

organization is most highly efficient and thoroughly departmentized, thus enabling a definite and comprehensive opportunity to reach definite and factual advantages through these various departments. Those with which the local chamber has the most intimate relationship are industry, transportation, statistical, publicity, domestic and foreign trade and the real estate, civic and development departments. The field service department in itself is practically equivalent to a national service, and it is through this department that the Torrance community is enabled to obtain distribution of its literature throughout the United States and Canada where the latter department maintains county exhibits at expositions, state fairs and permanent eastern headquarters. Members of the Torrance bureau are members of the industrial and manufacturing committees of the Los Angeles chamber, and through this relationship maintain a constant contact with industrial affairs throughout the metropolitan district. This relationship has cultivated several definite prospects which, when relocations are effected, will in all likelihood move to Torrance. The experience of the local bureau has been that every facility and service maintained by the Los Angeles Chamber of Commerce is available for the asking, and this community has, indeed, used these services with very effective profit.

INTERCOMMUNITY RELATIONS: The community of Keystone, our eastern neighbors, staged a community program for the dedication of the new Main Street improvement. Various city, county and state officials were present on this occasion, and the Keystone Chamber of Commerce conducted a highly worthy program and entertainment for the occasion. The Torrance bureau was grateful for the opportunity to cooperate with these splendid neighbors, and furnished considerable ornamental electric lighting equipment which added a touch of colorful display. The cordiality and intercommunity relationship between Torrance and Keystone is an example of the happy attribute of neighborly cooperation. It is the manifestation of this spirit that builds communities and cities, and it is to be hoped this type of good will may always endure.

COUNTY WHARF PROJECT: Through the administrative leadership of Redondo Beach, a county wharf project has been planned for that municipality. Mayor Clark of that city is the father of the idea, and has found substantial favor with the county authorities, and won the active support of many neighboring communities. The enterprise is projected on the score that peoples from all parts of the country use and enjoy such facilities, and that it is equitable and right that such improvement should be paid for and maintained by the county rather than the city within whose confines such facilities are built. Had it not been for the existing economic demands on our county government this project would undoubtedly have been realized this coming year. The Torrance bureau is happy for the opportunity to join in this worthy project, and has expended considerable energy in assisting the efforts to date. Torrance citizens will surely appreciate what such facilities would mean if established in our neighboring city.

ENABLING PARK AND BEACH ACT: Under the legislative section of this report a rather complete description of Assembly Bill 211 is given describing this bureau's initiative and active program in securing the adoption of this measure at the last session of the legislature. It is mentioned here again only to indicate the benefit of this statute for other cities, and especially the beach sections, and more specifically our neighboring community, Hermosa Beach. In this beach city the beach frontage is owned by the municipality who, under the old statutes, could not secure county benefit toward its maintenance without contracting its title in favor of the county, thus losing municipal jurisdiction of its control and management. Under the statute which the Torrance bureau succeeded in having made law, Hermosa will find it possible to obtain county aid and still possess full control of its beach. It is needless to say that civic representatives of this sister city are grateful indeed to this bureau for its successful efforts on this important statute.

RED CROSS PROGRAM: This past year, as in previous seasons, the facilities of the local bureau have been placed at the disposal of the American Red Cross chapters as a clearing house for their annual drive efforts. The nonsectarian and nonpolitical nature of a chamber of commerce naturally attracts to it bodies of this nature who find their programs most effective when conducted under such auspices.

JUVENILE EASTER PROGRAM: One of the most unique programs held in Los Angeles county was the Juvenile Easter Sunrise services held at Roosevelt Memorial Park this season. The communities of Torrance and Gardena joined in this splendid program which was arranged for and conducted by Mr. Albert Deeks, organist of the mighty pipe organ at the park, and well known throughout musical circles. The program was awe inspiring and was participated in by the students from the