

it must also be remembered that the assessed valuation of the business district, and the inventories of all local merchants, which is also taxed by the promotion fund contributes quite a measure of this revenue itself. An example of this factor shows that the average place of business in the community has valuation equal to five or more average residence values.

TELEPHONE BOUNDARY SURVEY: The utilities and industrial committee have spent considerable time and effort with representatives of the commercial and engineering departments of the local serving telephone company, with the view of securing certain revamping in the exchange boundaries of telephone service. The subject is one which involves many factors and problems related to economies of service, base rate applications and toll lines. Much yet remains to be determined after the completion of pending studies. The telephone company, however, has already arranged boundary limit changes which give the Torrance exchange the benefit of service to the Hammerton Tract district which was formerly a part of the Gardena exchange. Due to the tremendous territorial expansion of Torrance there has developed some intricate problems regarding universal exchange throughout the added corporate confines of the city. The ultimate solution of the whole matter will undoubtedly take some time, and the matter is one of vital importance due to the city's obligations to render protection to life and property in the adopted areas.

BUS TRANSPORTATION: Since the institution of the West Side Transit Company service from Long Beach to Manchester Avenue, via Torrance and Western Avenue, this bureau has been a consistent supporter of this carrier in its endeavor to secure favorable operating franchise from the state railroad commission. Many hearings before the commission have been attended by representatives of the local chamber, supported by factual data prepared by this bureau. A hearing early this year was attended by a group of local citizens at the instance of the chamber to support this carrier's move to secure an extension of their operating right to operate through service north from Manchester Avenue into the heart of Hollywood. The findings of the last hearings are now pending before the railroad commission, and favorable action is expected. This service will be a valuable asset to Torrance, and will establish one more highly beneficial line of communication between the metropolitan district of Los Angeles, especially the great network of intersection services which such a line would tap on the Western Avenue route. The value of testimony contributed by this bureau in behalf of the concern named has been expressed many times by officials of this transportation concern.

CONVENTION AND ENTERTAINMENT

HARBOR DISTRICT FEDERATION: The Harbor District Chambers of Commerce is a federation of fifty-five civic associations throughout the first and fourth supervisorial districts of Los Angeles County. This big amalgamated body meets each month in various communities throughout this huge territory. In January of this year Torrance played the roll of host to the federation, and one of the largest and most successful meetings in the history of the organization was held. Because of the significance of Torrance as an industrial city, plus the personal contact with the speaker who was secured, Mr. Frederick J. Koster, President of the California State Chamber of Commerce, and prominent San Francisco industrialist favored this Community as speaker of the evening on this occasion. The program was arranged through the cooperative hostship of the Torrance Woman's Club, who provided the dinner, and the meeting was attended by nearly three hundred delegates from the fifty-five member organizations coming from the same number of communities throughout the district described. The good will engendered through these meetings and the cooperative spirit of the communities thus embraced is a very valuable asset, although it may appear intangible to some.

SECRETARIAL ASSOCIATION: The Southern California Commercial Secretaries' Association is composed of secretaries and managers of chambers of commerce throughout southern California. Meetings of this association are held on a plan similar to the one above described. The local secretary had the honor of holding the office of president of this association during the year ending June 30, 1931. A meeting of the group was held in Torrance in April of this year, and was attended by chamber of commerce executives from eighty cities throughout the southland. A reference to the good will and publicity advantages of such gatherings as cited above applies with practically equal consideration to this group.

VISITING STUDENT GROUPS: Attracted by the formidable industries of this community, several visiting student groups from southern California universities, colleges and technical schools gathered in Torrance. Most of these visitations were composed of adult students who were more than curiosity seekers, and their obser-