

vations here were of a serious nature in the light of research related to local industry. No one can judge the material value of such visiting programs but it seems reasonable to believe that the good will reflected by this community may some day bear fruit in a practical manner. At least it conveys the reputation of the friendliness and hospitality of this city far afield, and fixes definitely the picture of this community in the minds of all those who form its visitors, and who, undoubtedly discuss these good things in their respective classes.

INDUSTRIAL ACTIVITIES

FOREIGN TRADE CONVENTION: One of the most important conventions scheduled in Los Angeles last year was the National Foreign Trade Conference. Mr. James A. Farrell, President of the United States Steel Corporation, served as chairman of this great convention, a position which he has maintained for over fifteen years, since the inception of this great industrial and commercial group. Local significance was attached to these sessions because of the large delegation of U. S. Steel Corporation and other allied industrial executives who visited the subsidiary interests of the steel corporation during their stay in Los Angeles for this great conclave. The visit of the executives mentioned has definitely fixed in their minds the strategic position of Torrance in relation to the harbor and the metropolitan district, plus the opportunities of world exports from our adjoining port. During periods of business recessions and industrial retrenchment such as the last year and a half has experienced, it is difficult for the average citizen to appreciate if there is any particular value attached to a great meeting of this kind. It must be obvious, however, that the substantial investments which have been made locally by the principals mentioned, as well as the vast expansion in similar and diversified lines in other sections of the county presages an era of industrial greatness that in a few years will place southern California and this state as a close rival to the commonwealth of first rank now in industrial values. Representatives of the local chamber were delegated to attend the sessions of this convention, and valuable contacts and acquaintances were made which should redound to the advantage of this community.

FORD PLANT OPENING: Joining with civic representatives from surrounding communities a large delegation of Torrance citizens, business men and representatives of local industries the ceremonies for the official opening of the new Ford plant at the harbor were attended. Special Torrance badges bearing greetings of good will from this community were worn by the local guests, and created a warmth of approval by officials of the new industry. A cooperative display advertisement depicting Torrance as the Hub of the Harbor District was placed in the L. B. Press Telegram, and many fine commentaries were received as a result of this community gesture. Torrance today is the home of a considerable number of the good people employed in this harbor industry, and while activities like the one above described may be thought by some to be wholly intangible they are, nevertheless, practical and worthwhile, and many times pay actual dividends.

PREFERENTIAL POLICY FOR LOCAL MADE PRODUCTS: The recent session of the state legislature passed special legislative enabling acts permitting five per cent price preferential policy to be used by the state, county, municipal and other governmental agencies in the purchase of materials for various public works where such products are made within the various political dominions or the commonwealth of California. While the general provisions of this statute are too lengthy to quote in full the above reference summarizes very briefly the general purposes of the act. With several concerns in our local midst who manufacture products which are on the common commodity index that such a measure will effect it seems reasonable to expect that ultimate benefits of considerable proportions should be realized in this community. Members of the industrial and legislative committees of this bureau have been active throughout the campaign designed to secure this legislation and since its passage to encourage its recognition and practice. Every local citizen can help the return of normalcy in industry and business, and consequently payrolls, by becoming conscious of the slogan of the state of California "What the west makes makes the west".

INDUSTRIAL DISTRICT PROTECTION: After several years' effort official recognition has been given to a plan suggested largely by representatives of this bureau which, if carried out, will preserve the industrial character of a formidable tract adjoining this community in the shoestring strip and contiguous county territory on Normandie Avenue near East Road now served by the Pacific Electric Railway. The growing opposition by the state regulatory bodies, the railroad commission, toward the issuance of grade crossing permits for rail trackage has threatened the devel-