

**DRUM CORPS UNIFORMS:** After several months of devoted organization and practice the local Drum Corps unit was supplied with complete uniform equipment which involved a cost of fifteen hundred and twenty dollars, defrayed by this bureau. The Corps has visited many communities, performing in a manner that has won hearty approval and commendation for its sponsoring community. It is needless to say that this unit is a very favorable channel through which good will advertising and favorable publicity is reflecting the name of Torrance throughout Southern California. A splendid progress report in this connection may be expected during the coming year.

**DIRECTIONAL BILLBOARDS:** Directional billboards containing forty square feet have been maintained at highway intersections approaching several points leading to Torrance, in addition to the illuminated suspended signs. These directional messengers have been repainted and reconditioned so that their information log radiates a clean face to the passing motorist. While these bill boards are supplementary to official automobile club road signs they are much larger and attract the attention of anyone seeking this community. While this is a small factor in advertising it is a contribution to the sum total of such activity and is found well appreciated by the traveling stranger.

**FEATURE ARTICLE:** Southern California Business, the official magazine of the Los Angeles Chamber of Commerce, circulating that organization's thirteen thousand members, in addition to a far field mailing list, dedicated a two-page feature story "Torrance, our own Gary". The article was well edited and illustrated with airplane comparative views showing the development between 1921 and 1931. Rewrites of this feature story were published in a number of metropolitan papers, financial journals and registers.

**COMMUNITY LITERATURE:** The local chamber always maintains a supply of Community literature which embraces general information of the most utilitarian type. In addition to correspondence and office distribution of such literature large quantities of the same are distributed through eastern headquarters of the Los Angeles Chamber of Commerce maintained in several of our largest American Cities. A reciprocal service is also established between chambers of commerce throughout the state, and Torrance literature will be found in the display racks of nearly every such organization in California.

**SUMMER ADVERTISING PROGRAM:** Due to the extreme local industrial retrenchment and its consequent effect on local income property the committee of this bureau designed a summer advertising campaign to reach vacationists in the so-called hot-belt communities. Ten such cities were reached in this manner, including southern interior valley sections and the state of Arizona. The campaign consisted of six display feature advertisements run during as many consecutive weeks, in the ten leading papers of the communities contacted. The program had the close cooperation of local residents and property owners, who had hotels, apartments, courts, single-family dwellings or other income quarters for rent. While the campaign will not be completed for several weeks following the close of this report the indications are that it will pay substantial dividends on the fifteen hundred dollar investment which it represents, and should be the means of securing repeat business for many seasons to come.

**REGIONAL PUBLICITY:** Newspapers in the metropolitan district during the year have carried over 9575 column inches of publicity regarding Torrance. A detail clipping service, with files for each paper, is maintained in the local chamber offices, and serve as a valuable catalogue reference for groups and individuals. One scarcely realizes from merely casually glancing at various papers from day to day the tremendous yearly volume which the above figure indicates was the fruitage of this community's name associated in print for twelve months. Any citizen is cordially invited to peruse these files.

**SPORTING ACTIVITIES:** While sporting activities might be more primarily considered as recreational items there is, nevertheless, a relative advertising and publicity value resulting therefrom. Through promotional funds furnished by this bureau the Torrance League baseball team has had its uniform maintenance. All of southern California seems to have a large element of sport lovers, and every medium of publicity is generous with its columns in reporting such activities, thus has Torrance, through its good reputation ball teams, earned a large volume of additional publicity through the sporting columns.

Another section of this report treats the benefits the community has given for the development of the local baseball park. It should be stated here, however, that this lighted park for night playing has attracted some of the largest crowds ever assembled in Torrance, resulting in a goodly measure of favorable publicity and community good will. The throngs attending the games have not alone been our own