

Chamber Aids Must Have Ready Answers for Public

If you are going to set out to run a respectable Chamber of Commerce, you've got to be fast with the answer.

At least, that was the gist of a report compiled by Manager J. Walker Owens of the Torrance Chamber and released this week.

"We are planning to move to Torrance in June and would appreciate a map of the city to help in locating landmarks," one prospective resident wrote.

"I would like to know more about your city prior to moving there," another wrote, adding, "especially climate and living conditions."

Still another wrote asking about schools, churches, transportation, youth groups, and housing.

THAT'S THE way it goes, letter after letter, Walker reported. The rate of inquiry is about half a dozen letters a day, Walker said, from people asking about Torrance because they are about to move here.

Other letters and inquiries

running into countless numbers want information for other purposes, he reported.

As the hub of the business, professional, and civic community, the Chamber of Commerce is the natural source for all general information about Torrance, and as such, receives thousands of letters each year from interested persons all over the world. Several thousand letters a year are received from persons considering a move to Torrance.

THE VOLUME of mail serves as an indicator to the flow of new families into the city, Owens said. During the first quarter of 1964, the Torrance population was boosted by 2,502 residents and the present growth rate is 834 per month, he said. Such growth means more than 10,000 new residents per year, he added.

"We will be moving to Torrance this summer. Please send any information you feel might be of assistance to us."

"Please supply facts about housing, schools, and cultural organizations . . ."

"I'm particularly interested in fishing, recreational facilities, and sightseeing. My know-

ledge of your city is limited. Please send any brochures you may have."

AND THAT IS the way it goes, day after day, as the staff opens incoming mail at the Chamber of Commerce office at 2204 Torrance Blvd.

Each of the requests for information receives a personal reply from a Chamber staff member, and each writer is sent the specific information he requested insofar as is possible.

The results of this Chamber policy is contained in another letter received recently, Owens said.

"We have just completed our move to Torrance. Before arriving here, I had hardly dared hope your city would live up to the fine things the Torrance Chamber told us about it. It has. We are very glad to be here and look forward to becoming active, interested citizens of this fine city."

ONE REPLY like that is worth a lot of effort on behalf of the next writer who says:

"We are planning to move to Torrance, and would . . ."

Lutherans to Dedicate New Church Organ

The newly constructed pipe organ at the Lutheran Church of the Resurrection, Hollywood Riviera, will be dedicated Sunday at 7:30 p.m.

Mrs. Mildred Kammeyer, AAGO, will present an organ concert and Los Cancioneros will perform. Mrs. Kammeyer's program

will include compositions by Bach, Haydn, Franck, and Viernne. Los Cancioneros, Southwest community chorus under the direction of Barbara

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THE TORRANCE HERALD

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Mabin, will sing Kodaly's "Te Deum." The organ and console are situated in the balcony of the recently completed sanctuary of the Lutheran Church of the

Resurrection at 330 Palos Verdes Blvd. It's easy to forgive mistakes but hard to forgive inaction. —Thomas D. Cabo

Fireworks Tickets on Sale Early

Tickets for thousands of choice seats for the annual American Legion Fireworks Spectacular and Thrill Show in the Coliseum will go on sale at all Thrifty Drug Stores Saturday.

The 32nd annual show will be staged at the Coliseum July 4, and all proceeds will go to the American Legion Charities, including the veterans rehabilitation program.

Officials for the American Legion have expressed thanks for Thrifty's help in handling the tickets. Manny Borun, vice president of the drug store chain, said the firm was 'happy to cooperate with the Los Angeles County Council of the American Legion.'

Tickets also are available at Wallich's Music City, the American Legion County Council offices at Patriotic Hall, and all mutual agencies.

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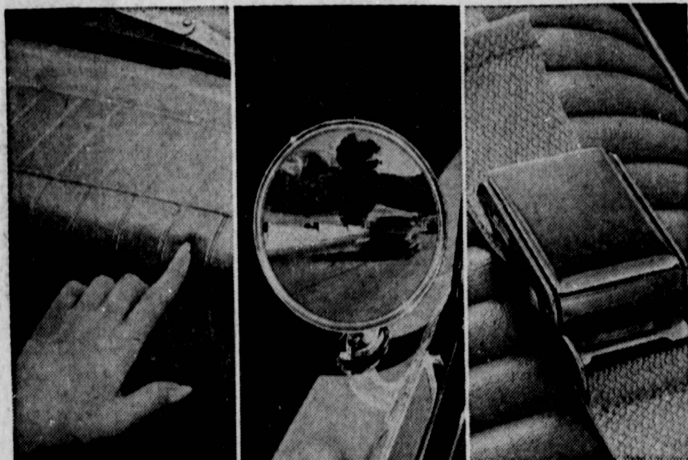
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