

FAIR AND FOUL

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1968

The Brea Bystander

BY LAURA WINGARD

BREA — Collecting Good Old Brea's history is going to cost big bucks.

But the fund-raising campaign is already off to a good start with GEORGE FARIAS, president of the Brea Lions Club, presenting a \$3,000 check

from the organization to Dr. LAWRENCE B. DE GRAAF, director of the Brea Community History Project.



Last April, a Wingard \$1,982 planning grant from the California Council for the Humanities was given to Cal State Fullerton's Oral History Program to start developing a way to collect Brea's past.

For local residents, a history of the community will show the heritage the town was built on.

For scholars, Brea's development will serve as an example of how a small town grows into a bustling suburb and what impact those changes have on the local culture and values.

The project, jointly sponsored by Brea residents and the Oral History Program, is estimated to cost \$33,800. For the study, a \$15,500 grant from the Council for the Humanities is being sought, leaving \$18,300 to be raised through contributions.

Individuals who want to donate time or money to the Brea history project can contact DEAN MILLEN at 529-3289 or Dr. de Graaf at 773-2660.

OPEN HOUSE — Big plans are under way for the Civic-Cultural Center open house set for Sept. 23 to Sept. 26. Tours, displays, dedication of the library and a 5-K Fun Run are all expected during the event.

GENE LEYTON is serving as chairman for the open house and Councilman SAL GAMBINA is representing the City Council during the planning stages. More information may be obtained by contacting CAROL BEEKMAN at 990-7707.

13 Aug 1981

BIG NEWS — I knew something big must be happening in Brea. Before I started writing my column, I was deluged with mail from City Hall.

My weekend mail showed the Cultural Arts Commission would be meeting at 6 tonight. OK. That's nothing to stop the presses over.

But my Monday mail had six envelopes from the City of Brea. Instinctively, my nose for news told me to take a deep breath while I opened the mail and gleaned every morsel of information from the contents.

The first letter revealed the Cultural Arts Commission meeting had been canceled because a quorum would not be present. So did the second... the third... the fourth... the fifth... and the sixth.

That's the big news.

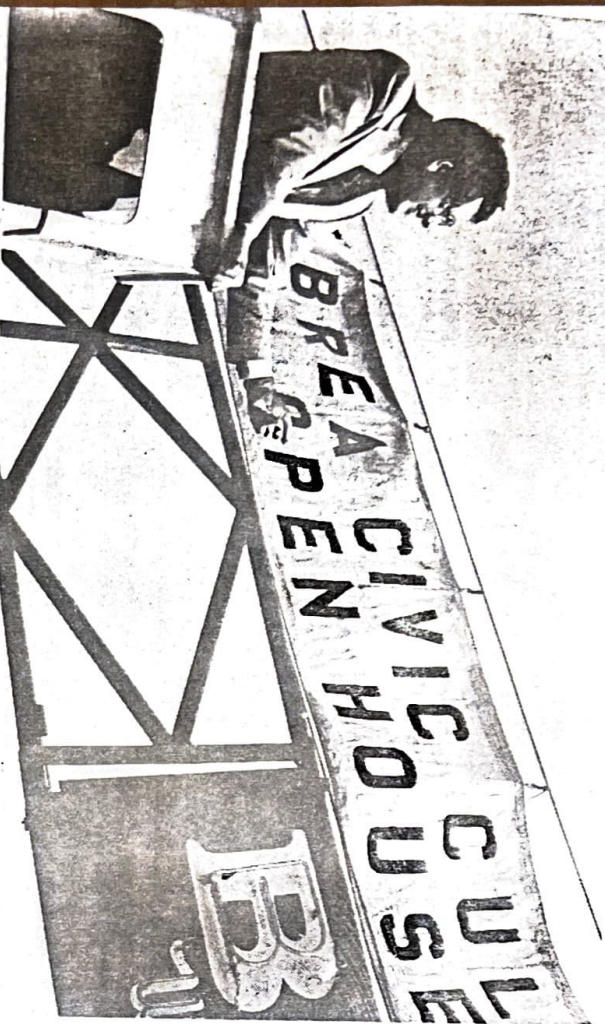
Apparently the mailings were mixed up and I got everybody's notice of the cancellation. So, I'm letting it be known, don't go to the meeting tonight. It might be lonely.

HOSPITAL CHANGES — Brea Hospital Neuropsychiatric Center, 875 N. Brea Blvd., is now being headed by JOSEPH M. WISNIEWSKI. Wisniewski succeeds DAVID G. COMERZAN, who now is the regional manger for the hospital division of Comprehensive Care Corporation, which manages the psychiatric facility.

Previously, Wisniewski served as assistant administrator at the center.

PARK NEWS — A big congratulations is in order for Councilwoman NORMA HICKS, who was recently elected vice chairwoman of the Tri-City Park Authority.

Brea Library Dedicated During Open House



OPEN HOUSE

Mayor Melvin LeBaron welcomes everyone to the Brea Civic Cultural Center Open House, today through Saturday, Sept. 25. Tours of the art gallery, theater, library, council chambers, police department, television studio, school district offices, conference training center and City Hall will be given each day.

BREA — The County's newest library takes a step into the future this Friday, Sept. 25, when county and city officials dedicate the Brea Branch at 5:30 p.m. The new facility is located on the first floor of the City of Brea Civic Cultural Center at 401 South Brea Boulevard.

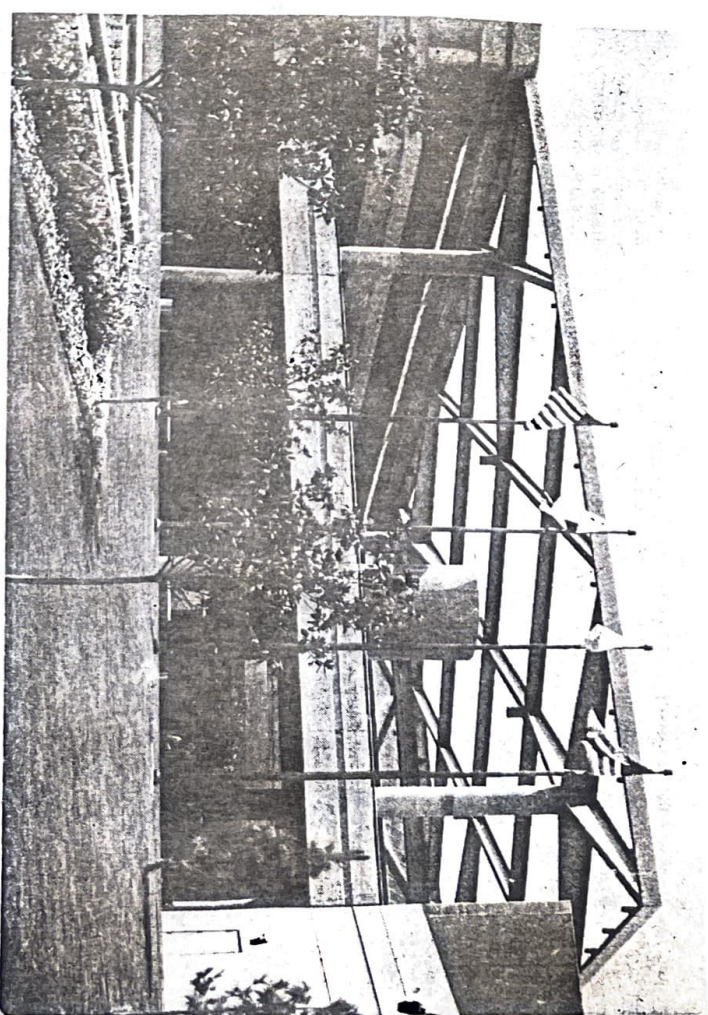
The 10 000 square foot library reopened its doors Aug. 25 after moving from its previous facility in downtown Brea. It is being officially dedicated a month later to coincide with its 60th opening anniversary.

Supervisor Bruce Nestande will be the featured speaker of the ceremony. Mayor of Brea, Melvin J. LeBaron, will also speak and County Librarian Elizabeth Martinez Smith will serve as master of ceremonies. The Brea-Olinda High School Band will also perform under the direction of Cameron Malotte.

At 3:30 p.m. that day there will be a special 60th Birthday Party for children. The party will feature O'Ceepiel the dragon, a puppet show and refresh-

In addition to its children's section, the library features a modern motif. It has many up to date features to go with its strikingly modern appearance. The library has computer systems to provide timely business and financial information as well as access to a Bibliographic Retrieval Service on a wide variety of subjects.

Brea branch library annually checks out 92 000 items for its almost 6200 patrons. It contains 35 000 volumes as well as an extensive tape and disk collection and a new



CULTURAL CENTER

The Brea Civic Cultural Center looks empty now, but not this week. Employees and city officials are busy getting ready for the open house today through Saturday, Sept. 26. (News-Times photo by Kathy McDonald)

Brea's Building With A Past Provides A Few Laughs, Many Good Conversations

BREA — In 1911, working men would leave the Olinda oilfields after a long, hard day and venture down to the new two-story wooden building on what is now Brea Boulevard for a few laughs. Bathing their aching muscles and parched throats in booze, the city's pioneers forgot their troubles among the women of the boomtown's bordello, according to legend.

Although the girls are gone, decades later workers still flock to the same building, now known as "Sam's Place," for a few beers and some good conversation.

A building with a past, the structure was turned into a bakery after the city incorporated. It later became a beer bar.

Washing glasses and serving brew, a young Basque man came down from his family's sheep ranch near the Union Oil fields to make his fortune in downtown Brea.

Sam Landa worked at the bar for a few years before buying it in 1952, turning the local watering hole into a legacy that would continue well after his death.

Wearing his traditional white, longed-sleeve shirt, Landa was the typical neighborhood bartender, listening to his customers' problems and offering entertainment along with a good, stiff malt.

Becoming almost a Brea tradition, Landa's business soared as

beer and chewing the fat at their fathers' favorite bar.

"I've had a lot of kids turn 21 and tell me they couldn't wait to get in here," says McCoy.

After Sam died two years ago, the bar was sold to an Orange County couple and then recently resold to its latest owner, Seaton Greaves.

Intrigued with its rustic look and musty atmosphere, Greaves decided to leave well enough alone, adding only a few touch-ups.

"It's damn near a tradition in this town," reasons the new owner. "And I don't want to do anything to destroy it."

One of the city's only two buildings with a false front, an architectural design widespread during the western era, Sam's Place is physically reminiscent of Brea's early heritage, according to a city historical report.

Additionally, the false front style is rare in Orange County, making the building all the more worth preserving, says the report.

Moreover, says Greaves, from the vintage shuffle board to the old-fashioned counter, the tavern is more than a memento from the past. It's a way of life.

"He could stand there for hours and tell you jokes that you never heard," recalls Beverly McCoy, a barmaid at Sam's



(Star-Progress Photo by Dave Chevremont) WHERE FRIENDS MEET — Seaton Greaves, new owner of Sam's Place on Brea Boulevard, retains longstanding window motto.

Over 6 feet tall and weighing 255 pounds, the huge Landa never had too much trouble with ornery customers, says McCoy. On the contrary, everyone liked Sam — and he liked them.

Together with his sister, Sophie, the big businessman entered his pub for 30 years around the needs of the laborers from surrounding factories.

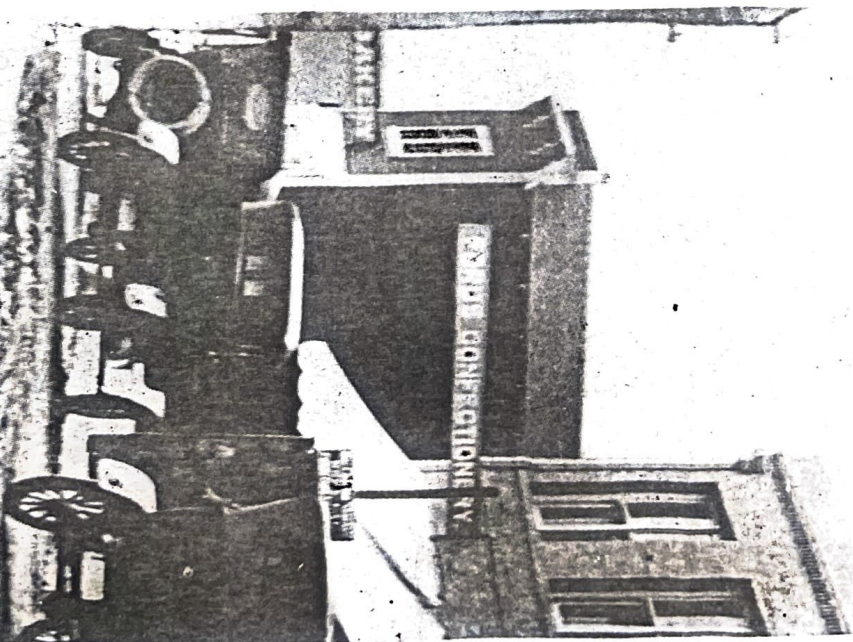
Opening at 6 a.m., Landa was there to fill the mugs of graveyard shift workers, who tolled through the night until the break of dawn.

When late afternoon rolled around, daytime employees would flock to the saloon as soon as the factory whistle blew.

And when the swing shift crews finished their evening jobs, the doors were always open and the beer always cold at the small neighborhood bar.

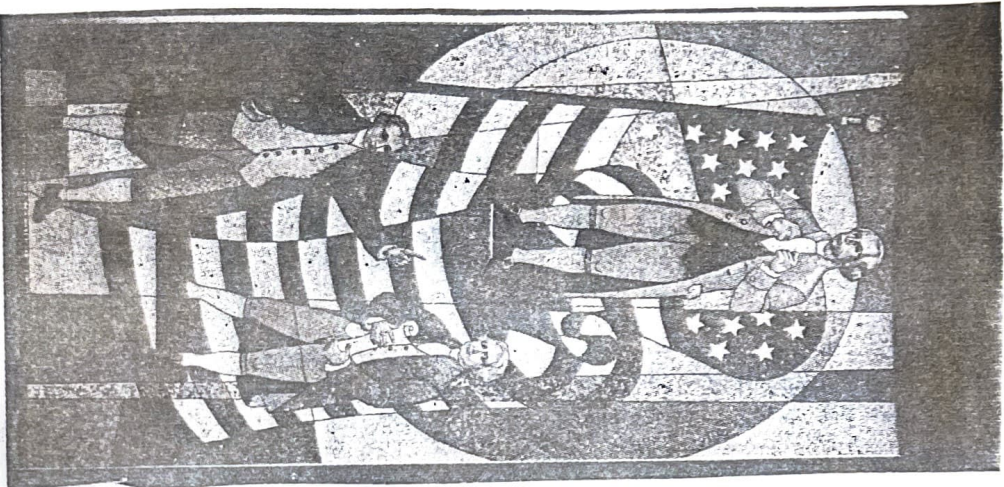
Everyday, the same customers came, spent some of their paychecks, and went home — until the next day, remembers McCoy.

"You could almost set your watch by some of them," says the veteran barmaid, shaking her head, but obviously pleased



(Photo Courtesy Schweitzer Collection)

A SWEET STOP — Brea's first bakery in 1917 enjoyed nearly the same facade as Sam's Place that now occupies the building on Brea Boulevard. The landmark building was originally a bordello that served the town's oil workers.



'Americana Theme'

Mosaic Installed At Memory Garden

BREA — A life size, glass mosaic in the "Americana Theme" depicting full size caricatures of George Washington, Thomas Jefferson and Patrick Henry has recently been completed in Heritage Court Mausoleum of Memory Garden Memorial Park. Designed by the Walter Judson Studio of Los Angeles, the mosaic was fabricated by Italian craftsmen in Tuscany and was flown to the United States for installation. Comprised of over 30,000 individual tiles made in Venice, Italy, each piece is approximately $\frac{3}{8}$ " X $\frac{5}{8}$ " in size, stated Fred Appleford, president of Memory Garden Memorial Park & Mortuary. The public is invited to view this cultural addition to the City of Brea.

\$25-Million Office Park Rising in Brea City Center

By LAUREN TSUJIMOTO

Brea Financial Commons, the latest addition to that city's 1,600-acre redevelopment program, is under way on a 14.5-acre site adjacent to the Brea Mall in Brea City Center.

According to Brea City Manager Wayne Wedin, the \$25-million, 230,000-square-foot office project is the largest existing or proposed contiguous office park development in the north Orange County market area.

The initial increment of the five-phase complex is the Centre Building, a \$8.5-million, 73,000-square-foot regional headquarters facility for the Hartford Insurance Group. Lowe Development Corp. and the Newport Development Co. are the project developers.

Subsequent phases will include a 75,000-square-foot, five-story office building; an 8,000-square-foot building for use as a commercial bank; a two-story, 22,850-square-foot office building; and 10 two-story office condominiums, each containing about 5,400 square feet of space.

The Brea Financial Commons site, bordering Birch Street and State College boulevard, is part of a 254-acre redevelopment area originally entirely owned by the Brea School District. In 1978, Wedin explained, the city and school district determined that the site would be best used as an office and commercial development. Proceeds from the sale of the property would be earmarked for construction of a new elementary school to be built without the use of existing school funds.

According to Robert F. MacLeod Jr., vice president of Lowe Development Corp., it was about this same time that the Hartford Insurance Group commissioned

Lowe to study the Southern California market area for a suitable headquarters location.

"After researching the several active commercial centers in Southern California," MacLeod said, "we identified Brea as best suited to the Hartford's full spectrum of long-term needs.

"Brea offers the optimum combination

of real estate value, a progressive city attitude toward economic development, a broad-based employment pool, the availability of affordable housing and long-term demand of any area we studied."

During the past five years, MacLeod added, several major companies have established facilities in Brea. These include Allstate Insurance Co., Beckman

Industries, St. Paul Marine Insurance Co., Security Pacific National Bank, Suzuki Corp. and Union Oil Co.

Plans for Brea Financial Commons were finalized with the Hartford Insurance Group's agreement to purchase the school district-owned land and the first

Please see BREA, Page 12



Drawing shows how Brea Financial Commons, \$25-million, 230,000-square-foot office park, will look upon completion.

building in the project. It was also at this time that Lowe Development Corp. formed a partnership with the Newport Development Co., which had created a land plan for the city.

Scheduled for occupancy in mid-January, the Centre Building will set the design theme for the project. The L-shaped, three-story structure will rest on a concrete pedestal and have an exterior of sand-colored porcelain metal panels and reflective bronze glass.

Hartford Insurance will occupy the entire second floor of the building and part of the ground floor. About 24,500 square feet on the third floor and 9,500 square feet on the first floor will be available to other firms. Lowe Development is directing leasing.

A \$1-million improvement program involving grading, storm drains, streets, walkways and landscaping is in progress. Plans call for more than three acres of the property bordering California 57 to be landscaped.

Land planner for Brea Financial Commons is Ladd Kelsey and Woodard and architect is Bissell Associates. The landscape plan is by Pong and LaRocca.



News Tribune Photo by Sean Bird

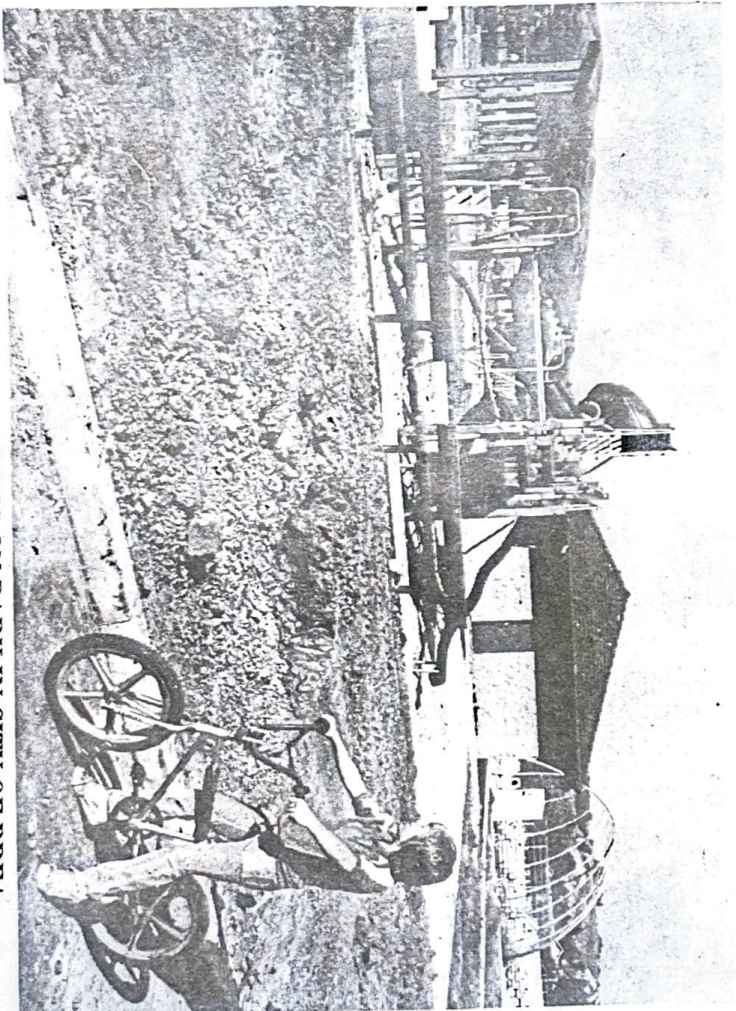
SHE'S A WINNER — Marian Withey of Brea (right) quilting winner in Arts and Crafts Show for Brea Women's Club, earns congratulations of (from left) Fran Rowland of Fullerton, Brea Art Association judge; Mary Selter Schultz of Brea, artist and guest speaker for program; and Sylvia Barlow of La Habra, arts and crafts chairman for club. Show winners will go on to January competition in Fine Arts Festival sponsored by Orange District, California Federation of Women's Clubs.



News Tribune Photo by Jess Anderson Jr.

'WORKIN' ON THE RAILROAD'

They're laying golden spikes in Buena Park, as witnessed by this picture of Ray Gabriel with trusty sledge hammer in hand.



Paul Miller looks longingly at park facilities which are closed during construction. Park and baseball fields at Tamarack

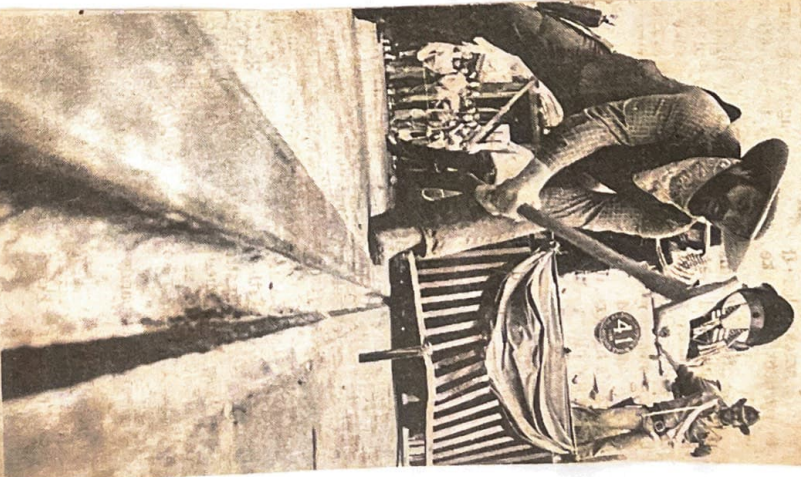
and Lambert nears completion as trees are waiting to be planted.

CONSTRUCTION PROGRESSING ON PARK IN CITY OF BREA



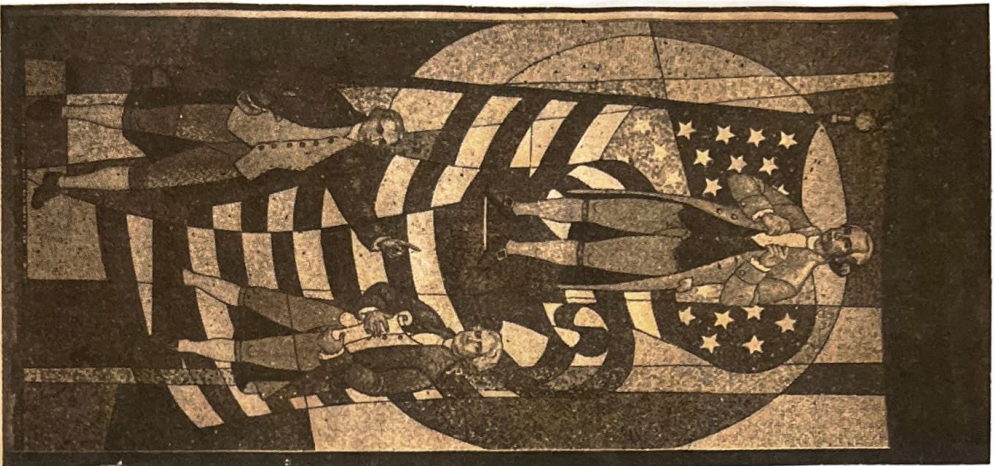
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News Tribune Photo by Sean Bird



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News Tribune Photo by Jess Andriessen Jr.



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