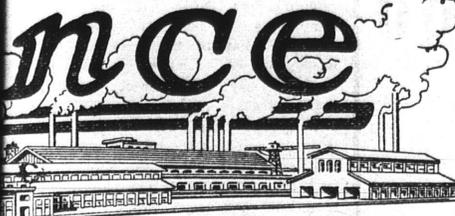
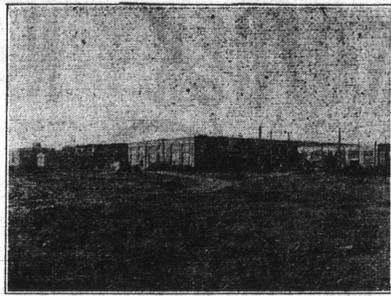


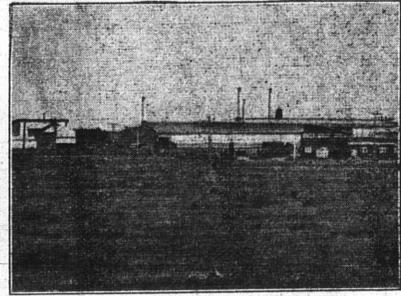
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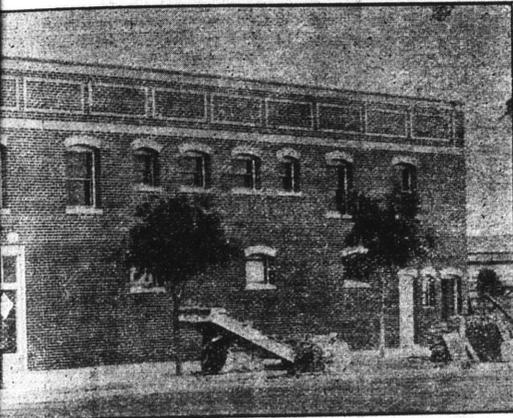
Torrence Industrial City



PACIFIC ELECTRIC SHOPS, TORRANCE



LLEWELLYN IRON WORKS, 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.

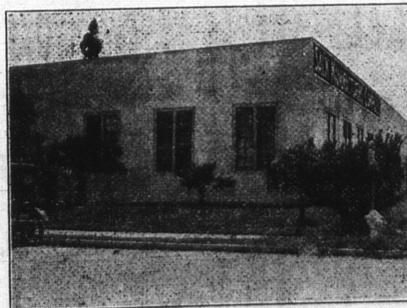
This Is The Fourth Installment of the Message

Consultation of Membership

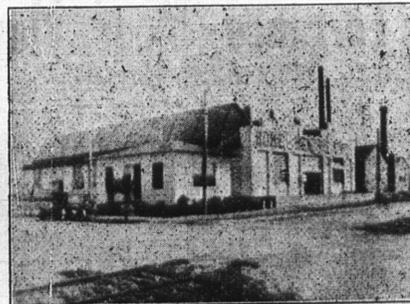
—membership control of the organization is important, chambers of commerce become impotent for their larger usefulness in a community if dominated by a special group, clique or self-perpetuating board of directors.

Members of the organization are the organization. From them are recruited its active workers. They give the organization its vitality. Its influence on public opinion and public affairs is measured, in the long run, by their active support and interest. It is almost axiomatic that where the membership of a chamber of commerce is representative of the community and in control, the organization will grow and wield an increasing influence in the life of the community.

It is a matter of policy of the directors of many organizations to consult the membership on questions of major importance. This is done in some cases through the referendum, by means of which each member may express his affirmation or disapproval of a proposed stand on a public question. The membership meeting or open forum and group meetings are other important channels through which the members of an organization may express themselves.

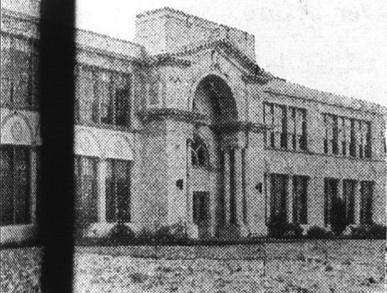


SAL M MANUFACTURING CO.



HENDRIE RUBBER TIRE CO.

each and every man in
pride is soaring to new
feeling rooted in every citi-
to become a great city,
tells us that the day of



ts that furnish the strong-
the east and middle west.
s gone far and wide and
now in the making we
seat of learning.