

Our Civic Activities

9—CHAMBER OF COMMERCE REPORT, OCTOBER 1961

On the Road as City Salesmen

Purpose: Cooperate with the Governmental units of the city in advertising the city's assets. Continue publicizing the City of Torrance and its resources and the Chamber through brochures, city maps, other publications, and timely releases to the news media.

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- The monthly membership breakfast will continue to offer meetings and forums presenting programs of membership and community interest.

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- Torrance, a city that invites new commercial and industrial activities, has grown from a town to a city in the last decade. The Chamber shall continue to work for an inviting business climate for a new and old variety of businesses to encourage economic stability and maintain Tor-

rance as a wonderful city to live in.

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- Acquaint the public with the objectives and purposes of the Chamber through the establishment of a speaker's bureau and other programs. Establish a closer liaison between the Jaycees and the Chamber in cooperating on community projects.

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- Cooperate with other groups and individuals in promoting civic pride to sell Torrance to its citizens, the State and the Nation.

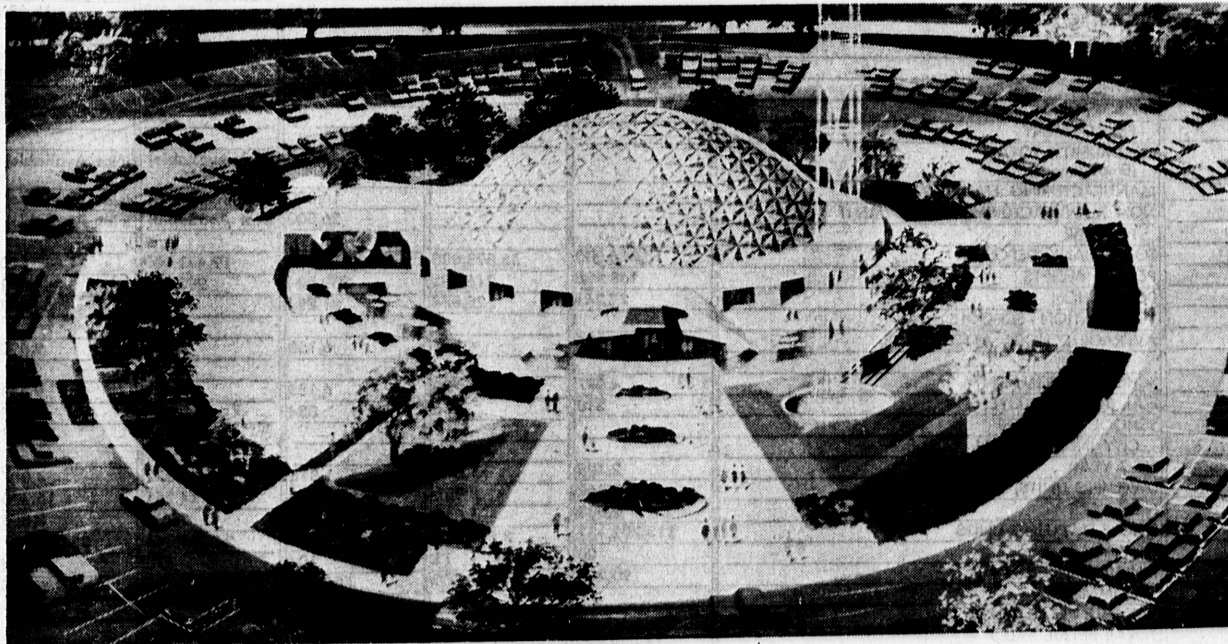
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- Organize a top-level annual meeting each year designed to recognize the past year's achievements and announce the program for the coming year.



A SALES JOB CONTINUES

Just as these pioneers did an all-out selling job for the city of Torrance, so the Chamber of Commerce today continues a never-ending job of selling Torrance to industrial and commercial firms which might establish facilities here, and in promoting the welfare of the city and its citizens on all fronts.



ACTIVITIES VARY WIDELY

At the left, members of the annual Chamber of Commerce banquet committee go over plans for the event Tuesday night, Oct. 17. From left are Dean Sears, John Blandy, Ralph Morris, and Harold Frenz. Above is one of the designs proposed for a new civic center auditorium. The Chamber is taking an active role in pushing plans for the new auditorium.



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