

EXTRA!

# Torrance Herald

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FIFTEENTH YEAR—No. 12

TORRANCE, CALIF., MONDAY, MARCH 25, 1929

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## Best of Ornamental Systems Secured at Low Cost to the People

# THOUSANDS WILL CELEBRATE AT GREAT FESTIVAL OF LIGHT TUESDAY

## Merchants Will Stage Big Bargain Day for District Shoppers

### 10 MILES STREETS LIT

Conduit Serving System is 20 Miles Long; Leonard Tells Details

#### NEW SYSTEM STANDS UP

O.K. Under Severe Tests; How Taxpayers Were Saved Thousands

Ten miles of Torrance streets will blaze with light from 575 units Tuesday night when Mrs. Jared Sidney Torrance turns the golden switch which will send electrical energy into the new citywide lighting system.

Torrance from that moment forward will be the first city in the county to be lighted by a system in which posts of all types belong to the same family group.

The system which will illuminate the city starting Tuesday night is the result of many broken precedents and new departures in public improvement proceedings. More than that—it is remarkable in the efficiency of its design and manner of installation.

City Engineer Frank Leonard, who drew the plans and specifications for the system yesterday told the people through The Herald the following outstanding facts regarding the installation.

Number of light units—575.  
Number of standards—431.  
Length of conduit—20 miles.  
Length of streets lighted by the system—10 miles.

Total cost of installation—\$125,000.

Cost per foot in various districts: Residence district, 93 cents; semi-business district, \$1.15; business district, \$2.21; Cabrillo avenue where combination light and trolley standards are used, \$5.50.

(The above costs are very close approximations. Estimates of frontage costs were higher in each district).

Candle power of bulbs used—250. System is so installed that 400 candle power bulbs may be installed at any time.

System is so designed and constructed that additional poles may be set up on any street at any time without changing conduit.

Safety guarantees in the form of reinforcing rods are used in the double standard posts, so that if one should be struck a severe blow by a car or truck the heavy cross standard would not fall to the ground with possible serious injury to driver or pedestrians.

Semi-business standards are the same dimensions as business district standards and may be converted to double standards at any time.

Refractors to throw the light to the pavement are installed in all units except on Cabrillo avenue where the standards are so close together that refractors were not deemed necessary.

Mr. Leonard said yesterday that the most severe tests of all kinds had been made on the Torrance system and that it stood them all. Many of the tests made here and withstood by the systems caused systems in other cities to break down.

The history of the lighting system here dates back several years. A bond issue for lights was defeated by a handful of votes. Sev-

(Continued on Page 4)

### Personifies City's Spirit



It is particularly fitting that Mrs. Jared Sidney Torrance should turn the Golden Switch which will flood the city which bears her name, with light. It was Mr. Torrance who conceived the idea of a city of beauty building solidly on the sound foundations of industry. It is in line with his ideals and his hopes that Torrance Tuesday night inaugurates a lighting system which also combines utility with beauty. Jared Sidney Torrance carried high the torch of an ideal. The lighting system is in accord with that ideal. Mrs. Torrance has ever been deeply interested in the progress of this city along avenues conceived by its founder. The Jared Sidney Torrance Memorial Hospital which she and other heirs of Mr. Torrance built for the people of the city is but one indication of this interest.

The hand which turns the Golden Switch on Tuesday night—will in a very large sense be the hand of one who personifies the individuality and the spirit of Torrance and its development from a sea of sand into a thriving, pulsating city.

### Mayor Invites Whole Harbor Area to Torrance Tuesday

Mayor John Dennis of Torrance invites all the people of all communities near Torrance to join with the people of his city in its Festival of Light, parade, dancing and free refreshments Tuesday night, March 26.

"The future of the entire harbor district," said Mayor Dennis, "is but the future of each community in that district. Torrance is proud not only of her own progress but of that of all the Southland. As representative of the people of Torrance I hereby invite all of the people of all of the Harbor District to be guests of Torrance, Tuesday night, March 26. Join our parade. Help us celebrate. Be our guests. We will reciprocate when you give a party."

### BARGAINS ALL DAY LURE

Merchants Invite People of Harbor District to Save Money Tuesday

#### STAGE CITYWIDE SALES

Stores Will Be Open for Inspection Only from 6 to 7:45 p. m.

Celebrating an epoch making day in Torrance, merchants of the city have joined together in a citywide bargain day which will enable visitors to Torrance Tuesday to save money on all articles of merchandise and attend the Festival of Light at night.

Because none of the new city lights will be burning until Mrs. Torrance turns the Golden Switch at about 9 o'clock stores in the business district will remain lighted and open for inspection from the usual closing hour until 7:45 p. m.

Attractive bargains are advertised on the inside pages of this issue of The Torrance Herald which is being circulated throughout the Harbor District as a special invitation to the people of the district to come to Torrance during the day, take advantage of the unusual bargains and remain for the pageant, dedication ceremonies, street dance and refreshments in the evening.

Co-operating with the program committee the Torrance theatre will start its first show Tuesday at 5 p. m. to permit visitors to see the show and get out in time for the big street parade.

In addition the several splendid cafes in Torrance are preparing menus for Festival of Light Day.

Visitors in the city will be welcomed in any business house. Merchants declare that they consider the day one on which all stores should hold "open house."

Inspect the many excellent Torrance stores. You will be welcome whether you need merchandise now or not.

But if you do—well, read the news of the avalanche of bargains in Torrance stores next Tuesday.

### Festival of Light Committee Praised

Congratulations are due the Festival of Light Committee for the work in arranging the "big family party" for Tuesday. They are James W. Post, chairman; John Dennis, Carl L. Hyde, Harry H. Dolley. They worked hard and did a good job.

#### Be There Sure

Join the parade Tuesday night. Let's make it the longest, most brilliant, most joyful event in the history of "the modern industrial city."

Let's turn out by the thousands to show our pride in this growing, beautiful city.

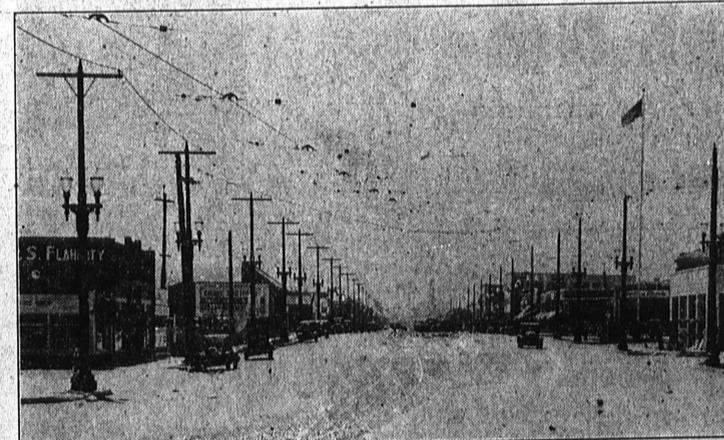
Let's make the Festival of Light a Red Letter day in our civic history.

### From a Dark Town to a Bright City



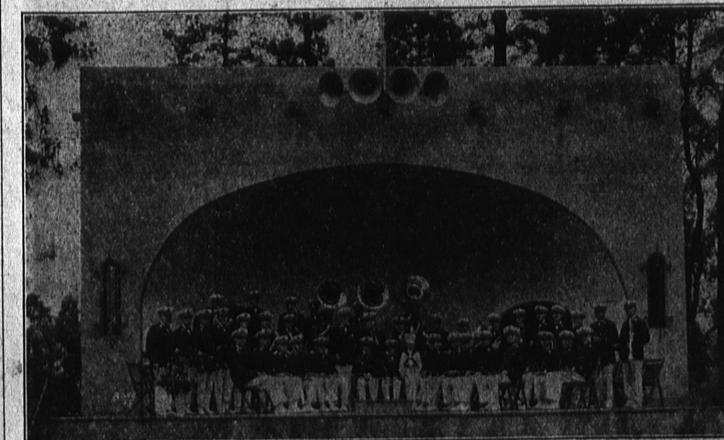
The above picture taken by Keller Studio shows Sartori avenue as it looks at night with the beautiful new double standard lighting units casting their brilliance over the thoroughfare.

### System Transforms Wide Cabrillo Avenue



LaPlante took this picture of Cabrillo avenue now graced by the attractive combination light and trolley poles. With the elimination of the wooden trolley posts and the paving of the crossings Cabrillo becomes one of the most alluring business thoroughfares in "the modern industrial city."

### Famous Band for Parade and Street Dance



Here's a picture of the famous Golden State Band, directed by Harold Roberts, maestro of the great Trojan Band. The Golden State will be one of the features of Tuesday night's Festival of Light in Torrance.

### FETE WILL MARK AN EPOCH

Brilliant Torch Light Street Parade Will Start at 8 o'Clock

#### TO TURN GOLD SWITCH

Dancing and Free Refreshments to Follows After Lights Flare on

A gigantic street parade with proud residents and visitors burning red flares—

A brief but significant program of dedication of the beautiful new street lighting system to the use of the people of Torrance—

Turning on of the new system with a golden switch by Mrs. Jared Sidney Torrance, wife of the late Mr. Torrance whose vision fashioned "the modern industrial city"—

A great street dance to music by the famous Golden State band under the direction of Harold Roberts—

Ten barrels of coffee and ten thousand doughnuts free to the public—

These are the highlights of

#### PROGRAM

Tuesday, March 26

All day—Unusual bargains in all Torrance stores.

7:30 p. m.—Parade starts forming on Craven's avenue behind Harold Roberts' band which will be between March 11th avenue and El Prado. Ladies' stonnettes will issue red flares to people in cars.

8 p. m.—Parade with Lt. Col. N. F. Jamieson, commander of the Legion as grand marshal, starts along line of march.

8:45 p. m.—Parade disbands with police directing cars to parking places. Crowd assembles in front of reviewing stand to be erected on the pavement on El Prado between Craven's and Sartori avenues.

9:00 p. m.—Program at reviewing stand. H. H. Dolley, president of the Chamber of Commerce, presiding.

C. A. Paxman, oldest resident and past president of the Torrance Chamber of Commerce will introduce Mr. Dolley.

9:15 p. m.—"The Stars and Stripes Forever" by Harold Roberts Band.

Invocation by Rev. G. G. Schmid.

Introduction of distinguished guests and visiting officials.

Dedication of new ornamental lighting system to the people of Torrance by James W. Post, chairman of the Public Affairs Committee of the Chamber of Commerce.

Response by Mayor Dennis.

Introduction of Mrs. Jared Sidney Torrance.

Turning on of ornamental lights all over city by Mrs. Torrance.

9:15 p. m.—Street dance to music by 35-piece Roberts' band and refreshments for all.

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