

TORRANCE MILITARY ACADEMY: One of the latest community accretions which bids fair to be an institution of enduring value is the Torrance Military Academy. This school, formerly located in Redondo Beach, was attracted to this community by the forward looking proprietor of the school who seized upon the suggestion of a local citizen who suggested its new quarters as a desirable site for such a project. The interested cooperation of several citizens brought the matter to the chamber where the principal of the concern presented plans for the use of the old carbon plant structures for his school. Due to the badly depreciated condition of this property the committee and directors of this bureau determined that it would be a good investment for the community to assist in the rehabilitation of the old structures to make them tenable and desirable for the purposes contemplated. Fifteen hundred dollars was appropriated as the city's share for this purpose, and was used entirely for construction work. The school expects to open with the autumn semester and will, undoubtedly, result in a benefit paying back to this city many times the value of the community fund expended to assist its location here. Students are now enrolled in the school from many sections of the southland, and the proprietors of the institution state that many parents of prospective students are most favorably pleased with the new location. The academy itself prints and distributes a sizable quantity of attractive literature, which receives wide circulation. All of this material will, of course, carry pictures of the new school as well as directional and other general Torrance information. Hence the value of this project will be manifold.

MOTHER'S EDUCATIONAL CENTER: For a number of years the Torrance branch of the Mother's Educational Center has been maintained from the community promotion funds. The budget for this service requires fifteen dollars monthly, and pays for the services of the qualified representatives of the institute. Local appreciation for this enterprise has been emphasized many, many times, and the good ladies who devote their time to the administrative duties of the work report consistent and steady growth in the interest and attendance of the monthly meetings that are held under local auspices. Credit for this communities' support of this activity are contained in the regular published manuals of the parent organization. The service of the function is adjudged by every person who has been connected with it to be highly meritorious, the advantage of which many would be denied if the branch was not maintained here as a public community activity.

TEACHER FACULTY ACTIVITY: The local chamber has had the opportunity of meeting with the faculties of the elementary and high school, during which time the general program and activities of the bureau have been presented, enabling the various teachers to be thoroughly conscious of particular branches of community effort related to the general school program. The mutuality of these meetings has been very genuine, and it is hoped that this beneficial relationship may continue for the common good of the entire community.

COMMERCIAL ACTIVITIES

PRE-CHRISTMAS PROGRAM: Under auspices of the local merchants a pre-Christmas program was presented last year which included daily visits to the various sections of the business district by a Santa Claus. An imitation ice hut was maintained in the triangular park at Marcelina, Sartori and Cabrillo where Santa Claus made a register of all visiting kiddies who swarmed his abode every day during the week previous to Christmas. This feature was developed by the business men in the belief that it would afford a great convenience to local parents who feel the necessity of otherwise taking their children to more distant points to see Santa Claus. Everyone realizes that it is a milling task to drag youngsters through the metropolitan crowds at Christmas time, and many fine commentaries of appreciation were voiced by local citizens for the convenience and advantage of this feature. Good, wholesome candy was distributed by Santa Claus, and the expense was defrayed out of the promotion fund.

TRADE EXPANSION: Having in mind the thought that expansion of trade territory will result in the creation of Torrance as a trading center for a large regional area the directors of the local bureau have budgeted \$1,800 per annum during the last two years to serve such a function. Briefly, the program consists of paying for the actual cost of the white paper, addressing and mail cost for distributing 4,000 extra copies of the Torrance Herald twice monthly to permanent address householders in the neighboring communities of Gardena, Moneta, Lomita and the Key-stone district. While some citizens might criticize this activity as being wholly for the benefit of business men, it cannot accurately be stated that this is the only benefit derived because it must be obvious that the attraction to this community of hundreds of outside patrons in itself is a movement which has other exploitation advantages undoubtedly reaching many other phases of the community's life. Incidentally,