

TO MOTHER
A comrade ever ready
With a smile and helping hand
A friend who's staunch and steady
Who will always "understand"
Unwearied in the task of finding
So cheerful and contented
You make others feel the same
No word has been invented
That is sweeter than your name.
Unwearied in the task of finding
Kindly things to do.
God bless you! For there's no one else
In all the world like you.

SCENE IN GIFT SHOP

Lil: Gosh Marge, wouldn't that make you weep? I think the reason they have Mother's Day is that it gives us a chance to send cards and things that tell our mother what would stick in our throats if we tried to say them.

Marge: Yeh, and some of these kid hypocrites yep that all this sentiment is a bouquet of applause. It takes a lot of ballyhoo to make some yaps remember they've got a mother.

Lil: Not always Marge, they remember her when they're in trouble and need a friend.

Marge: Isn't this gift shop the cutest place. There are scads of things here that you could give Mothers. Mothers and plagues.

Lil: I know, but I'm going to look around good and then buy. I've heard that the town was full of Mother's Day gifts. Let's go down to the drug store on the corner.

Exit—The Door Bangs
Marge and Lil, flushed and happy, loaded with packages arrive at Lil's.

Marge (excitedly): Aren't these the best looking hose I got for mother? She says she'd lots rather get a nice pair of hose or some silk undies than a pretty box of candy. They last longer.

Lil: Gosh, my mom wouldn't. When you give her a box of candy with "Mother" on it, or in a Mother's day wrapper she only eats one piece, a day until its gone, and then saves the box to remember it by. Heck, Marge, do you think we'll ever be that way over kids of ours?

Marge: Talking of kids, did you see those chocolate bars with a Mother verse on top in that drug store that has the catin' annex?

Lil: Uhuh. Sure makes gifts a slick question for the kids without much money. I remember once when I was a kid, I didn't have enough money to buy mother anything for Mother's day and went into somebody's flower garden and swiped some roses to take her.

Marge: Now that the deed is recorded in your book of cute tricks, let's see what you bought in that lighthouse place while I was looking at those flower hanky sets.

Lil: Here are the day's purchases baby, peruse them at your leisure. Cards for the entire family, ties for the dads, who would have a fit if they were forgotten. Hankies for our Mothers and a box of candy. While you're at it, take another sniffle of that gorgeous perfume I got for Joe's mother, while we were in that drug store at the corner of Carson E-ow, froth at the mouth because diner's not ready. Phone the ball and chain and we'll have a pick up dinner together—thanks to the inventor of creamed tuna and canned peas.

Marge: OKMNX. The boys won't be properly thrilled about our purchases until they're full. While I'm phoning I'll tell him to bring over the new freezer and we'll have some pineapple ice quicker than you can say scat.

Curtain
Excerpt from two diaries.
After the boys had consumed their fill of tuna and peas and pineapple ice they became properly thrilled over the remembrances we bought for Mother's day and we all agreed that after all Torrance is the best place to shop.

BOYS RUN CITY ON FRIDAY

Week Celebrated by Giving Lads Idea of Municipal Government

BEN TOWNSEND MAYOR

Other Youths, Elected to Office, Handle Functions of Torrance

Boys' Week proved a huge success with the boys in Torrance. Friday the boys got a chance at municipal government. City officials were elected by the Boys' League of the High School and Friday afternoon, they took their places in the respective offices.

On the city council was Ben Townsend, mayor; Keith Tinsley, police commissioner; Bob Bordeaux, chairman of the ordinance committee; Harwood Clark, street commissioner and Richard Sinclair, chairman of the Finance Committee.

Forrest McKinley was chief of police; Harold Stevenson, fire chief; Orville Hudson, superintendent of the street department; Pete Hall, city attorney; Joe Townsend, police sergeant; Richard Tulman, speed cop; Robert Bartlett, city recorder; Paul Lessing, city clerk; Fred Powell, city engineer and Ralph Harder was patrolman.

Treat In Store for Club Here

State Chairman Will Speak on Law, Business and Insurance

A rare treat is in store for the members of the Torrance Women's club on Wednesday, May 16, when Mab Copeland Lineman, L.L.B., state chairman of law, business and insurance, will speak before the club. She is a speaker much sought after by clubs and the Torrance Club is fortunate to secure her. Members are asked to bring their husbands as her subjects are of interest to men and women alike.

Election of officers will take place on this date and the ballot box will be open from 11 A. M. to 2:00 P. M.

All reservations for luncheon must be in by 6:00 P. M. Monday evening, May 14. As this is the seventh anniversary of the founding of the club, the luncheon will be a birthday one with candies and everything that makes a birthday party.

Bob Shuler Will Speak Here Monday

Monday night Bob Shuler will speak for the Brotherhood of the First Methodist church. Bob Shuler is well known and many will take this opportunity to see and hear one of the outstanding church leaders of this day. Please see Mr. Morris if you do not have tickets. It will be impossible to get in without a ticket. Call 43-M, or 78-J. Supper at 6:30 p. m.

THIMBLE CLUB BAZAAR

The Thimble Club will hold a bazaar, Tuesday, May 22, in the Morris Building on Cabrillo avenue, when many articles, ornamental and useful will be displayed.

Observations

The Poison of Gossip—The Penalty of Being Different—Idle Tongues and the Harm They Do—Is Charity a Lost Quality?

By W. HAROLD KINGSLEY

I AM fed up on the way humans judge the characters of their acquaintances, even of their friends, by some one little act. Strangely enough such sweeping judgment seldom is based on an act of charity or kindness to the benefit of the person judged, but usually is found on some minor error of action or speech to the discredit of the man or woman in question.

JOHN DOE, busy with the intricate affairs of his life, intent on some important personal problem walks down the street with all the machinery of his mind trained upon his riddle. He passes an acquaintance and fails to hail him with a how-do-you-do. Immediate the acquaintance takes umbrage, labels the worried business man as "uptight" and "high hatter." From that date on he carries his grudge, nursing it secretly. Mr. Business Man, unwittingly has made an enemy.

HOW much better it would be if the chap who was not hailed had used his head instead of his emotions and had gone to Mr. Business man and said, "Old top, I know you're a good guy, but you have a bad fault. You pass people without speaking to them. I know you don't do it on purpose, because I think you're absent-minded. I'm telling you about it because there may be some people who would feel angry if you passed them without a greeting." Such a remark would prevent hatred and would be a favor to Mr. Business Man.

I KNOW what I am talking about. I know a young business man of Torrance who is one of the finest chaps of my acquaintance. But he is generally pre-occupied and passes many acquaintances without giving them so much as a nod. Intent on other thoughts their passing does not even register on his conscious mind. He knows this and tries to remedy it, but it is difficult for him to change the action of his brain.

Another proof that what I contend is true. A good friend of mine stopped me one day and told me that I had passed him at least twenty times without speaking. He said he understood why and pointed out the circumstance so that I might correct a very bad fault. I certainly appreciated the information.

HOW often one hears people criticizing mutual friends because of some little error of neglect, omission or commission. And how often are these little errors entirely misinterpreted. We are all too hasty in judging our neighbors. Perhaps if we knew all the circumstances our criticism would turn to praise.

HOW seldom we hear a group praise a mutual friend for some act of decency or charity. It seems that conversation about persons is largely confined to destruction. It seems that mortals conclude that an error is an index of character but that good deeds signify nothing. Yet as a matter of fact most humans are more good than bad. I guess it is human to criticize and divine to praise. Or perhaps we all reserve our praise for ourselves.

THE more one plays the game of social intercourse the more he determines not to "talk about" other people. Gossip is poison. When I hear an acquaintance speaking poison about another person right away I wonder if that same acquaintance doesn't say the same nasty things about me when my back is turned.

THE whole tendency of American society is toward standardization. We betide him or her who seeks to retain his individuality. Let him be different, even though natural, and he is criticized and hated on almost every side.

MRS. RICHARD ROE plays an admirable game of bridge. She has babies, spends what little leisure she wins to read books which she loves. But the fact that she is not qualified as an expert with the little insignificant pasteboards brings fires of hatred down on her head—when her back is turned. As though to play a good game of bridge were the sole purpose of life.

JOHN DOE is sending money every week to an invalid mother. What is left he tries to satisfy the needs of a large family. It is a tough problem and week after week he is scarcely able to make both ends meet. Committees solicit him to buy tickets for this and that organization event. He refuses—not because he is stingy, but because he actually cannot afford it. He declines to contribute to this and that community fund—not because he is a miser but because he is hard put financially.

INSTEAD of receiving praise for his devotion to his mother and his family, instead of being admired for his frugality in an era of drunken spending he is berated, slamed, tongue-lashed and blacklisted as a grouchy old skinflint who wouldn't pay a nickel to see the Goddess of Liberty do the black bottom with the Nelson statue on Trafalgar Square. Truly we are uncharitable, uncomprehending humans.

LET it be known that you love good music. You may be accepted by your acquaintances, but with the reservation that you are a bit queer. Read the American Mercury regularly and let it be known—and even if you read it mostly to admire stately prose and do not adhere to all of its crazy ideas, and you will be labeled a libertine and a little "funny."

Send your children to private school and you are unpatriotic. It does not matter what circumstances entered into your decision. Join all the lodges and you will be laughed at as a "jiner." Join none of them and you will be scorned as an outcast.

Mind your own business and you will be set down as a selfish, unsocial boor.

Attend to the business of other people and you are a busy-body—which you most certainly are.

IT is all very disconcerting. As one views the ugly parade of society one would turn bitter with hatred for all his fellow men if he did not know that ninety percent of this judgment we pass upon our fellows, ninety percent of this poison we send out from (Continued on last page)

CITY HUB FOR BIG AREA

Link in Big Retail Chain Makes Torrance Big Shopping Center

FARES TO BE REFUNDED

Out-of-Town Buyers Given Added Inducement to Visit Torrance

Fair-sighted—realizing that the decision which led the F. W. Woolworth Company to locate a store in Torrance indicated the growing importance of Torrance as the shopping center of this entire district—merchants of Torrance today announced a wholesale festival of bargains to celebrate the opening of the Woolworth store.

Crowds of buyers from territory tributary to Torrance have been making retail business good here for months. The advent of the Woolworth store merely adds emphasis to the fact that Torrance is the trading hub of the district. Record throngs of out-of-town buyers are expected in Torrance Saturday when the Woolworth store opens.

A special Welcome Woolworth section of the Torrance Herald published today contains a host of bargains which make the Torrance business section the mecca for buyers of the Harbor District the end of this week.

Co-operating with buyers and business houses the Torrance Chamber of Commerce announces that fares of out-of-town buyers who come to Torrance by bus will be refunded. Persons will be given face refunding coupons by bus drivers. These coupons will be as good as cash in any store in Torrance where purchases are made. Buyers merely have to present their coupons and the amount of the fare will be applied on purchases. Merchants who take in these coupons will be paid the amount of the fare out of the Chamber of Commerce business promotion fund.

The advent of Woolworth to Torrance brings to this district a link in the greatest retail chain in the world.

An interview with Hubert T. Parnon, president of the F. W. Woolworth company was recently published widely throughout the United States. It sets forth interestingly many of the Woolworth policies. The interview follows in part:

"The number of separate articles is around 3000, 600 less than three years ago," he said. "For this advance in merchandising we have to thank particularly Secretary of Commerce Hoover. It has been through his efforts that manufacturers have continued to reduce the number of staple articles they make.

Fewer Articles
"For example, instead of having two dozen different sizes of door-knobs for homes and offices, the manufacturers in co-operation with the Department of Commerce, have greatly reduced the standard number to meet the general trade.

"Take the large variety of bolts and screws carried in former years in the hardware trade. There was much waste and enormous duplication. Today a great number have been eliminated and the balance standardized.

"If we surveyed the entire field of articles we handle, we would find the same decrease everywhere. But the volume of sales per article is increasing. Such a process is bound to reduce the price to the ultimate consumer. (Continued on last page)

Almost Unbelievable Bargains At Torrance Stores Friday And Saturday To Celebrate Woolworth Opening. See "Pink" Sheet