



**BIRD FARM RUINS** . . . Firemen check through charred interior of the Palos Verdes Bird Farm at 4146 Pacific Coast Hwy. after flames destroyed the building and about 300 birds. Owners Robert Busenbark and Harry Bates estimated the value of the birds at more than \$5,000. Other losses totaled nearly \$50,000, it was estimated. Police officers arriving at the scene early saved a German shepherd dog and a few small birds and animals. (Herald Photo)



**IN NEW OFFICE** . . . Vic Frandsen, president and general manager of Columbia Construction Co., Inc., shown at his desk in the new Enterprise Building at 18436 Hawthorne Ave., which has been opened to serve as headquarters for Columbia's extensive Southland operations.

## New Headquarters for Southland Building Firm Opened in City

A unique new office structure designed to serve as a "Real Estate Center" for the Southwest area has been opened in Torrance.

The \$300,000 Enterprise Building at 18436 Hawthorne Ave., was built by Columbia Construction Co., Inc., and will serve as headquarters for the firm's extensive building operations in Los Angeles, Orange, Riverside, and San Diego counties.

**IN ADDITION** to Columbia Construction's complete design and administrative facilities, the new Enterprise Building will house several realty firms, independent architects and building designers, an escrow company, and mortgage loan broker.

"The Enterprise Building is tangible recognition of the South Bay's ascendancy in the construction field," comments Vic Frandsen, president and general manager of Columbia Construction. "It is one of the largest office structures ever erected in the Torrance area and yet every room will be utilized by the real estate and building professions."

THE NEW construction head-

quarters is located in the prime commercial area near the South Bay Shopping Center.

"Creation of such a sizeable one-industry structure in such a key location is dramatic evidence of the growing importance of the building industry to our local community," Frandsen stated.

The new two-story Enterprise Building is of modified Colonial architecture with impressive white columns accenting the yellow stucco exterior.

**AN EXCEPTIONAL** abundance of off-street parking is provided on the walled and paved parking lot. A total of 96 spaces are available — an average of four per office.

A unique feature of the Enterprise Building is the spacious conference room which is made available to all tenants.

All offices are air-condition-

ed. Wall-to-wall carpeting and draperies are provided. The Enterprise Building is all-electric.

Individual patios for each office are available along the southern side of the building.

**DESIGNER OF THE** Enterprise Building was Hans W. Meier, AIBD.

Columbia Construction will occupy half of the entire first floor of the new structure.

Columbia's offices will house Vic Frandsen, president and general manager; Clyde Kinzey, secretary and treasurer; Hans W. Meier, chief designer; John McCarthy, general field superintendent; Bryson Randolph, property manager; and William K. Fukutaki, civil engineer.

In addition there will be extensive space for Columbia's drafting and accounting department.

## Columbia President Man of Achievement

A quarter-century of top level construction experience is the achievement of Vic Frandsen, president and general manager of Columbia Construction Co., Inc.

Frandsen has served the construction industry with such world-famous firms as Haas, Haynis-Frandsen, Inc.; D E Webb Co.; Morrison-Knudsen Co.; and J. R. Daum Co.

He supervised building of such projects as General Atomic, a division of General Dynamics; Chrysler Corporation Testing Plant, Santa Ana; Heating and Refrigeration Plant, Los Angeles Civic Center; Mojave Marine Air Station; China Lake Project; Eldorado Country Club, Palm Springs; and San Diego Medical Center.

Frandsen has also had extensive experience in residential subdivisions in Los Angeles County, Riverside, Indio,

Palm Springs, New Mexico, Louisiana, and Arizona. From 1960 to 1963 Frandsen has been constructing primarily apartment houses and tracts in the South Bay area.

## Record Building Marks Predicted

A record construction total of \$86.5 billion for 1964 was predicted this week by a national panel of building supply dealers. Western builders were particularly optimistic about 1964's construction prospects, with 75 per cent expecting an increase over last year, according to Vic Frandsen, president of Columbia Construction Co., Inc.

Frandsen's firm was organized only 17 months ago, and has now become one of the leading builders in the South Coast area.

## Better Business Bureau Announces Local Branch

Establishment of a Better Business Bureau branch in Torrance has been announced by John Wells Jr., chairman of the group for the Long Beach area. The office will be located at the Torrance Chamber of Commerce, 2204 Torrance Blvd.

Announcement of plans for the new branch followed approval of the request at the Chamber's March meeting of directors. Wells said his organization would welcome the opportunity to furnish more effective service to Torrance and adjacent areas. The office will be opened as soon as possible, he added.

This expanding service will make it possible for business firms and the public to secure fact reports on unknown companies with which they intend to do business. Where consumers have had what they feel are unsatisfactory business experiences with business firms, they will have the opportunity of discussing such problems with the Bureau.

THE BUREAU, which has its main office in Long Beach, provides service to that southern portion of Los Angeles County which lies south of Imperial Highway.

Initially, it is planned to staff the Torrance branch one day a week for consultation with both business firms and the general public. Telephone service to the Bureau office shared with the Chamber will also be available.

The Better Business Bureau presently counts among its members in the South Bay

area support from a substantial cross section of the financial institutions, some of the larger retail establishments, as well as a few industrial firms.

**IN ORDER** to make its expansion in the Torrance area self-supporting, the Bureau is planning a membership drive which in the next few months will result in all legitimate business firms being invited to become members of the organization.

Better Business Bureaus are non-profit corporations supported through membership of legitimate business firms within a community.

The Long Beach area Better Business Bureau was established in 1923 by a small group of forward-looking businessmen, many of whose firms continue their support of the organization.

Truth in advertising and integrity in business are the two cornerstone themes of the Bureau's operation. One of its prime functions is that of assisting business in establishing programs of voluntary self-regulation, as opposed to the constant encroachment of more and more local, state and federal laws.

THE BUREAU'S President, E. W. Cummings, said that Robert Gailey, assistant manager of the Bureau, will be in charge of the new Torrance operation.

George W. Post, Torrance Chamber president, stated that the Chamber is pleased to cooperate with the Bureau by

providing this added service to business firms and consumers in the area in order to help build and maintain confidence in Torrance as a good place to live and do business, to protect the public and business alike against fraudulent or unsound financial and merchandise schemes, false solicitations and unfair trade practices.

## Local Talent to Appear on Club Program April 1

Dorothy Bedmora, accordionist, and Judy Jackson, specialty dancer, both of Torrance, will appear on the program at the Kansas-Ohio Society meeting at Clifton's Cafeteria in Los Angeles April 1.

Dinner will be served at 6 p.m. with the program following at 6:30 to 8:30.

## Doctor Visits Arizona State

Dr. Lyle C. Deardon, professor of anatomy at the California College of Medicine, Los Angeles, visited Arizona State University this past week in his capacity as consultant for the National Science Foundation.

The educator, who lives at 3329 W. Artesia, reviewed the training program for high school teachers supported at the university by the foundation.

## Obituaries

**ISAAC WASHER**  
Graveside funeral services for Isaac Washer, 71, of Los Angeles, were held last Sunday at Beth Olam Cemetery with Groman Mortuary in charge of arrangements. Mr. Washer died March 14.

Mr. Washer, a pioneer downtown Torrance property owner and businessman, first opened the Gay Shop in 1941. The store was reopened in August, 1953, as Hi Fashions and Bridals. The business will remain open under the ownership of his son and sister.

Surviving Mr. Washer are his widow, Esther; a son, Donald Washer; three sisters, Reba Rock, Freda Payne, and Lottie Washer, all of Los Angeles, and two brothers, Phineas A. Washer of Austin, Tex., and Phillip Washer of Los Angeles.

## Campus Editors At Convention

Four delegates from the Harbor Hawk, Harbor College newspaper, are attending the Journalism Association of Junior Colleges convention at Asilomar.

At the conference, which started Friday and will continue through today, are: Glen Banta, editor; Van Barbieri, sports editor; Sandy Cothran, public relations editor; and Sharon Stutes, editorial editor. John Whelan, advisor, is accompanying the students.

## Contest

(Continued from Page 1)

ing queen Marlane Norsoph. The new queen will receive a half-tuition scholarship to Falvio's Beauty College and a free modeling course at the John Robert Powers School. The Carousel Fashion Studio will present the winner with a \$100 course in modeling.

Two runners-up will be selected by the judges. They will get \$75 courses from the Carousel Fashion Studio. Each girl who enters the contest will get a \$50 certificate from the John Robert Powers Schools.

Bisignano hopes 20 or 25 girls will enter the contest before the deadline. A rehearsal will be held April 13 at 6:30 p.m., and entries will be accepted until that time.

Entry blanks, contest rules, and other information may be obtained from the Torrance Chamber of Commerce. The contest is sponsored by the Chamber, the Junior Chamber of Commerce, and the city.

## Area Realtors Volunteer for Fund Drive

A special campaign "Realtors for Red Cross," supported by the Torrance-Lomita Board of Realtors, is now under way with Milt Isbell at the helm.

The realtor drive was originated last year by Rose Craig, veteran Red Cross volunteer and Torrance realtor.

Fourteen volunteers will assist Isbell in making the rounds of 175-plus real estate offices in the area for Red Cross contributions.

Campaigners are Gwen Bartlett, Gilford Beland, Eleanor Bergscheider, Joseph Corda, Earl Holman, Dorothy M. Howlett, Elston McGinty, Don Mario, Wolfgang Peterson, Daryl Stark, Jack Waters, Thomas Nelson, Joe Gandolfo and Irene Vesco.

## County Awards

### Contract for Drain Project

N. A. Artukovich Constructors of Montebello has been named to build the second unit of the South Torrance storm drain, according to Supervisor Burton W. Chace.

The project will be financed under the \$225 million storm drain bond issue which was approved by county voters in 1958.

Army 2nd Lt. Herbert C. Masi, 23, son of Mr. and Mrs. Frank C. Masi, 343 Palos Verdes Blvd., was assigned to the 7th Infantry Division in Korea, Feb. 14.

## Herald Sunday Crossword

(Answer on Page 13)

ACROSS													DOWN																																																																																																																																	
1—Keefer	6—South American	11—Unusual	14—Diminutive	18—Humbled	21—Southeastern	22—Europa	23—Lift	24—Sure	25—Clergymen	26—Nationalist dreamer	28—Be mistaken	29—Sailor	32—Household gods	33—Indolent	34—Title of respect	35—Face of clock	37—Sallata	38—Sailor (colloq.)	40—Young girl	41—Flowers plant	42—The sweetsop	43—Birdlike sets	44—Dispatched	45—Confagration	46—Dines	48—Symbolize	49—Unruly child	52—Special (abbr.)	53—Indignant	54—Compass point	55—Lease	56—Real estate man	60—Parent (colloq.)	63—Church bench	64—Macaws	65—Symbol for calcium	66—Note of scale	45—Server	46—Hedgehog	47—Saguaro tree	48—Supplicate	49—Only fruit (pl.)	50—Unusual	51—Genus of moths	52—Pamphlet	53—Cumbler	54—Man-of-war fabric	55—Long steps	56—Man-of-war	57—Ore refinery	58—Exist	59—Dwell	60—Ore refinery	61—Exist	62—Man's name	63—Paddles	64—Passageway	65—Wander	66—Wander	67—Shabby	68—Pitcher (colloq.)	69—Waters	70—Waters	71—Plunge	72—Toward the mouth	73—Group of three	74—Beverage	75—Parce	76—Lark	77—Through	78—Violent party	79—Afternoon	80—Violent party	81—Those who shoot from cover	82—Ancient Jewish ascetic	83—Lant	84—Wander	85—Rare	86—Shabby	87—Pitcher (colloq.)	88—Waters	89—Met head-on	90—European peninsula	91—Tall	92—Superlative ending	93—Actual	94—Postscript (abbr.)	95—Mountain	96—Man's name	97—Pier	98—Part of step	99—Likely	100—Free of	101—Jumped	102—Shoot	103—Dirty	104—Partner	105—Man's name	106—Schoolbook	107—Irish legal	108—Reach	109—Artificial language	110—Hindu	111—Irish	112—Symbol for tin	113—Case	114—Chair	115—Trade for money	116—Sharpen	117—Spoken	118—Sword	119—Preposition	120—Chimney	121—Turn	122—Backward	123—Animal coat	124—Harmony	125—Miracle	126—Baggage	127—Carriers	128—Hairy	129—Temporary shelter	130—Platform	131—Measure	132—Honus	133—Goddesses	134—Baseball team	135—Hinder	136—Lure	137—Partie spots	138—In desert	139—Negate	140—Rescue	141—Winter	142—Precipitation	143—gan	144—Communist	145—Animal's foot	146—Cynch monkey	147—Dance step	148—Voice of scale	149—Mountain (abbr.)

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145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160		



## Be Ready for Work When You Step Out the Door

By Count Marco

You've heard, no doubt, that beauty is as beauty does. This being so, it is true too that sloppiness is as sloppy does, especially so early in the morning on your way to work.

Mon Dieu! In public you perform these rituals that should be only completed in the privacy of your bedroom or dressing room.

Today it seems the automobile is everything to the so-called modern woman. It's a bus to haul the children, who should be walking for their health, it's a theater seat, it's transportation for clubbing, it's even a public room for completing your toilette.

On my way to the studio in the early hours of the morning I am constantly caught open-mouthed at the number of you females working on your personal appearance, doing the odd jobs that should have been performed long before you left the house.

As your husband—or worse, some poor man who heads up a car pool—drives, you begin the long, painful ritual of: removing the rollers, grinding bobby pins between your teeth, grimacing as you pull, tug, tease and push your hair.

Then for the face come the bases, the eyebrows, the eyes, the lips and whatever else you have to fake. Finally a swish of perfume to, I presume, purify the air you have just fouled up and viola! You think you're a woman.

Whom are you trying to impress, really? Not me; you could not possibly. You prove over and over to me that I am absolutely right: You're born lazy and you stay that way.

If I can get up at an impossibly early hour in the morning, find time to shave, shower and select

a discriminating wardrobe for my daily TV show, have breakfast and still arrive at the studio with plenty of time to consult with my guests and crew, surely the least you can do is comb your hair and wash your face.

If you can't get out of your bed at least 30 minutes earlier in order to be able to walk out your front door a complete woman, then you should be locked up.

It takes time and effort to be presentable, but more, it takes organization. Grooming is a habit. Get into it as soon as you awaken in the morning and stay with it, day in and out. No backsliding can be permitted.

Age has nothing to do with it. The biggest offenders are youngsters who never learned much from their even lazier mothers. Bad habits acquired in youth can stay into the late, late years.

So every morning I expect each and every one of you to be a picture of perfect grooming as you ride to work. And if I expect it, you'd better do it. It's for your own good.

(Distributed by Chronicle Features.)

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