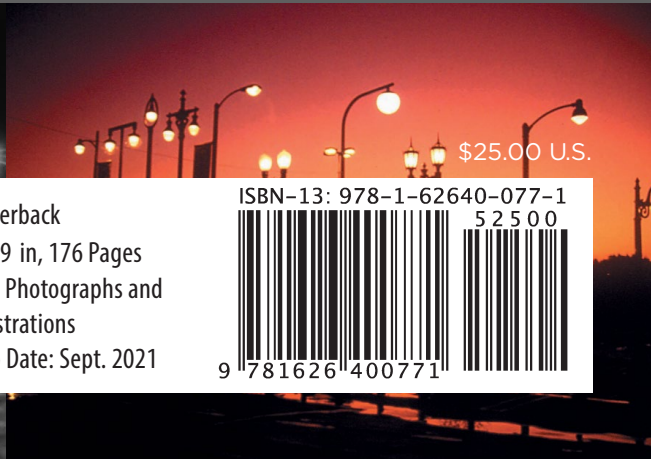




Explore the history of one of Los Angeles's most overlooked architectural legacies—its streetlights—from the 1880s to present day. Today, we may not give streetlights much thought; after all, they're virtually everywhere. But Los Angeles was once known for its breadth of innovative designs, which helped instill civic pride and senses of place in a rapidly expanding western metropolis.



Paperback  
7 x 9 in, 176 Pages  
140 Photographs and  
Illustrations  
Pub Date: Sept. 2021

ISBN-13: 978-1-62640-077-1  
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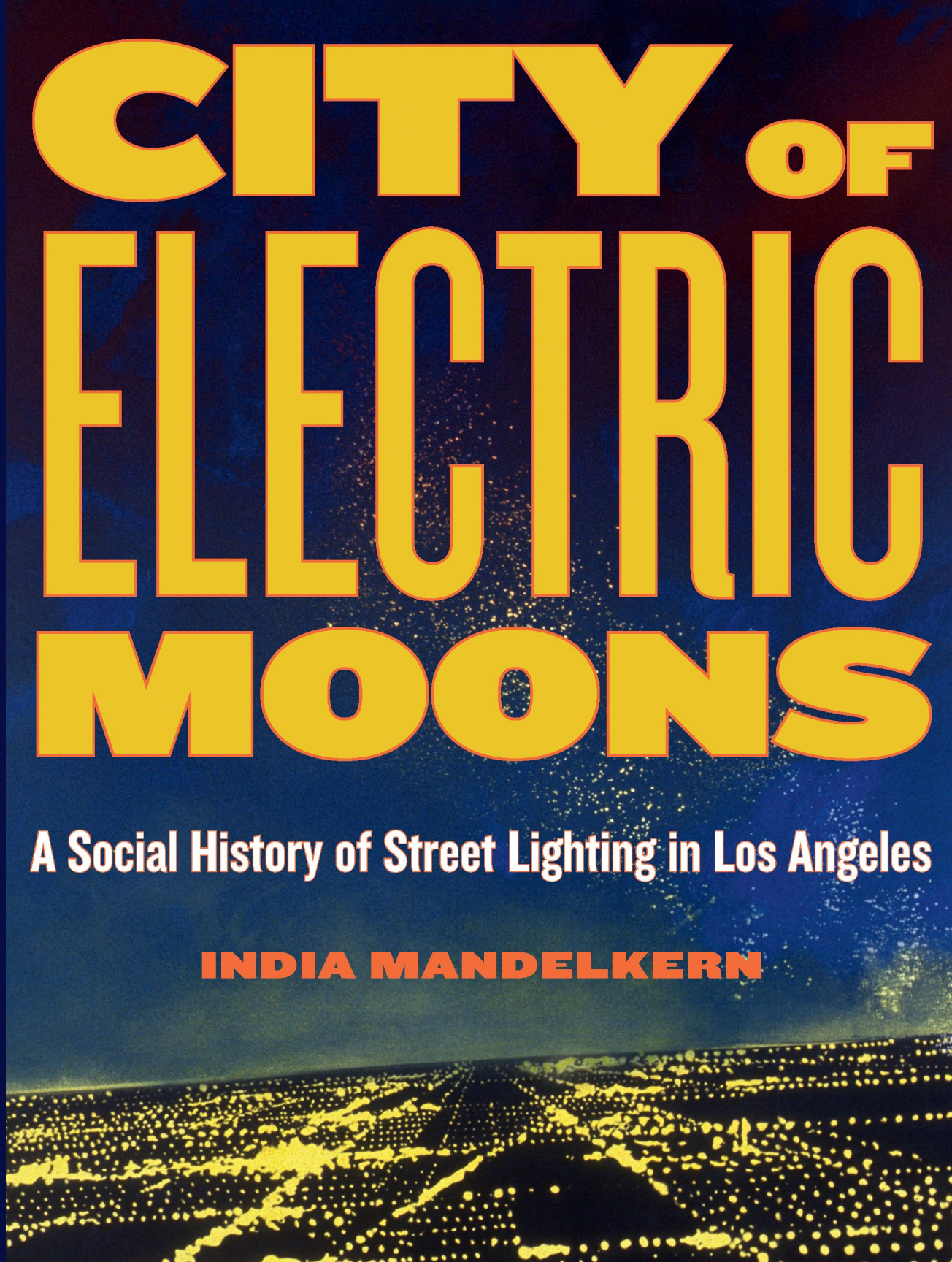
CITY OF ELECTRIC MOONS

# CITY OF ELECTRIC MOONS

A Social History of Street Lighting in Los Angeles

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MANDELKERN

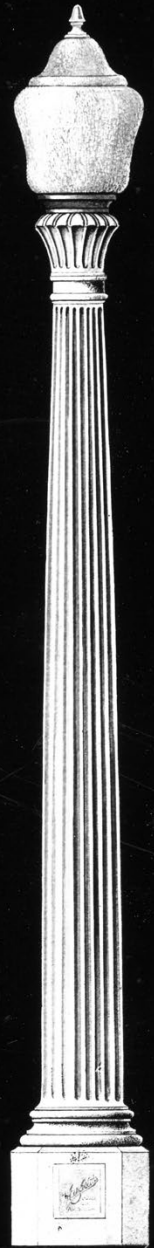






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*Marbelite*  
TYPE 1100





*Plaza Street and 100 East  
(Globe Llewellyn)*



*Century City Special  
Santa Monica Boulevard, looking  
west toward Century City  
(Los Angeles Public Library)*







## CHAPTER 1

# MODERN TOTEMS

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(Jeff Urban)*

*Broadway at Night, Los  
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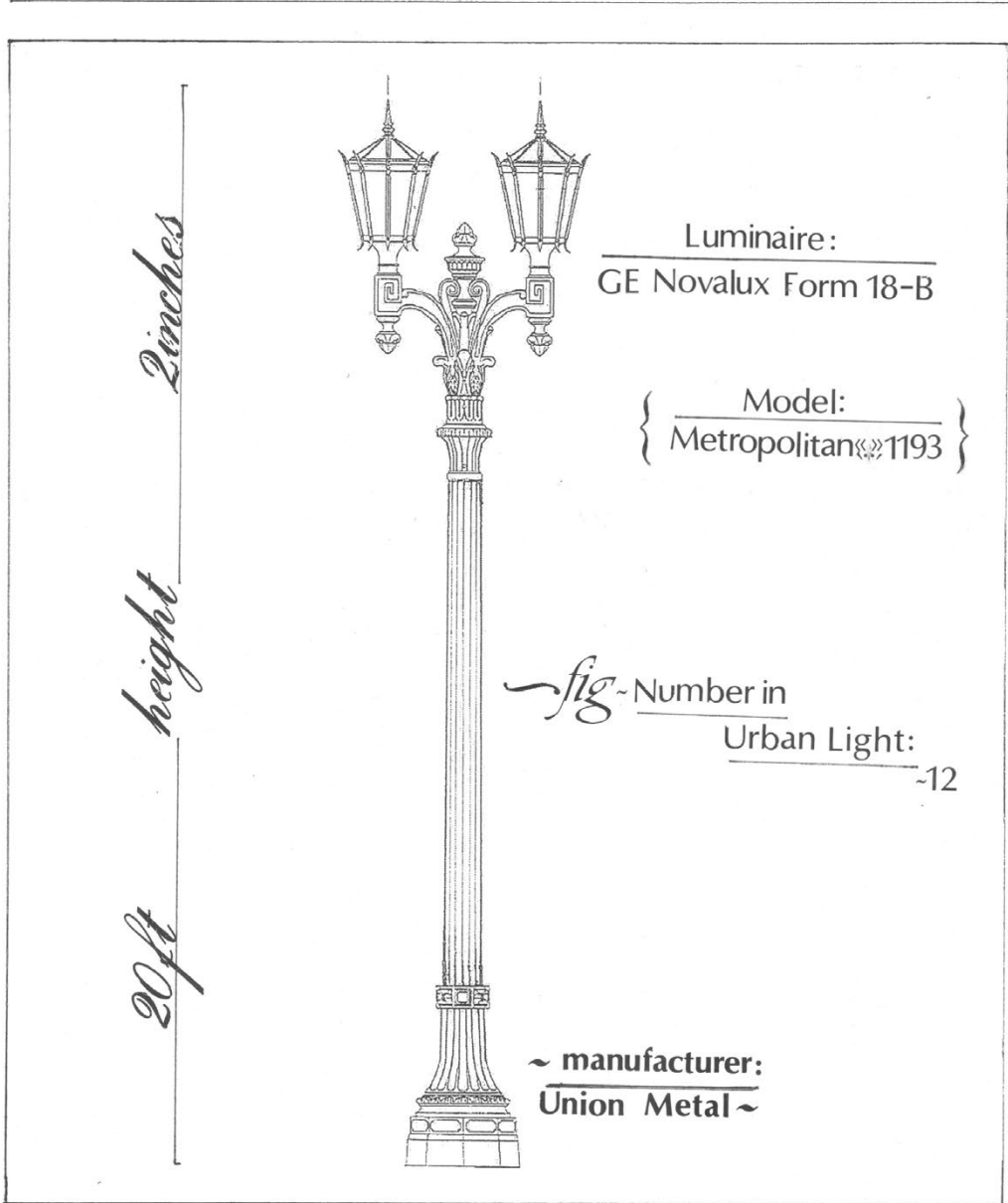
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*Broadway at Night, Los Angeles, Cal.*



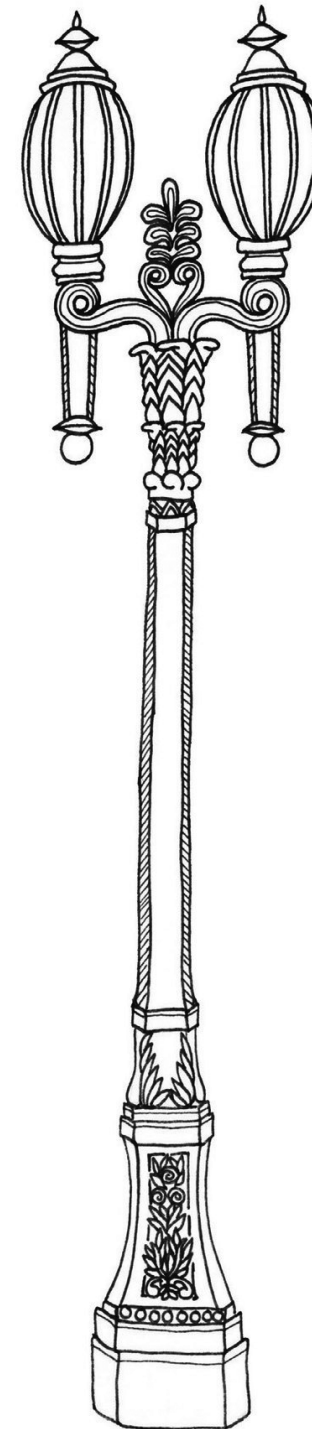
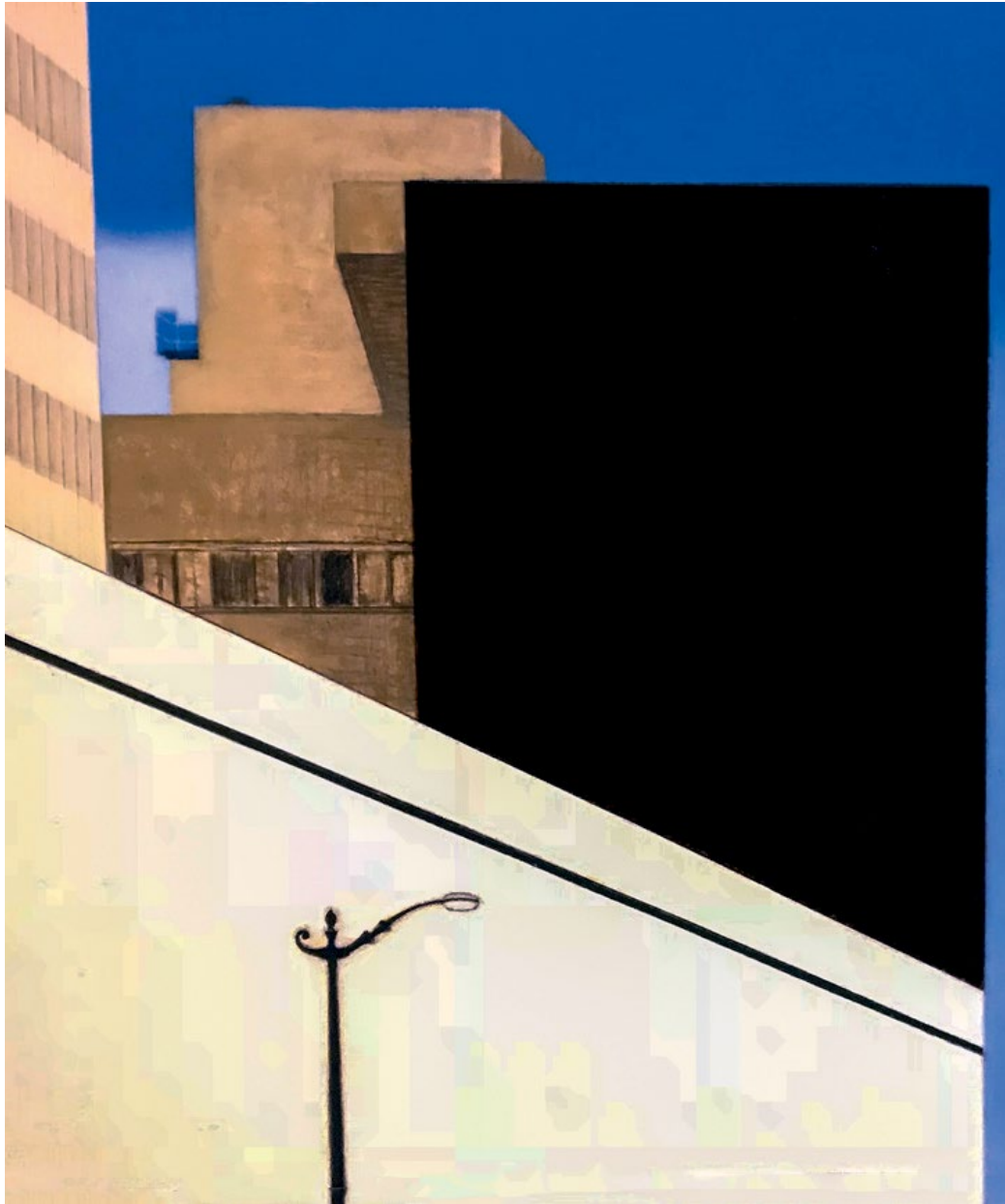


*The Metropolitan Doubles*

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*On con rehenih illaciis dolor sim  
Wilshire Corner 1938  
(Edward Biberman)*



## The Broadway Roses

**Manufacturer:**

Keystone Iron & Steel Works

**Model:**

Broadway Rose

**Luminaire:**

G.E. Novalux Form 9 Ornamental Luminous Arc Lamp with 8 Panel Globe

**Height:**

26 feet, 8.5 inches

**Number in *Urban Light*: 6**

**Field Notes:**

Marked by three ornate ribbons of roses climbing up their shafts, the eponymous Broadway Roses, designed by a General Electric engineer and originally installed in 1919, used to extend from Aliso Street to Pico Boulevard. Given that Broadway was the first L.A. street to have ornamental lights, hailed in the papers as “the radiant way,” this lamp’s lavish design should come as no surprise. (In fact, the Roses originally shared Broadway with an even grander, more filigreed type of post—the Spanish Renaissance-inspired Broadway Special, designed by the same engineer.) The response was overwhelming: “This is one of the most elaborate jobs of ornamental electroliers ever made on the coast,” the *Los Angeles Times* observed, “and is a 100 percent home product.” Unfortunately, the excitement didn’t last. During the 1950s, the shafts and luminaires of the Broadway Roses were replaced with more functional, higher intensity, yet decidedly more somber CD-913 overheads, leaving only the original bases intact. Today there are only a handful of complete models remaining in Los Angeles, which can be found running down Sixth Street between Olive and Flower Streets. The Broadway Specials, incidentally, have vanished altogether.