

AL TERRENCE IN TORRANCE

23814 S. HAWTHORNE BLVD.
PHONE 378-8581



IN CONTEST . . . Don Mario will represent the Torrance-Lomita Board of Realtors as speakers in "My Home Town" speech contest which will be one of the highlights of the convention of the California Real Estate Assn. in Los Angeles Saturday through Thursday. Mario is public relations chairman of the local board and is a member of the Toastmaster club composed of board members.

Industry

(Continued From Page 1)
points have been made, any specific effort to entice new industry must deal with the basic economics of establishing a plant and doing business profitably in Torrance.

"On such subjects as comparative tax rates, protective zoning and building codes, welfare costs and labor rates, our area is at a growing disadvantage."

PROFESSIONAL industrial development specialists feel that these specific economic stumbling blocks are actually results, or manifestations, of the true difficulty which, simply stated, is a lack of understanding and desire for industry by the local citizens.

Owens indicated that while most local people "give lip service" to an active desire for new industry and new job opportunities, close investigation often reveals that too many people "couldn't care less." Many citizens want just "clean industries of the research and development variety and condone zoning and tax structures so as to virtually preclude anything else."

"Compounding this problem is the unfortunate and completely antiquated concept of a manufacturing industry as a noisy, dirty, unsightly menace to the aesthetic aspect of the community," the Chamber manager continued.

"THERE SEEMS to be little realization that almost without exception, modern manufacturing industries have been successful in controlling or eliminating the objectionable aspects of their operations."

"Rapidly rising land costs, increasing tax rates, decreasing land areas for manufacturing, at times an almost-hostile attitude towards manufacturing-land zoning, coupled with a general public apathy and lack of true understanding of the essential role of industry in a local economy," Owens asserts, "manifests themselves in an increasingly dangerous industrial climate."

A principal objective and major effort on the part of the Torrance Chamber of Commerce will be a concerted and continuing campaign to inform the local citizenry on the vital role industry plays in the economy of the community, and the need for "an atmosphere" in which local industries can expand and new, tax-paying, payroll-producing manufacturers will want to locate.

Hearing Today For P.V. Lights

A public hearing on the installation of 10 new lights on three streets in Palos Verdes will be held at 9:30 this morning in Room 381 at the County Hall of Administration.

The hearing will determine whether lights are to be installed in tract 26908, which includes Via Lorado and Via Marie Celeste west of Palos Verdes Drive West.

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