

Spring Savings at Brea Marketplace



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**B♦R♦E♦A**  
MARKETPLACE  


## GROUNDBREAKING TUESDAY

# \$1.4 Million Shopping Center Begins Building

## Alpha Beta, B-A Are Part Of Project

Ground will be broken here Tuesday at 10 a.m., for the \$1,400,000 Imperial Plaza shopping center. Built by Ernest W. Hahn, Inc., general contractor, at Imperial Highway and Laurel, the center will contain the Alpha Beta Market, and is anticipated to contain

the new Bank of America.

Other concerns include Sprouse-Reitz Variety, Western Auto, Russ Drugs, Ardmore Laundry, Max Biel's Men's Haberdashery, Betty's Beauty Salon, Harry's Barber Shop, Elmer's Liquor Store, House of Burger and Ken's Kar Wash.

Howard Palmer, president of Imperial Plaza, Inc., is developer of the seven-acre Orange County project which will include 60,000 square feet of one-story retail buildings and parking space for 350 cars.

### Largest in City

It will be the largest shopping complex in the Brea area, Palmer noted, keeping pace with the rapid commercial and residential rise of the North Orange County area.

First increment of the ultramodern, air-conditioned Imperial Plaza is scheduled for completion in April of this year with full completion by May.

Hahn will incorporate the latest structural features in the center including concrete tilt-up construction and modern brick exterior, Carver L. Baker, A.I.A., is the designer of the project.

A unique feature of the Center will be the longest continuous plexiglas sign in California, which will stretch for 240 feet along the face of the structure. Store names will be spelled out in black relief a-

gainst the backlighted white plexiglas.

### Big New Market

Largest unit in the Plaza will be a 21,000 square foot Alpha Beta Market, which will provide complete one-stop grocery shopping with easy-access aisles and fast checking facilities. Other national stores will include Sprouse-Reitz Variety and Western Auto.

An additional 14,000 square feet of the center will be leased out by the time the Center is open, according to Palmer.

He noted that the Imperial Plaza will serve approximately 20,000 people within the trading area surrounding its Brea location and will feature almost every type of business establishment needed for the convenience of nearby residents.

Brea is an attractive, aggressive community," Palmer said, "which offers much to both homeowners and businessmen in terms of present and future living and business potential."

He added that the Center site was chosen for its close proximity not only to residential areas, but also the proposed Orange Freeway and to Orange State College.

"It is my belief," Palmer concluded, "that Brea's future is a bright one and that the type of service our Center will provide will contribute substantially to the attractions of the city."

## Tickets On Sale For Chamber Dinner Feb. 10

Tickets are now on sale at the Brea Chamber of Commerce office, 337 S. Brea Blvd., for the annual chamber dinner Feb. 10 at 8 p.m., in Carbon Canyon's Club El Circulo.

Tickets are \$3.75 per plate which includes tax and tip. The dinner is open to the public. A no-host social hour from 7 p.m., to 7:55 p.m., will precede the dinner and entertainment.

Chamber officials promise speeches will be held to a minimum.

Warren Griffith city planning commissioner will be master of ceremonies and installing officer.

Leonard Crosswhite, new vice-president, is dinner chairman. Committee members are John Ceresa, Paul Marshall, Max Besler and Griffith.

Officers to be installed are James Miller, re-elected president; Crosswhite, vice-president; Clarence Schwartz, treasurer and new directors Fred DeMoss, Alan G. West, John Cashman, Dave Taylor and Crosswhite.

## June In January? Not Quite-But Sunny

There will be more sunny weather.

The weatherman forecasts it will be mostly sunny today and Thursday but locally cooler tonight. Little change in daytime temperatures is predicted.

In its five-day forecast, the Weather Bureau predicts near normal temperatures and no precipitation.

## Anti-Rabies Clinic Set Here Tuesday At Junior High

That old phrase about it being a dog's life will be true here Tuesday—but the dogs shouldn't gripe, it's for their own good.

Brea Kiwanis club is sponsoring a rabies vaccination clinic from 7 p.m., to 9 p.m., at Brea Junior High School, Deodara and North Brea Blvd.

All dogs four months of age and older should be vaccinated. The program is under direction of the Orange County Veterinary Medical Association. Cost is \$1.50. Local veterinarians are cooperating.

## Unique Display Sparks Patriotism At Brea-Olinda

America's heritage is being taught in a unique way at Brea-Olinda high school through an American history "do it yourself" flag project created by history teacher Hal Yates.

The three-year project resulted in 34 flags being sewed by about 25 girls in Yates' American history class. The flags are 15 by 24 inches, Yates said. Monday afternoon they were displayed on the staff at the local school.

Included are the first flag ever flown, the Viking banner; the flag which landed with America's discoverer, Christo-



The Alpha Beta Market, general contractor, designed by Carver L. Baker, will be located at Imperial Plaza.

## Population 10,000 Mark

Use of Citrus for support of governor's special session on late anti-gambling law. Approved taking over an company's 500 foot line h runs parallel to Ocean Ave.

Delayed because of a resolution authorization of titation for a bonding con on the water district for on Canyon. cilman Richard W. Basse at a civil defense meeting Councilman Leo West left e the council adjourned. heard a request from Al-

made under their leadership. A group of officials said they have no more to add to replace Beckman's duties, but it is quite possible that they might want to see when graduates will be available from the theology college.

Present plans for the church also indicate purchasing a parsonage so that the residence now being used as a parsonage may be used for a Sunday school annex.

## Newsman Attend Press Open House At Beckman Plant

Members of the press and trade organizations were hosted by Beckman Instruments at a press preview open house last Friday. Following a tour of the huge, newly-completed Beckman installation, the group of newspaper and magazine representatives were guests for a luncheon at the Cirque.

John F. Bishop, general manager of Beckman Instruments, tendered a welcome to the guests and thanked them for their interest in Beckman.

Some 8000 invitations were issued for Beckman's general open house for the public on Saturday and Sunday.

## Lions Club to Host School Facilities

In observance of National Education Week members of the Lions Club will have as their guests the faculties of the Brea Elementary Schools and Brea-Olinda High School on Thursday, Nov. 18, at 6:30 p.m. Doug McGill and his orchestra will provide music for after dinner dancing.

Paul Doyle of the Union Oil Research Public Relations Department gave an interesting talk on "Employee Communications" when the Lions met last week.

## Engaged

The engagement of their daughter, Anita Mildred, was revealed this week by Mr. and Mrs. Robert L. Wirthlin, 207 Olive Pl. Miss Wirthlin is betrothed to Curtis Adrian Neal, 936 Willow Drive.

Future plans for marriage have not been revealed by the couple.

It was decided to advertise for bids for the removal of trees on the new 14.7-acre Arovista Highway site south of Imperial Highway when the Brea Elementary School District board of trustees met Monday night.

Architects Marsh, Smith and Powell are now working on the plans for Brea's third elementary school. It will consist of 16 classrooms, two kindergarten classrooms, cafeteria and multi-purpose room, offices, and complete playground and parking facilities.

The school site will be one of the most beautiful in the state, according to Vincent Jaster, elementary school superintendent.

It is expected that the contract for construction of Arovista

school will be let by April, 1955. Probable completion date is anticipated as November, 1956.

Turning to other business, the board of trustees hired two women as part time bus drivers, the first females ever hired for such a job in the district. Selected for the positions were Mrs. Ruth Ingalls and Mrs. Edna Madsen.

Women bus drivers have a very commendable record in safely transporting school students, the board learned from the California Highway Patrol.

Meetings of the Brea Elementary Board will be held on the second Wednesday of each month in the future. They were previously slated for the third Monday of each month.

## Folklore of Yugoslavia Shown Club By Husband-Wife Lecture Team

"The Heartbeat of a Nation," a lecture-demonstration program by Kenneth and Corene Boettcher, was given Tuesday evening at the Women's Clubhouse for the combined Junior and Senior club meeting.

Mr. and Mrs. Boettcher have traveled extensively and in this particular program told of their visit to Yugoslavia. Colored slides were used to show the lovely countryside and the very interesting people, who, in trying to preserve their ancient folklore, have continued to dress, sing and dance much as their ancestors. The native costumes were displayed and many songs and dances were demonstrated by the husband and wife team. Having actually lived with these people, their program contained a "personal" touch, leaving the audience with a "having been there" feeling.

Mr. Boettcher is on the music staff of Orange Coast College and specializes in choral and instrumental music. Mrs. Boettcher, a graduate of Pomona College, is a contralto artist and is noted for her folk music interpretations.

Mrs. Duane VeDel, Junior president, and Mrs. Edward Harden, Senior president, co-presided at the joint meeting. All business was dispensed with. Refreshments followed the program.

## Holiday Causes 50-Car Drop in Orange Sales

Lighter arrivals plus the Veterans Day holiday which was observed in many markets of the country reduced sales of Southern California Valencia oranges during the week ending November 13. Sunkist Growers sold around 550 cars of valencias during the week, 50 less than the previous week, but improved prices on good quality fruit pulled the average up 30c to the level of \$3.90 a box f.o.b.

The light remaining supplies of valencias will be shipping during the coming week.

Initial prorate governing the 1954 crop of California-Arizona navel oranges was announced for the week ending November 20. The Navel Orange Administrative Committee allocated 700 cars to Central California on the basis of general maturity; 75 cars to the Edison District; and 55 cars to Arizona.

Prorate for the week ending November 20 was again set at 240 cars by the Lemon Administrative Committee, made up of 18 cars from Central California; 204 from Southern California; and 18 cars from the Desert.

Starting an extensive remodeling job, F & W Markets has had its newly-acquired market repainted on the inside. On the inside, a new painted produce case has been put into use. The produce department is being relocated in the store to make it more convenient for servicing clerks.

## Remodeling Work

Other changes will be made every day in the market to make it more pleasant place for customers to do their food buying. Management has indicated.

Jack Mott of Hunt's is the guest speaker for Kiwanis Club meeting at Women's Clubhouse. He will explain the extension of IEM machines in Hunt's.

Purl Harding will be chairman for the day. Meetings at 12:10 p.m.

## Club Speaker About Firm's IBM

Instrumental in Brea High School's upset over Tustin last Friday, Tackle Dick McMechan selected to receive the "Wildcat of the Week" on the basis of his display up football.

## McMechan Tustin Offers Scores for B

Returning to his former form after an old injury had sidelined him for the 6 ft., 2 in., 170 lb. year letterman played game on both offense and defense. As the locals' left tackle, McMechan teamed up with Wilber to throw key block up holes for the back also recognized as most outstanding blockers on the squad.

Tustin backs on numbers to spring Tony for additional yards. Proving especially the defensive strong backer, McMechan several 'filler scoring the waning moment game, tackling the for no gain on numbers and thwarting intercepting a pass a it 15 yards before.

His primary claim Friday, however, in the second quarter blocked a Robert R deflected it upward ace Tustin tailback rid of it. McMechan the ball without b and scored standing the prize play noon.

For his sterling aggressive defense, McMechan will be "Wildcat of the Week" the annual football member 2.

## Ends on Friday

and Girl Scouts 50th annual celebration Friday. All proceeds will go to the budgets. The group is to sell to the street or in the street. Competition will be several new for the first

## Infall

at few days Brea 11 inches of rain. season's total to year at this received 1.11 inches.

## Christmas at Nel-

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12:10 p.m., Women's Clubhouse.  
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12:10 p.m., Women's Clubhouse.  
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## WHAT'S NEXT IN BREA

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# Plan 15,000 Square Foot Store, Lot For 200 Cars at Shopping Center

Plans are now on the designers' drawing board for the new Brea Heights Shopping District, destined to be located at the southeast corner of S. Pomona Avenue and Alder Street. This statement was issued this week by John Irwin, president of Bob's Markets, the company on whose behalf the

land has been leased for 25 years. A grocery store containing 15,000 square feet is envisioned by the architects in addition to several other modern shops and offices to make the new center a complete shopping place. It is also planned that there will be 40,000 square feet of paved parking space, enough room for 200 cars.

Irwin stated that he has received many inquiries from other businessmen seeking space in the Brea Heights Center. Some of the proposed business units are doctors, cleaners, barbers, and druggists, just to mention a few, Irwin declared.

The exact nature of each business store and the further developments on behalf of Bob's Mar-

kets will be passed on to the people of Brea as soon as they are definitely set, according to Irwin.

"We are not rushing this because careful planning is needed to make it an ideal, one-stop, complete shopping center," Irwin declared.

The property, having a 509-foot frontage, was leased from Cursi and Turner by Irwin and Ardis Hopper, vice-president of Bob's Markets. The men leased the land as individuals, but will develop the property on behalf of their organization, Bob's Markets. They already have operated stores in Anaheim, Orange, Garden Grove and Buena Park for several years.

# Industry Employees Slate

# The Brea Progress

SERVING A CITY OF SUNSHINE, OIL, & INDUSTRY  
218 S. POMONA AVENUE  
PHONE JASPER 9-2144

VOL. XXXXI NO. 42 BREA, CALIFORNIA, WEDNESDAY, JANUARY 26, 1955 SIX PAGES 7c PER COPY

## Only Nine Days Left to Register For '55 License

Motorists have just nine more days, including today (Wednesday) to get their 1955 license tabs. And one of these, next Saturday, is only a half-day.

The deadline for renewing the registration on all types of vehicles is Friday, Feb. 4. After that, the law requires the State Department of Motor Vehicles to impose penalties on all late renewals.

Under the law the flat registration fee of \$8 is doubled, and a penalty of 50 per cent of the license fee is added on renewals made after the deadline. It was explained by Motor Vehicles Director Paul Mason.

## WORK TO START ON \$220,000 SHOPPING CENTER IN FEBRUARY

Final architect's plans have been turned over to the operators of Bob's markets for their planned \$220,000 shopping center at Pomona Avenue and Alder Street in Brea, it was announced by John Irwin late last week.

Irwin, president of Bob's markets, said that he anticipated having bids on the job within two weeks and believed workmen would be on the shopping center site by early February. It is anticipated that the first unit of the center, including parking for 200 cars and the main store building, will be completed about

90 days from the time work starts. Estimated cost of the first construction will be \$90,000.

Just a hint on the way the buildings will look was supplied by Irwin. They will be of masonry construction and the store will have a large theater-type marquee, he said. It will have 15,000 square feet of floor space, and other smaller stores will complete the center.

The Brea Heights Shopping center, as it is to be known, has a 509 foot frontage on Pomona Avenue. It is under 25-year lease to the operators of Bob's markets.

## Name Officers To Organize Brea 20-30 Club

Steps were taken at a meeting held Thursday to reorganize the Brea 20-30 club. The club was active in Brea 20 years ago but was gradually abandoned.

The next meeting on the agenda for the group is Feb. 3 at the Coffee Cup cafe, 301 N. Pomona Ave. It will be a dinner starting at 7:30 p.m. with a meal costing \$1.65 per person.

Selected as temporary officers during the organization were Jorgen Hansen Jr., president; Jack Purdew, secretary; and Bob Bickel, treasurer; and Bob Bickel, sergeant at arms. The project committee is composed of Bill Bickel and Bob Lauder.

# Shopping Center for Brea

## See Completion of Project In Early '55 for Bob's Stores

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### Rae Barnes Ad to Class at Whittier

Whittier—Miss Lynn Rae Barnes, daughter of Mr. and Mrs. Barnes, 210 W. Elm St., was one of seven graduates selected by members of the Whittier College freshmen class through the selection of six weeks of college-nominee class officers elected later in the semester.

Miss Barnes was chosen social secretary by her classmates.

A graduate of Brea-Olin High School, she was president of the Girls' League, a class officer and on the staff of the school newspaper.

She is major in psychology.

### of Brea's Gudmundsson Sunland

Services were held for the 84-year-old Bjarni Gudmundsson, father of G. B. Gudmundsson, Brea's Congregationalist, Friday, September 24.

The service was held in the church of the Heather at Forest Lawn Memorial Park, officiated by the Rev. Gerald H. H. of the Episcopal Church.

Mr. Gudmundsson was born in Iceland. At the turn of the century he came to Canada, one of the pioneers in Lake, B.C., where he was well known as a trader. He followed all the way to Brea in 1922. He moved his family to Brea in 1922. He followed all the way to Brea in 1922. He moved his family to Brea in 1922.

Survivors include his wife, seven sons, four daughters, and a large family in Brea, Los Angeles, and other parts of California. He has two daughters, Appleton and Mrs. G. both of Tujunga. He has 16 grandchildren and 16 grandchildren survive.

### Starts Long Big Sale

### Extended Phone Service Rates Due for Hearing

LOS ANGELES, Sept. 29—The California Public Utilities Commission will hold a public hearing in Santa Ana Friday on the application of the Pacific Telephone and Telegraph Company for authority to establish rates for extended telephone service in Orange County and to cancel present exchange and certain message toll rates.

Commissioner Justus F. Cramer and Examiner Manley Edwards will conduct the hearing at 9 a. m. in the supervisor's chambers of the county courthouse.

In December, 1951, the Public Utilities Commission ordered extended service established in Orange County on the complaint of the California Farm Bureau Federation.

The Pacific Company plans to establish extended service by the end of October. As proposed by P. T. and T., extended service will increase the monthly rate for a residential one-party telephone ranging from 45 cents to \$1.20; for a two-party telephone from 25 cents to 70 cents, and from 15 cents to 60 cents for a four-party line.

The company proposes an increase for business single-party service ranging from \$1 to \$5 a month, and for business two-party service from 75 cents to \$3.

### Ceramics Plant Leaves Brea For Canada Site

Fred Kirkpatrick, owner of Kirk's Ceramics in Brea, announced this week that he is moving his entire factory to Medicine Hat, Alberta, Canada. Freight rates have harassed Kirkpatrick for some time, he said, in telling of his move to Canada. He also explained that gas, a necessary item for heating his ovens, is unusually cheap at the Canadian location.

Kirkpatrick came to Brea about eight years ago from Laguna and employed as many as 35 people at his peak production period. He has shipped Kirk's Ceramic items to all parts of the United States.

### VFW SCHEDULES AUTUMN DANCE

A big turnout is expected to attend the Veterans of Foreign Wars annual autumn dance which is scheduled for Barnall Ranch Saturday, October 9, at 9 p. m. This announcement was made this week by members of the Brea VFW.

The orchestra of Bob Driscoll...

A new shopping center will be developed in Brea at the southeast corner of Pomona Avenue and Alder Street with the completion of the project tentatively scheduled for early in 1955. Rumors circulating in Brea during the past few weeks were confirmed by John Irwin, president of Bob's Markets, early Wednesday morning in a telephone interview with The Progress. Irwin stated that a 25-year lease had been obtained on the land, which has 509 foot frontage.

Leasers of the land were Irwin and Ardis Hopper, vice president of Bob's Markets. They will be the developers of the property on behalf of the Bob's Market organization, Irwin stated. Bob's which operates stores in Anaheim, Orange and Garden Grove, intends to build a modern store with complete parking facilities and accompanying shops which will be for lease. The develop-

ment will be known as Brea Heights Shopping Center.

So far the entire project is still in the primary planning stage, according to Irwin, but the center will be a reality early in 1955. Additional information will be released to the public as it is available, Irwin stated.

The operators of Bob's Market hope to draw their business from Brea, Yorba Linda, Placentia and north Fullerton, Irwin stated.

Through the development of a complete, modern shopping area it is hoped that Brea people will be encouraged to shop in Brea and it is also felt that new people will come to Brea to shop from the surrounding communities, Irwin declared.

The land is owned by Gursl and Turner and is part of the Zaccagnin tract. Realtor Ed Novell represented the owners of the land in the transaction.

### Laurel School Program Explained To 355 Parents in Series of Meetings

A total of 355 parents participated in a program just concluded at Laurel School. The purpose was to explain to the adults who have children at Laurel just what will take place in the children's classrooms during the year and what the faculty will try to accomplish.

The following programs were held in addition to those reported in The Progress elsewhere.

Second grade parents met on Wednesday, September 22. Members of the Laurel staff discussed the following topics: Characteristics and needs of second grade children, Mrs. Mary Lemke; reading, Mrs. Jeanne Dyer; arithmetic, Mrs. Audeane Spencer; social studies, Miss Marilyn Hadley; and writing and language, Miss Marilyn Eisenacher.

Parents of third grade students met Thursday, September 23, and heard discussions on these subjects: Characteristics and needs of third grade children, Mrs. Lemke; reading and physical ed-

ucation, Mrs. Helen Boswell; arithmetic, Mrs. Phillippa Tucker; language, writing and spelling, Mrs. Leota Hitt; and social studies, art and music, Mrs. Claire Carter.

On Monday, September 27, the parents of fourth grade children were called to Laurel. The chairman for the day was Miss Ethel Eastham. Discussions were as follows: Characteristics and needs of fourth grade children, Horace Chansler; reading, Mrs. Lemke; social studies and spelling, Mrs. Ruth Butler; and arithmetic, art and music, Miss Eastham.

The program for parents of fifth graders was conducted on Tuesday, September 28. The topics of discussion follow: Characteristics of fifth grade children and education for American citizenship, Edwin McIntosh; reading, Mrs. Lemke; arithmetic and physical education, James Elise; and social studies, language, art and music, Miss Cecile Templeman.

### Let Georgia Do It

### Men Turn to Fairer Sex for Help In Running Merchants' Division

Businesswomen of Brea will have an opportunity to test their leadership ability in the next few months if the plans of the Brea merchants' division materialize.

At the meeting of the division held Monday night, with Mark Davies as chairman, it was agreed that Brea businessmen

into consideration and be given an opportunity to serve on committees and become active in the organization.

The suggestion was again made from the group Monday night and was heartily agreed upon by those present. Mrs. Mar-

# Brea Heights Shopping Center

**ESS**  
INDUSTRY

## Expect Completion of Store, Bakery Unit in 90 Days

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Official groundbreaking ceremony for the \$225,000 Bob's Super Market, Brea Heights shopping center, was held Tuesday morning with Mayor Charles Russell and Chamber of Commerce President Everett Reese on hand to give the official welcome to John Irwin, manager of Bob's Markets.

Actual construction of the foundation forms had been started last week prior to the official groundbreaking and it is expected that the foundation will be poured this week. Larry Weldon of Larry and Jack Builders,

Garden Grove, said they expect to complete the building in a 90-day period.

At a luncheon meeting held at the Cirque restaurant following the traditional groundbreaking picture taking, Irwin had nothing

but praise for the cooperation of Ed Meador, Brea assistant city engineer, for his suggestions and his help in expediting much of the detail work.

### Build Store Bakery

Irwin said that only the market with a Van DeKamp's bakery unit will be erected at this time. Plans are being made to add buildings for a major self-serve drug store and perhaps a variety store and several small shops to be completed in mid-year 1956 at an approximate cost of \$200,000.

The parking area for the market, one of the biggest factors in modern marketing, will accommodate 150 cars without it being necessary for close parking, Irwin said. He explained that most women shoppers appreciate wide parking spaces so that doors will open readily when the car is parked and it makes it much

easier for parking and leaving, he added.

### Air Conditioned Building

The new market will be of masonry construction and will be completely air-conditioned. It will be located on the east side of the lot with the parking area bordering along Pomona Avenue, with entrance and exit also available on Alder street.

Those present for the groundbreaking ceremonies and the luncheon, in addition to the host, John Irwin, were Larry Weldon, builder; Charles Russell, mayor of Brea; Everett Reese, president of the Brea chamber of commerce; Ed Meador, Brea assistant city engineer; Frank Hall, Brea Progress; Paul Kroesen, Buena Park News; Ted Kuchel, Anaheim Gazette; Bill Eland, Anaheim Bulletin, and Ray Rhodes, Fullerton News-Tribune.

Birthday Party Jr. Women to Prepare and Serve

Brea

# Shopping center focus of study

## City trying to give new lease on life to area

By Brian Hall  
Staff Writer

The Brea Heights Shopping Center, now in foreclosure and awaiting sale, is the focal point of a study to rejuvenate South Brea Boulevard.

The city is trying to give a second lease on life to properties on both sides of the boulevard, south of Imperial Highway to the Fullerton border.

The management of Brea Heights, the Transaction Special Partnership Limited, a California limited partnership, tried to give the shopping center an economic injection in 1988, but the shot proved lethal, according to Terry Williams, Brea redevelopment assistant.

Transaction took out a \$2 million loan to rehabilitate the center. The infusion of capital went into repaving and restriping the parking lot together with upgrading and adding landscaping. To attract business, an old-fashioned sign was replaced with a newly designed monument sign that was clearly visible on the boulevard.

The facades received a full facelift.

"They completely redid the fronts of the buildings, putting up awnings and other types of things that dressed the place up," Williams said.

Michael S. Bates, vice-president of Columbia Savings of Kansas, the center's mortgagee, confirmed that Transaction had become delinquent in payment and defaulted on its \$2.2 million mortgage. Columbia filed a foreclosure notice in August, and a trustee sale is scheduled in December when the bank, by default, will probably take possession of Brea Heights.

A trustee sale is the actual foreclosure action, a noncompetitive bidding process that is essentially a formality, Bates said.

Robert Kleban of Real Estate Marketing/Management, a Santa Ana-based group commissioned by Columbia to handle the transition, declined to comment.

Over the years, space in the center has become hard to lease. Susan Georgino, Brea's redevelopment director, said Brea Heights is substan-



Staff photo by Michael Loren

**Changing hands:** High vacancies and low retail sales have led Columbia Savings of Kansas to foreclose on the Brea Heights Shopping Center.

*Progress 11-7-91*

***"I think a portion of it is the economy. Portions of it are that it's an older retail center."***

**Susan Georgino**

tially empty with more than 50 percent of the businesses vacant.

"I think a portion of it is the economy. Portions of it are that it's an older retail center," she said.

"And the current retailing efforts don't generally go in those types of products. To get it filled, it's going to take a focused approach, looking for some real destination tenants who need that kind of space."

The Brea Bistro is the center's most successful businesses, but other neighborhood-oriented tenants have failed to keep step. The center, Georgino added, is most likely not large enough to accommodate even small department stores, but specialty markets like Trader Joe's might work.

The South Brea Boulevard study will examine strategies and configurations to aid merchants in redeveloping their properties either individually or in groups under a self-chosen theme. It also will establish a resource for helping owners to negotiate for sale.

Much of the area is under eminent domain, but there are no set plans.

"We aren't looking to turn it into something like a 50-acre site," said Mayor Wayne Wedin.

"And just because the property is under eminent domain doesn't mean the city is going to make wholesale acquisitions."

Brea is interested in purchasing some parcels such as the McDonald's, now closed on the boulevard, if the price is right.

Problems on South Brea are similar to those previously faced by North Brea. The majority of property turning over is being transformed into low-rise office complexes.

"There's a retail synergy that's not being created," Georgino said.

"That may, in fact, be able to be turned around with the leasing of the Brea Heights."

# Industry Employees Slate Work

# Brea Progress

A CITY OF SUNSHINE, OIL, & INDUSTRY  
218 S. POMONA AVENUE  
PHONE JASPER 9-2144

## Chiksan, Funds to

## Rites Conducted For George Glover At Melrose Abbey

Final funeral rites were conducted Friday for George Chiksan, 82, of Long Beach, a Brea resident, who died Jan. 18, from a stroke. Rites were held at a mortuary in Long Beach. Graveside rites were at Melrose Abbey in Santa Ana.

Rev. Joe Nation officiated at the Palos Verdes Masor at the mortuary. The National Order of Odd Fellows conducted the graveside rite. The deceased man was a member of both groups and was a past president of the Long Beach Eagles lodge and he had been admitted to practice before the United Supreme court.

Before retiring from practice as a lawyer, he served the Los Angeles attorney's office for 25 years. The Glovers lived in Brea from 1947 to 1951 to be near Mr. Glover's brothers. Their residence at 237 Ave. They moved to Los Angeles in 1951.

Six sons of U. S. brother of the dead in as pallbearers during ceremonies. Pallbearers: Herbert, George, R. Howard and Maynard.

Other close survivors: his wife, Mrs. George; three daughters, Mrs. Bartholomae, Dian, and Brea Canyon; Al J. Fernandez, San Mrs. J. B. Herlihy, I. C.; and another brother, Glover.

## 30 Brea Pupil Wallenstein L L.A., Philharm

Over 30 eighth graders of the Brea Junior High School attended the symphony concert in Los Angeles last morning. The concert was presented by the Los Angeles symphony orchestra under the direction of Alfred W.

## WORK TO START ON \$220,000 SHOPPING CENTER IN FEBRUARY

Final architect's plans have been turned over to the operators of Bob's markets for their planned \$220,000 shopping center at Pomona Avenue and Alder Street in Brea. It was announced by John Irwin late last week.

Irwin, president of Bob's markets, said that he anticipated having bids on the job within two weeks and believed workmen would be on the shopping center site by early February. It is anticipated that the first unit of the center, including parking for 200 cars and the main store building, will be completed about

90 days from the time work starts. Estimated cost of the first construction will be \$90,000.

Just a hint on the way the buildings will look was supplied by Irwin. They will be of masonry construction and the store will have a large theater-type marquee, he said. It will have 15,000 square feet of floor space, and other smaller stores will complete the center.

The Brea Heights Shopping center, as it is to be known, has a 509 foot frontage on Pomona Avenue. It is under 25-year lease to the operators of Bob's markets.

## Name Officers To Organize Brea 20-30 Club

Steps were taken at a meeting held Thursday to reorganize the Brea 20-30 club. The service club was active in Brea a few years ago but was gradually abandoned.

The next meeting on the agenda for the group is Feb. 3 at the Coffee Cup cafe, 301 N. Pomona Ave. It will be a dinner session starting at 7:30 p.m. with the meal costing \$1.65 per person.

Selected as temporary officers during the organization period were Jorgen Hansen Jr., chairman; Jack Purdue, secretary-treasurer; and Bob Bickel, sergeant at arms. The project committee is composed of Bickel, Mel Pitman and Bob Lauder. On the publicity committee are James Glenn, Dwight Harvey and Don Hall.

All persons between the ages of 20 and 35 years of age are invited to attend the Feb. 3 dinner meeting.

Anyone desiring more information regarding the 20-30 club is invited to contact any of the persons mentioned above who are active in the organizational work.

## 41 YMCA Club Members Spend Day at Knotts

Knott's Berry farm was the scene of attraction for 41 boys from five Brea "Y" clubs and 11 leaders and parents last Saturday. Arriving at the famous ghost town at 10:30 a.m., the boys divided into their separate club groups with their leaders and started off on a grand tour of the grounds.

"Old MacDonald's Farm" and Seal Island were favored objectives of the boys as were the general store, Haunted Shack, and the covered wagon show. Many of the covered wagon excursions

## JUDGE SHEA SIGNS COURT RULING IN FULLERTON 'LAND GRAB' CASE

With the signing of his name, Judge John Shea completed his ruling in the famous Coyote Hills annexation litigation between Fullerton and Brea. Shea signed a report similar to his verbal ruling Tuesday, Jan. 18, which declared invalid Fullerton's annexation of 1800 acres of land stretching northward from its present city limits.

Several meetings with Brea and Fullerton attorneys preceded Judge Shea's last step in the case. The ruling is now final as far as his court is concerned.

Fullerton started the Coyote Hills annexation over a year ago. It resulted in heated charges of "land grab" and counter annexations by Brea and La Habra.

Judge Shea gave two reasons for ruling the Fullerton maneuver invalid. First, he said that the protest hearings held by Fullerton were hurried, arbitrary and not held in a judicial manner. Secondly, he said the west side of the annexation (or generally the Standard Oil company property) should not have been included because of the high percentage of protests from the area.

Fullerton is still not prepared to back down in the lengthy controversy, it appeared. City Attorney Walter Chaffee is reported to have said Fullerton will probably move for a retrial and if that is denied the decision will probably be appealed.

Judge Shea had given his verbal decision on the case Sept. 20.

## Junior Women Completing Plans For "Carousel of Fashions" Show

Plans for the coming fashion show and card party to be sponsored by the Junior Women's Club were discussed when the

## Days Register Sense

Just nine more days (Wednesday, 1955 license plates, next Saturday).

renewing the types of vehicles to Feb. 4. After the State for Vehicles to all late re-

the flat registration doubled, and per cent of the on renewals deadline, it was Vehicles Di-

of Motor Vehicles to handle all from 8 a.m. to days, and until final half-day period.

registration in various parts only during are authorized only upon pre-punched mailed from

to receive required to renew and may do their 1954 white permanent branch stations do not renewal. Auto types of registration only.

mail must be later than mid-

## Case

Fred Printz, will be present-