

DON'T BLOCK TORRANCE'S PROGRESS

REFUSE TO SIGN THE MARBLE ESTATE REFERENDUM PETITION
Keep Your City Growing With Needed New Homes

An overzealous group, controlled by outside industrial interests, has referendum petitions in circulation opposing the rezoning of the 155-acre Marble Estate from industrial to residential use. THIS MOVE WILL BRING A HALT TO THE POPULATION BOOM OF TORRANCE . . . WILL ROB TORRANCE OF WHAT IS NEEDED MOST — NEW HOMES!

WHAT NEW HOMES MEAN TO TORRANCE

New Homes mean more JOBS . . . New Homes mean BETTER SERVICES FOR YOU . . . New Homes and more people mean additional revenue for city-wide use through sales tax allocations and gasoline taxes destined to keep YOUR PROPERTY TAXES at the barest minimum.

Remember, it is the homeowners of Torrance who are carrying the lion's share of the city tax load. New homeowners will help you carry this burden. INDUSTRY DOES NOT PAY ITS SHARE PER ACRE IN PROPERTY TAXES. NEW HOMES AND NEW RESIDENTS MEAN MORE SALES TAX REVENUE HERE.

New homes mean more families making purchases in Torrance's retail stores . . . and thus bringing higher sales tax allocations to your city. The city of Torrance just last week was allocated \$352,723 by the State Board of Equalization as its share of sales taxes for the past quarter, which will mean an annual sales tax revenue of \$1,500,000.

New homes and new families will keep this tax allocation figure climbing. DON'T SIGN A PETITION WHICH WILL SLOW TORRANCE'S GROWTH!

THE ACREAGE IN QUESTION

The area involved has been for sale for years as industrial property — with no takers. Why? Because it is not adaptable for general or specific industrial use. Latest survey of the Regional Planning Commission of Los Angeles County (September of 1961) underlines the fact that Torrance and immediate vicinity has a 7000-acre surplus of industrially-zoned land to meet population needs through 1980. The same cannot be said of residential-zoned property.

MERCHANTS, BUSINESSMEN ASK YOUR HELP

Torrance merchants and businessmen — large and small — are asking your support in the drive for new homes. They ask your full support in defeating the referendum maneuver. Your City Council has approved the Marble Estate rezoning. The decision has been made in the orderly process of government. WHY SADDLE THE CITY WITH THE EXTRA COSTS OF A REFERENDUM PETITION JUST TO SATISFY THE WHIMS OF A FEW SELFISH INDUSTRIALISTS AND POLITICAL OPPORTUNISTS?

DON'T SIGN!

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This Message Sponsored by The Committee of 212 Business and Professional Firms for Continued Progress in the City of Torrance