Vigorous Campaigns Attract Industry to New Communities

By REYNOLDS KNIGHT

The trend toward diversification has given many communities once thought to be off the beaten industrial paths a chance to share in the benefits of new enterprises.

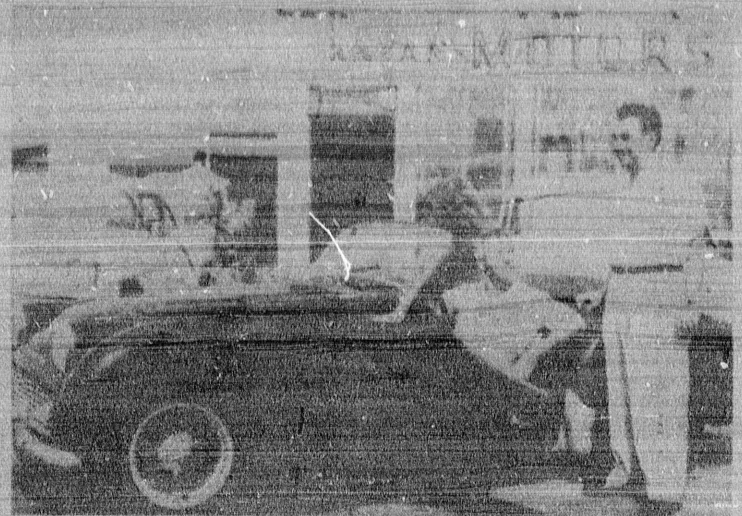
Close to 7000 state and local agencies throughout the country are currently engaged in vigorous campaigns to lure new business to their territories. Advertising by these groups in an effort to woo industry is expected to reach about $40 million this year. Supplementing the advertising is a great amount of personal selling through interviews, field trips and presentations of informative reports on the resources of the localities.

New Jersey extends to industry the promise of "friendly cooperation, good industrial legislation and favorable taxation." Maine insures up to 90 per cent of loans made for plant construction. Mississippi lawmakers are pushing a new constitution that provides firm tax and financial guarantees to industry.

Pennsylvania is one of the leaders in industrial development, with a public-private drive for new industry and expansion of established industry. During 1956-57 a total of 937 new industrial projects were announced; they'll bring with them more than 62,000 jobs.

The railroads and the utilities are old hands at the industrial development business, and now have been joined by banks, local governments, chambers of commerce, private development firms and even universities. Southern Illinois University has established a department of community development to instruct the state's cities and towns in the science of attracting new industry.

NO, SUZIE . . . You're wrong! These aren't purple people eaters—just a couple of employes at the first annual Riviera Hospital party held last week at the Moose Hall. In spite of the weird get-ups, couples at the party danced all evening to the music of Jack Darling and his orchestra.



ASSUMES DEALERSHIP . . . Harry (in the car) and Arney Kazan, auto dealers of long years standing, announced this week they had assumed exclusive dealer franchise for the increasingly popular Triumph motor car. The two brothers are stocking one of the largest sports car inventories in the entire Southland, with an equal investment in service facilities.

Read the Classified Pages

Summer School Classes Filled

Summer school classes in the Torrance Unified School District drew a first week average attendance of 6234, or slightly under one-third of the regular enrollment, according to Principal Roland Petrat.

Average attendance in elementary classes was 4606 and in high school classes it was 1628. Some 316 eighth graders who will move into high school next year enrolled for classes which will give them high school credit, under a new program. This represents about one-third of those who will be ninth graders this fall.

Seaside School had the largest enrollment in elementary schools, with 437 students, followed by Casimir with 390. Others included:

Anza 171; Arlington, 206; Car, 232; Crenshaw, 240; Edison, 241; El Nido, 55; Fern-Greenwood, 86; Flavian, 140; Hillside, 219; Madrona, 173; Meadow Park, 218; Newton, 175; Parkway, 297; Perry, 171; Riviera, 256; Sepulveda, 164; Steele, 212; Torrance Elementary, 194; Walteria, 137; Woods, 241; and Columbia, 38.

North High School drew 651 students, while South High had 562 and Torrance High had 412.

SY SEZ:

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$715,000 Storm Drain Planned For Lomita-Harbor City Area

Construction of the $715,100 Pacific Coast Hwy. and Western Ave. Storm Drain in Lomita and Harbor City is slated to get under way shortly, following approval of plans and specifications for the project by the board of supervisors today.

Supervisor Burton W. Chace announced that bids will be opened in the offices of H. E. Hedger, Chief Engineer of the County Flood Control District, on Aug. 8. Following a quick review of all proposals submitted by the district engineers, the board will award the contract to the low bidder.

Nine months will be required to get the drain in place, Chace said.

Contractors will have an opportunity to bid on four alternate proposals calling for the construction of either concrete pipe or box conduits in addition to supporting fixtures. Two of the proposals require a combination of the two drainage methods, Chace said.

Design Revealed

Design calls for the building of one main line with two other drains feeding into this principal artery. The primary drain runs from its outlet at Bixby Slough west in an easement to Frampton Ave., north in Frampton for about 800 feet to the Pacific Electric Railway right of way, and west in an easement through to Pacific Electric Right of way to President Ave.

From this point it continues west in 259th Pl. to Avocado St., west in an easement to Oak St., south for about 200 feet in an easement paralleling Oak where it turns west again in another easement to about 211 feet east to Pennsylvania Ave. and runs south for approximately 200 feet to a junction with an existing timber-lined earth channel.

Augments Line

Augmenting this main line, a drain is planned running in Wester Ave. from its junction at 259th Place north to Pacific Coast Hwy. Another supplementary drain will run in Fampton from its junction with the main line near the Pacific Electric right of way north and across Pacific Coast Hwy., Chace said. Special arrangements have been worked out to ease inconvenience to residents and motorists in the area while construction is in progress.

Plans for the project were prepared under the direction of Lyall A. Pardee, Los Angeles city engineer, and his staff. Financing for the drain, expected to afford relief to adjacent areas from winter flooding conditions was provided in the $179,000,000 storm drain bond issue approved by the voters in 1952. Construction and maintenance of the drain will be under the supervision of the county flood control district, the supervisor added.

Air Force Seeks Nurse Recruits

Sergeant Leland "Lee" Mason recruiting sergeant for the Torrance area said that the Air Force has an expanding need for qualified nurses to care for the increasing number of service men and their families.

Direct commissions as Second Lieutenant or higher, depending upon experience, are awarded to those accepted by the Air Force Nurse Corps. In addition to the wide variety of jobs, there are many opportunities for free post-graduate training.

To qualify, a nurse must be between 21 and 35 years of age, have active registration in at least one state, be a graduate of a state accredited school of nursing, be single, and meet othr physical and professional qualifications. A high percentage of these nurses will have the opportunity to attend flight-nurse school, where medical treatments peculiar to airborne nursing are taught.

Accepted applicants will further have the opportunity to serve in one of the 80 hospitals both in this country and overseas.

For further information Sergeant Mason suggests you contact him at Room 207, Post Office Building, San Pedro.

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SUBSCRIPTION RATES: [illegible]

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This Ralphs Coupon WORTH 5c On Purchase of One Pkg. INSTANT POTATOES Monday, Tuesday and Wednesday Only July 7, 8 and 9, 1958

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Milani's Lima Beans 29c

King Crab Meat 33c

Banana Cake Mix 34c

Milani 1890 French Dressing 31c

Lean Juicy & Tender Franks 63c

Parkerhouse Rolls 39c

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Flavoring Syrup 29c

Oscar Mayer Wieners 67c

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GOOD AT ANY Ralphs MARKET This Ralphs Coupon WORTH 15c On Purchase of any 8-inch SIMPLE SIMON FROZEN FRUIT PIE Monday, Tuesday and Wednesday Only July 7, 8 and 9, 1958

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WHITE KING Granulated Soap Giant Pkg. 69c

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