

ular and consequently more beneficial.

EQUIPMENT FOR BASE BALL TEAMS: Following the development of the above mentioned ball park site several civic teams from various organizations were formed. These groups did not each possess full equipment, much less general funds for the furnishing of balls. The chamber therefore provided two complete catcher's outfits and one-half gross of official league balls, which supplied these intercity teams with this necessary utility of the game. A generous measure of good will was voiced by many of those engaged in this wholesome sport.

COUNCIL AND JOINT CHAMBER MEETINGS: Since the adoption of the promotion tax by the citizens of this community joint meetings between the administrative authority and the directors of this bureau have been held at quarterly intervals. These meetings are purely civic in nature, and are for the purpose of working out program outlines and budget arrangements for the administration of the funds provided by this measure. There is probably no community of the smaller city class throughout this county which has enjoyed the harmony in local government which has prevailed throughout the corporate life of Torrance. The favorable advertising value of this fact alone is worth a great deal more than can be estimated. The two groups mentioned have devoted many, many hours of serious time and energy applied to constructive terms for the development and enhancement for the general good of this community. A good definition of cooperation is "to so conduct yourselves that others can work with you". This has been the spirit that has dominated these joint meetings and made the fruition of such sessions constructive and wholesome.

TORRANCE FLOWER SHOW: One of the fine, initiative betterment features through which many of our good people have found interest and expression for their civic consciousness has been the Flower Show projects carried on under auspices of the American Legion, and paid for by the promotion fund. The prime mover in these very meritorious features is Mr. Carleton B. Bell, who furnishes the following information, thoroughly deserving of incorporation in this report.

"Both the 1930 and 1931 Flower Shows were held during the fiscal year just ended. These Community Betterment projects of the American Legion were made possible by the financial cooperation of the Chamber of Commerce. These two shows were attended by approximately 1500 people. Marked improvement in both quality of flowers and number of exhibitors has been shown each year since the first show, four years ago. These Flower Shows not only develop a very wide interest among our own residents but have received much favorable publicity through radio garden programs and in the columns of Garden magazines and Florists Trade publications. The Los Angeles Times has also had some nice things to say about the Torrance shows. They are really much better than any of the many other small-town Flower Shows I have seen. Many of our Torrance gardeners who got their taste of this kind of competition in our Flower Shows have gone after prizes in the great specialty shows at the Biltmore Hotel in Los Angeles and have brought home their share of them. I believe it is worthy of note that our 1931 show was bigger and better in spite of "hard times".

Accounts of our Torrance show this year were published in the Florists Review of Chicago, the Florists Exchange of New York, both fine trade publications with large circulation throughout the U. S. and Canada, and also in the official publication of the American Gladiolus Society, "Gladiolus Review", which has a large foreign circulation as well as American. We are also always well reported in the Western Florist of Los Angeles".

EDUCATIONAL ACTIVITIES

FERN AVENUE SCHOOL: As a result of consistent activity by the educational committee the Board of Education completed the purchase of block six, tract forty-seventy, in this community, for the proposed new Fern Avenue school. The building planned for this site is designed as a 12-unit structure estimated to cost approximately eighty thousand dollars. Plans for the buildings are being completed by the business department of the Board of Education, and early construction is anticipated. The Board of Education owns block eleven in this same tract which adjoins the land above described, and where the present bungalows are situated. The proposed new site affords a better building elevation, and the latter properties will undoubtedly be used for playground facilities. The development of these projects in the westerly part of Torrance should lend a healthy stimulus for the improvement and growth of the entire district.