TORRANCE, CALIF.

TODDANCE HERATD _ IOMITA' NEWS

TORRANCE, = BUILDING FOR FUTURE, Chamber of Commerce Annual Re ort rance and a definite practical pro-gram started in accordance with the conclusions reached. The work alrendy carried on has shown many able thought and study to the needs of a special charter for the city, to perpetuate requisite attri-

April 1st Uncle Sam started the greatest stock-taking or inventory of the life, business, commerce, industry and wealth of his people that has ever been attempted. This will be the decennial census of 1980. It is quite appropriate then that an inventory of our local growth during the past year and a half or so be made and it's for this purpose that this report is issued which reflects not alone the work and this report is issued which reflects not alone the work and accomplishments of the Chamber of Commerce, but rather a comprehensive review of many of the factors related to the various phases of community growth and development in the making of which splendid co-operation has been typified by the diversity of interests and organizations rep-mentions the diversity of interests and organizations representing the civic and community life of Torrance. No attempt has been made to narrate the names of many individuals who have unselfishly devoted themselves to the individuals who have unsertising devoted themselves to the prosecution of worthy objectives for the benefit of this city. Suffice it to say that it is only through the public championship of the splendid ideals resulting from a high type of community consciousness that has made possible the things which have been done as partially contained in this report which deals with the material and spiritual enhancement of our city.

The

Torrance today stands out in the County of Los Angeles as a white spot reflecting a community harmony which is characterized as an asset that capital value cannot buy. Our governmental agency and its various departments have symbolized this token. To stimulate public appreciation of some of these facts the accompanying article will serve as an enumerator of the high light objectives which our community has accomplished and will continue 'ts effort to realize.

cession the During the recent period of business recession the American public has had an opportunity for sober pause and consideration of the great need for the stabilization of thinking and attitude. As we apply this principle to the reckoning of our local affairs our attitude should be that Torrance today stands on the threshold of its greatest op-portunities and our individual and collective thinking should be for the constructive undertaking of realizing the greatest good that can come from our organized effort. It is for this purpose that the Chamber of Commerce exists and the citizens and property owners of this community are invited to participate even more actively in the forming of ideas and plans to make our realization in this forward direction, all which it is humanly possible to do. HARRY H. DOLLEY, President.

Officers and Directors of the Torrance Chamber of numerce for the past fiscal and current years are:

Comn Harry H. Dolley President

W. Rufus Pag W. Harold Ki	ngsley Second Vice-President	year Ang ing
James W. Pos Carl L. Hyde	st Treasurer. Secretary	muc amo
the state of the state	Directors	mer
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Co	mmittee Chairmen	esto
W. Harold Kingsley J. W. Leech Charles T. Rippy Dr. G. P. Shidler Sam Levy J. W. Post Harry H. Dolley W. Rufus Page	Advertising and Publicity Educational and Housing Street, Highways and Parks Legislative Membership and Entertainment Public Affairs and Finance Business Relations Industrial	forr cour fast hop stit of all bee that app pro
	Regional Delegates	of
National Counsellor B. C. Buxton	to U. S. Chamber of Commerce,	lish cel whi

Counsellor to State Chamber of Commerce, W. R. Page

Delegates to L. A. C. of C. Industrial Committee, W. R. Page and Carl L. Hyde

Delegates to Harbor District Chambers of Commerce, H. H. Dolley, G. L. Morris, Alfred Gourdier, W. R. Page

Initiative

ident Employee Campaign effort to appeal to the dent employees of local in-

aver average in Tor-nved clacwhere. This essiliad in the develop-much improved civic v of th is substantial epic, many of whom y hoat residence and i y building their own is y bing other impre-

tional Committee was persident in the effort to induce the Board of Education to scatter to end of the action to scatter to end multy booking toward improve-ment and development. Subsequent to the purchase of several parcels in that vicinity, the Board of Edu-cation later scatter a block bounded by Sonoma, El Dorado, Greenwood and Kern Streets, in what is commonly called the Visin Highlands District. Temporary buildings have been located on the properties and several of the lower elementary grades established in that ached. Consistent effort is being multiplication of the lower elementary strades to the setablished

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ment of full fledged school facili

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sincerely demonstrated their spreaktion when the system was preclation when the system was formuly dedicated, at which time the greatest civic agathering in the history of this community attended the paried and byter excretes for the occasion. Mrs. Jared Sidney Terrance, wirk of the founder of this community, pressed the offi-cial button which gave the first illumination the system. Charter Study

Charter Study Due to many deficiencies in the general laws of the state, under which Torrance has been operating as a corporate community, a spe-cial committee has given consider-

this city. When extended, this thor-aughtare will intersect Normandie, Vermont, Figueroa, Broadway and Main Streets, thus serving as a butcs in favor of the continued growth and development of Ter-rance along the lines of its well-conceived initial plan. Various redirect feeder to each of these im-portant arterials between the har-bor and Los Angeles. Water Problem

conceived initial plan. Various re-search into provisions of other spe-cial chartered attes and the care-ful measurement of posuliar re-quirement for our own best conser-vation has so far all served to em-phasize stronger than ever that this subject is ene which should be giv-en further consideration looking to-ward the ultimate submission of the matter for the consideration of the difference of the consideration of Water Problem Various committees have studied the local water situation and all have concluded that the only sat-lifectory complete solution of the matter is for the municipality to become the owner and operator of this important utility. Various analyses pertaining to the cost, in-vestment, operation and revenue tend to prove economical advan-tages for municipal operation, which the history of practically all city Vestment, operation and recurse tend to prove economical advan-tages for municipal operation, which the history of practically all city owned systems throughout the state confirms. The administration of Torrance has shown an impartial and fair efficial investigation of this tenform and the state expected will be presented to the citizens for final consideration in the sarly future. A community can be no larger than its supply of pure polable water at reason-able rates and the people of Tor-rance seem to be thoroughly con-scious of the existing need for remedy in this connection. Social Service Secretary "One of the most appreciated serv-ices which the Chambér of Com-merce has established, at least in-sefar as new cohers to the com-munity are concerned, is that per-formed by a social service secr-far and specific information as an aid and facility to make such new porsons acquainted and such new portione equation the field of social, civice commercial and even colarity commercial and these social, civice commercial and even the industrial needs and likes of

e great industries which are ex-cited to locate in our midst. Assessment Rell Services The taxsition and ways a and the inconvenience to which in taxpayers have been sub-cited when desiring the been sub-cited the been sub-expansion of the been sub-sessment rolls by the process and that for a very nominal maiderallon these records could photographically copied and re-oduced without discrepancy makers and photographically copied and re-oduced without discrepancy makers a valiable to local elizens and resonance resives of the service r their personal perusal and its rest na sonstant facility in anifold ways. One of the first is fruits of this record was the line the resulted in the redoc-and by the count religious educational, fraisrnal, so cial, civicë commercial and ever tho industrial needs and likes o our newcomers. Many voluntary testimonials of appreciation hav been received from those this serv-ice has reached. Inquiries from a number of other communities will a view of establishing the same type of service has also been gradiassessed valuations in Tor-qualing nearly \$750,000.00. number of errors in the record have also been de-and called to the attention ied and called to the attention the county assessor with result-corrections. These hooks will prevised each year so that the ords will be kept current with official records in the office of assessor. This facility alone , more than compensated the rage citizen for the amount of which he has contributed to-rd the financing of the Cham-of Comprece agtivities and ex-tations. An example in this meetion may easily be cited as a view of establishing the same type of service has also been grati-fring and shows that the appro-ciation for this service has reached far-afjeld. Definite records are maintained on especially provided forms which is also valuable from a statistical standpoint. Annexation of Additional Territory A number of residents and prob-

Annexation of Additional Torritory Annexet of residents and prop-erty owners residing north of the present corporate boundary of Tor-rance have manifested interest ins added to the dity contines. The Chamber is furnishing information and, fasts pertaining to the ecos-omics involved and lending its mor-die effort to a campian, seeking the annexation of this district. Mi-the efforts are successful (it will be a repellion of the adjountages and mains as a result of our pre-vious annexations by adding a sub-stantial valuation to off munici-patity and matually benefiting this city and the territory annexed. Cit-isens of Torrance appreciate that the chorts resuccessful (it will be a repellion and the adjourness wather and matually benefiting this city and the territory annexed. Cit-isens of Torrance appreciate that the changes effected in this con-mection in the past has resulted in a greatly reduced city tax rate saving simest one-half of our gov-ermential ext. Weather Recording Instrument "At the suggestion of this bu-riant the City authorities procure infortant statistics might be main-uined for the seneral uses and the two changer of the local high school where regular read-ting the provide. The instruments a the provide of the local high school where regular read-ting the provide attent for Mr. Wood, principal of the local high school where regular read-ting the school station of this equip-ment as a local station of the United States Department of Asri-culture Division of Weather Bu-reaus. Accurate weather data the schementy valuation to data such as only instruments can obtain is present and astation of the is entermaly valuation to certain the present of a station of the schementy valuation to certain the brief states department of Asri-culture Division of Weather Budarial improved prop-rrance is \$1800. The Chamber of Commerce hich the owner of such yould pay is \$1.30 per sost of one trip to Los the purpose of oltala-ax information would than equal the total tha resident taxpayer for Chamber of Com-west purposes. Health Center Program joint committee of the City Chamber has made a consis-tudy of advantages and hen-to be derived from the local University for a construct health

by of advantages and not be be derived from the local ment of a county health Voluminous data and in-but has been furnished to authorities and plage are ing matured which it is will bring this valuable in-acies in the community life ance. The coorder and the end of the community life and the community is is fully submitted. One requirements in the estab-at of county district health rs is that the community is selected for the institu-us furnish the site or hand sulfdings. The health cen-rives as a preventive insti-laboratory and clinic, disc for emergency cases. It is hought in the general sense t term, but is more what its name implies—a health cen-Highway Projects istent endeavor has been ed seeking the improvement Torrance portion of Sepul-Boulevard, the extension of second and the extension of part. The estal equipment is a pl ad appreciation is a school for their

a high school for their co-o. 'e parifcipation in the mu-nice of this facility. Local Tract Improvements Realising the limited area their residence construction e immediate confines of the residence the second school of the loce Tract the second school of the second school of the loce Tract the second school of the second school of the loce Tract the second school of the second school of the loce Tract the second school of the second school of the loce Tract the second school of the second school of the loce Tract the second school of the second school of the loce Tract the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the loce the second school of the second school of the second school of the loce the second school of the second school of the second school of the loce the second school of the second school of the second school of the loce the second school of the second school of the second school of the loce the second school of the se property to condemnation. In the county is assisting the project and all of the decide for link matter, are constry very shortly. Through the joint activity of the dity Enst-here and his bureau a growsing will be effacted on a new align-ment insuring a better approach and grade and to be accomplished as a county project without nost to this eity. This fiem afone will of-fect a municipal saving of approxi-mately actions in s probaby the most important highway project is improve their holdings so that the values there may be stabilized and the opportunity for marketing of the momentum of the stabilized and the opport of the stabilized and the opport of the stabilized and the stabilized and the stabilized expected to in vest 5100.000 for school development unled this dis-rict marges a stabilized residential development. The Chamber will continue its efforts to secure the improvement of this district. Housing Department Activities Six months unlevel by by the Hous-ing Department has developed dot-into facts in regard to the hous-ing and population growth of Tar-

ways in which this activity can b of service to various gr community. The owner of residential la The owner of resolution and or naturally interested in obtaining the maximum return on profi-from his land. The most effec-tive method of getting maximum profit from residential land is to improve it and set! it complete with a house or houses thereon

profit that and sell it the improve it and sell it the with a house or houses there Such a program correctly carry qut can only bring benefit profit to both the owner and houser or renter and the 1 owner will have the satisfaction making a good business move at the same time aiding in development and growth of Crive of Tornace. There n development and growth of the City of Torrance. There never was a more advantageous time to improve property than at the pres-ent because building costs are scry low now due to low material prices and the market for the completed project is good due to the lack of remain and for sule properties suit-able to the needs of people who earn their living in Torrance. Predicant Hover has said. "To over a home and to make it convenient and attractive, a home where health and happi-ness, affection and loyality pre-vant, brings out the best that learning.

Pacific Southwest Exposition The great Pacific Southwest Ex-sition held in Long Beach of-red an admirable opportunity to

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of this commendable expor during its 39-day period ttion. An attractive booth w tained in a space located od advantage in the gener

second annual Torranc r Show, under auspices o ocal American Legion an ement of Carleton B. Bel

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Colors For Legion Auxili

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exhibit structure and one of the plan of rance formed a colorful backgr and one of the large electric signs made a prominent dese tion for the exhibit. Many i saind pieces of literature were tributed through this source. stantial credit is due to the rance Woman's Club through v

lies in every memory of the family. "Parents who save in order-to own their home are able to look forward with confidence to a happy old age, whereas the great majority who do not save be co or me dependent on someone else as they grow older. It is by the familiar experiences of family fife that thrift, homesty, self-discipline and straightforwardness are best instilled." rince woman scheme the pro-vided for the booth. Besides the wide contact with the patronage of this great exposition, an award from the jury of the institution was made to the Chamber of Com-merce for its "distinction for at-tractive arrangement of exhibit and cordial co-operation." Flower Show The second annual Torrance

In the past six months extentiveys of the fundamental Flower Show, under auspices of the local American Legion and management of Carleton IB. Bell, attracted still greater attention and guined recognition from many en-gaged professionally in the floral and alled industries. The patron-age of this feature by local people and the patroling interest shown through exhibits and contestants is eloquent textimony of the peo-ple's appreciation for this fine civic endeavor. It is hoped that the worthy undertaking may be suc-cessfully fostered in the future, growing in proportions and beauty con-nelousness of Torrance. This af-fair has been financed through the veys of the fundamental fa the conditions in Torrance and to housing have been on 1 out. The facts in regard the have been accumulated and studied as well as the kind, amount and rate of past srowth of residential building activity. The situation in regard to building and costs there-of has also been studied and def-inite facts collected. The available has been looked into and a comp-paign cfreeted to stimulate an in-creared supply of such financing. All of this past and present ac-tivity shows clearly that the fu-ture of Torrance is indeed bright and most interesting. The ma-trial means are at hand to real-the twomendons potential fufair has been financed thr publicity funds of the Cha Enginitas Mid-Winter Flow store for this potential expansion trial development sh the City of Torrand portunity to double

forists and horticultural activities and garden betterment magazine This effort has been finance through publicity funds of the Chamber. (At the same exposi-tion the Torrance District Garde Club has again this year won the cial as well as personal sturns to all. The Housing Department of your Chamber of Commerce was created for the purpose of making vicentific studies to assist in bring-ing this development into being and you will be always welcome in bringing your needs to it for help.

General Advertising,

Publicity

Award). Avistion Guide Signs At the suggestion of the Depart-ment of Commerce the matter of giving prominent display of roof signs as a guide to aviators was taken up with the local institutions two of whom responded favorably and had the name "Torrance" painted in huge letters on struc-tural rook. The Union Tool Com-pany and Doheny Stone Drill Com-many are the ones who have estab-Electric Highway Signs w Neon type electric irectional signs have ed and erected at stra-ons. Locations of the orrance-Redondo Boule-

Wide Scope Of Public Services And . Of Constructive Farsighed H there. Several thousand additional pieces of this publicity material have been distributed through the local office, where each day wit-nesses many callers who ask for this information. with adequate funds to ins city funds. The newspapers and ther reporting accounts of games and their schedules have justified cores of column inches of fav-rable publicity which has carnecessary costs involved. The di idends which this activity will co of column inches on publicity which has car-publicity which has car-mennee date lines or refer-menney and hi tribute to improve nearance in Torra

Regional Publicity

All of the metropolitan newspa-ers, several trade journals and he official publications of the Los publications namber of Comm creditable stories and toppasy our ing the year concerning local growth factors. Newspapers in the harbor district alone have giv-en over \$100 column inches to Torrance news during this period Feature stories have been carried in the metropolitan papers and, in several national trade journals and the multiculous first mentioned in the interpopular papers and it several national trade journals an the publications first mentioned This publicity has all been unde news caption and from the stand point of display advortising cos is worth many thousands of dol ars. This has all been obtained

Paid Display Advertising Paid Display Advertising White the senson of events has, not been as ripe as it was during the previous display advertising contract, a series of six very com-pelling display advertisements were carried in the Los Angeles Times, Los Angeles Examiner and Long Beach Press Telegram. 'These ad-vertisements primed several new valuable contacts for the commun-ity of Torrance. Reprints of com-mentaries on them especially in connection with the huge deal with the United States Steel Corpora-tion were carried in a number of papers and publications in other states. Subsequent to the air. s. Subsequent to the an-ements expected to be made nuction with the United Steel Corporation expansion hat will be considered the

Civic Activities

Garden Club

The Torrance Garden Club civic institution nurks of a new character of prid in the beautification of Torrance The unselfish devotion of Torrance. The unselfish devotion of those who have fostered the development of this worthy unit of our commun-ity life and principally the devo-tees of the activities in the local Next of the twenty of the local y of high commendation. A unity is judged very largely o appearance of its homes, he Yard and Garden Contest the Garden Club has fos-are lending substantial impo-o the improvement of the und for home attractiveness community. Th imerce feels that full worthy of t and has char

Mothers' Educational Co The Motners' Educational Ce has been financed by the Chan erce since its ears ago. This the means of ervice to increase of appreciative moth taken advantage of wholesome and practic s taught by the dir vity is an eloque f these appreciation for this service.

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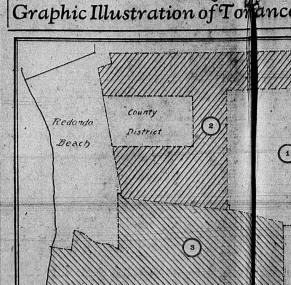
The Jan morial Ho in makin an all-ro ern indue Torrance

Torra

Boy Scout Program Scouting throughout the v nd cortainty in America has me an institution which no i - requires 'selling' to justip portance of its existence a stitution for the building of

have dedicated a great de as well as personal mone tributions. In addition to direction of these activi the Torrance Relief Society

Public Affahrs Commit hamber has conducted campaign to raise fun-es of the Torrance during the last s By this method the viously mentioned in othe





Torrance valuation 1921 at time of incorporation Torrance valuation 1925 before annexations Torrance valuation 1930, including annexations

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