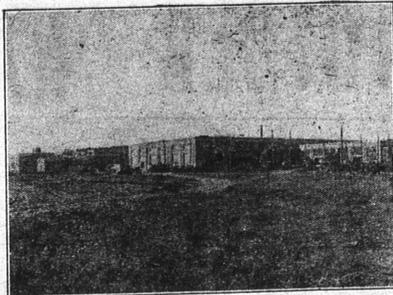
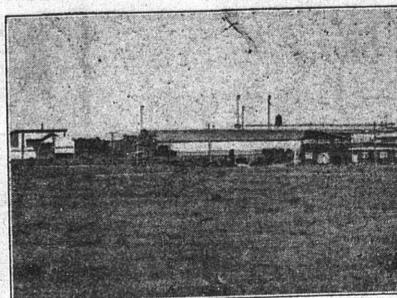


Torrance

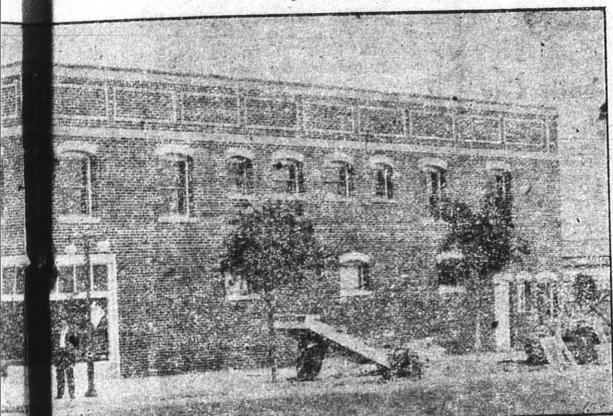
Modern Industrial City



PACIFIC ELECTRIC SHOPS, TORRANCE



LEWELLYN IRON WORKS, TORRANCE



STOCK EXCHANGE IN TORRANCE.

As a factory and manufacturing center we are in the front rank of Southern California cities, offering a livelihood to thousands of new citizens who may seek a home in our growing city and the established fact that we have under foot a vast wealth of the black gold of commerce is drawing business our way, pointing clearly to the future for a large growth in every line of manufacturing.

This Is The Second Instalment of the Message

SCOPE:

—as long as there is a margin between what American cities are as places to live and work in and what they may become, there is work in every community, large and small, for a modern chamber of commerce.

The success of the chamber of commerce as a community organization, the steady development of the chamber of commerce idea and ideal, indicate its potentialities for service. Voluntary and unofficial organizations of citizens for putting their shoulders to the wheel for the working out of common problems and purposes is in line with the best American tradition. The future of America lies in the hands of America's public spirited men and women. Its development will be coincident with the best development of American standards and traditions in the community life of this country.

Today finds modern chambers of commerce devoting over sixty per cent of their resources to civic affairs, to those things which relate to the development of the citizen-power of the nation, schools, playgrounds, housing, streets and parks, libraries, vocational education, pure water, municipal utilities, public markets, garbage and ash disposal, public health, the city beautiful and the city clean.

Today finds modern chambers of commerce bending their efforts to a rational solution of the problems of industry, transportation and commerce within their communities. Is it a question of the location of a new industry? Then it is a question whether the community is so situated with reference to sources of needed raw materials and accessibility to markets that the industry as well as the community will benefit. Is it a question of relations between employers and employes? Then the Chamber of Commerce, if it is properly representative of the community, stands as the impartial advocate of the public interest, for a just and equitable settlement.

Today modern chambers of commerce are enlarging their conception of the community to embrace not only the streets and pavements of the town but the fields and farms of the surrounding territory. The business men of the towns are going to the business men of the farms, not to teach them how to farm, but to take counsel with them concerning their common problems. A man of wide experience in the development of the agricultural activities of chambers of commerce has said that when one farmer and a group of business men got around a table for a frank talk regarding their problems and viewpoints, the first step had been taken toward breaking down the hostility between rural and urban workers which handicaps too many communities. Chambers of commerce already, in many communities, have taken this step and many additional ones, have broken down the barriers, and are working hand in hand with the farmers in solution of their common problems.

In such fashion, in broad outline, is the modern chamber of commerce functioning today—a body of men and women acting in their capacity, as citizens, not as the representatives of any special group or class, and devoted to the material and cultural advancement of the whole community.

...magnets that furnish the strong-
ly from the east and middle west.
...ools has gone far and wide and
...system now in the making we
...n as a seat of learning.