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TORRANCE, CALIFORNIA, THURSDAY, SEPTEMBER 29, 1955

Chamber of Commerce Promotes City's Growth

Many Problems Face Officials

Dues Upped to Finance Local Program

As the city's public relations agent, the Torrance Chamber of Commerce occupies a key position in assisting and controlling the growth of one of the fastest growing areas in Southern California. How well the officers and directors of the Chamber do their job and how much support they receive from business, industry and every other interest in the community, largely will determine the degree of security and prosperity Torrance will have in the years to come.

Contrary to the opinion held by many, the Chamber does not exist to serve commercial interests alone. But in serving these interests well, the Chamber of Commerce automatically benefits every resident within the city limits and beyond.

A primary objective of the organization is to attract new industry to Torrance. Engaged actively in this all important task are some leading industrial men—busy men, but smart enough to know that the more industry we have in Torrance, the better it will be for every industry already enjoying the benefits of this unique location.

More new industries attract more skilled labor and scientific talent. More new industries help ease the burden of taxation on those already here and make for a wealthier municipality, better equipped to serve the community and better equipped to provide an ever expanding school system.

The Torrance Chamber of Commerce is managed by Tom Watson, who came here only this year from Houston, Tex., where he had many years of experience in Chamber of Commerce work. His office is in the spacious Chamber of Commerce building adjoining the civic auditorium on El Prado.

Clearing House
The office serves as a veritable clearing house of information. The stranger in town goes first to 1345 El Prado, whether he is in quest of specific information on some economic or political aspect of the community or wants to know where he can find a good room for the night. People think a Chamber of Commerce knows all the answers and most of the time it does.

Members of the Board of Directors meet twice a month and often they face an agenda that takes nearly two hours to dispose of. Currently before the board are such matters as off-street parking, zoning, publication of maps and literature relating to development of the city and numerous other projects all of concern to Torrance and its future.

Loranger President
Paul D. Loranger, of Paul's Chevrolet Co., is serving his second term as president. Other officers are: Dr. Gerald M. Eastham, first vice president; A. E. Thompson, General Pe-



(Herald Photo)

DOORWAY IMPORTANT TO TORRANCE . . . Entrance to the Torrance Chamber of Commerce headquarters where plans are made and carried out affecting the welfare of every resident of the community. Presently the offices are buzzing with activity in preparation for an intensive drive for new members.

Revision of Torrance Chamber of Commerce membership dues structure to raise minimum active rates to \$40 per year and instituting affiliate memberships at \$20 are steps already taken in an intensive campaign for new and paid up memberships needed to finance the expanding program of the organization.

Letters went out this week explaining the new dues plan with the hope of immediately raising needed revenue. An active solicitations campaign, to more than double the present subscribing membership of 200, will follow, according to President Paul D. Loranger.

Decision to raise minimum dues of active memberships came at a recent meeting of the Board upon the recommendation of Fred W. Mill, chairman of the Budget-Membership Analysis committee.

Cites Statistics
In presenting recommendations of the committee, Mill cited statistics from Chambers of Commerce over the country and presented a schedule of dues based on the number of employees represented in each firm membership.

"It takes about \$25 a year for the average Chamber of Commerce to carry a member on the books and provide him with publications and bulletins pertinent to his own and the Chamber's business," he declared.

That leaves very little for the operation and project activities of any Chamber of Commerce really doing a job," he said in emphasizing the urgent need for financial support of the local organization.

According to Manager Watson, present minimum dues have been in effect since 1944 and at one time were as much as \$60. All activities carried on today are much more expensive than they were ten years ago and the Chamber today has numerous additional projects underway or planned for the near future.

In appealing for additional support from present members and inviting many new memberships, President Loranger stressed the broad activities of the Chamber. He listed the following as some of the major chamber programs:

1. Traffic and Parking Committee, Dean L. Sears, chairman, working on plans to extend Arlington Ave., north from Del Amo Blvd., to 190th St.; work to secure an interchange on Arlington Ave., on the proposed freeway; securing directional markers for downtown use to direct shoppers to downtown parking lots; the major project of that committee is working closely with City officials on creation of an Off-Street Parking Assessment District.

Industrial Committee
2. Industrial Committee, Henry W. Creger chairman, is currently working on programs to attract new industries to Torrance and on other programs to assist existing industries.

This committee is also working on the preparation of new industrial maps and industrial brochures.
3. Chamber staff currently is compiling and will publish within the next week, an accurate and up-to-date industrial directory of the greater Torrance area.

4. The Chamber is serving as a clearing house for information of all types from both local residents and from out of town.

5. The Retail Merchants activities include the following programs: Sponsorship Bargain Days in June and Dollar Days in July which greatly increased retail sales. Cooperating with Retail Merchants on end-of-the-month Sales and work already begun on Christmas programs including street and business decorations.

6. Publicity for Torrance is handled by the Chamber. Chamber publishes official bulletin

"Progress." Another program is the operation of a Bad Check Alert Program which has already produced results in Torrance.

7. Operations of a Solicitations Control program. Materials for this being printed at considerable cost.

8. Commercial Development Program which will bring new retail and wholesale outlets to Torrance.



NEW STRIPE FOR LOCAL WOMAN . . . Lola B. Lewis, daughter of Robert J. Lewis, of 2445 Ward St., receives congratulations from her commanding officer after being promoted to hospital corpsman third class, USN, at the Atlantic City, N. J., Naval Air Station. She has been in the Navy since August, 1953.



(Herald Photo)

HOW IT WORKS . . . Chamber Secretary Tom Watson looks over a chart explaining the proposed downtown off-street parking district. The Chamber is active in preparing information about conditions which affect business. The Parking situation was explained at the monthly Chamber breakfast Tuesday.



(Herald Photo)

NEW DIRECTORY . . . Office Manager Valda Watkins gets ready to run off some of the pages of the new Industrial Directory, which the Chamber of Commerce is preparing. Information of all sorts about local conditions is available at Chamber offices.

William B. Jay Studies At California Poly

Among the new students at California Polytechnic, San Luis Obispo, is William B. Jay, of 1535 W. 203rd St. Jay is majoring in mechanical engineering at Cal. Poly.

Patty Berg Will Present Clinic at Palos Verdes

Patty Berg, hot-shot woman professional golfer, will stage an exhibition and clinic tomorrow morning at the Palos Verdes Country Club, a PVCC official said Wednesday.



THE BIG JUMP . . . Pvt. Frank D. Valencia, son of Alex C. Valencia, of 2063 W. 203rd St., prepares to make the jump which will qualify him as a paratrooper with the 82nd Airborne Division at Ft. Bragg, N.C. He is a machine gunner in the 80th Airborne Anti-Aircraft Battalion.

RESEARCH COSTS
Various phases of research cost the American people upwards of \$3 billion a year at conservative estimates.

ANNOUNCING

TORRANCE MOTORS, INC.

1885 TORRANCE BLVD.

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RICHARD WALBERGH
... President

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Friday, Sept. 30
Saturday, Oct. 1

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See the BIG M—Mercury for 1956—the car that sets a new trend in automotive elegance. New long, low silhouette accented beautifully by exciting new Flo-Tone color styling.

Drive a new Mercury and discover the brilliant blending of style and performance. For under Mercury's broad hood hums a new SAFETY-SURGE V-8—225 hp available in the Montclairs and Monterays and 210 hp in the Customs—giving you command of more usable horsepower in every driving range. And Mercury offers ten new Safety-Engineered features such as new impact-absorbing safety steering wheel, safety door locks and optional safety seat belts.

And while you're there, see the complete service department equipped to provide prompt attention to all makes of cars.

Stop by soon! See and drive the new 1956 Mercury. Then meet the staff of this new Mercury dealership.

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