Walteria Freeway Route Claims Denied

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Baby, It's Hot Outside



Pops Concert Slated Here This Afternoon

The Torrance-South B ay Symphony Orchestra will present a Pops Concert today at 3 p.m. at the Torrance High School auditorium, 2200 W. Carson St.

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Miss Cummings was so-duct the concert.

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City's Renewal Plans Bound for Washington

Dump's **Backers** Refuted



\$3.4 Million Federal Grant Expected Soon

South, North, Montgomery Win - - -

South, North, Montgomery will

South High School scored a stunning 40-12
win over Long Beach Jordan Friday night as the
local grid teams opened their fall campaigns.
North High heat a strong Glendale High team, 18
to 7, and the powerful Bishop Montgomery
Knights beat Mira Costa, 32 to 13. Among the
losers were the Torrance and West High squads.
Details today on Page B-3.

Walteria Round-Up Parade - - -

Walteria Round-Up Parade - - - A parade and an afternoon of fun will wind up the 18th annual Walteria Round-Up Days sponsored by the Walteria Business Men's Club today. The parade will start at 12:30 p.m. at Newton and Pacific Coast Highway and will travel along Newton Street westward, and will end at Walteria Park, 242nd Street and Ocean Avenue, Fun, food, and games will be the order of the afternoon at the park, sponsors promise.

Selling City Is More Than Gimmickry

membership meeting Thursday.

Michael J. Colton, who heads the industrial development department of the Los Angeles Chamber of Commerce, spoke on the business of attracting investments to a community, and stressed the need to consider the five-county area of Southern California as "one gigantic marketing area."

"The South Coast region is a very important part of this

five-county area," Colton said.
"Torrance is really the hub of
this South Coast area," he
added.
He reminded the Chamber
luncheon crowd that Torrance
had 38,000 households with a
buying income of more than
\$9,000 per household.
Campaigns to attract industrial plants are being mounted by nearly 15,000 organizations across the nation, Colton
said. Many of these include
planning commissions, development committees, and city
groups.

He pointed out that the expansions reported in existing firms during the first half of the year accounted for 22,000 new jobs, \$190 million in capital investments; and an addition of 8,800,000 square feet of industrial facilities.

In its efforts to put together an industrial development program which would make the five-county area of Southern California a prime area for industrial investment, the Los Angeles Chamber of Commerce has undertaken several projects which it considers important. Among these, Colton said, are changes in the state inventory tax laws and the assessing of air pollution control facilities for taxes.