

Weekly Telegraph

Reports from around the world

"California motorists can conserve a million gallons of gas by renewing their 1974 vehicle registration by mail rather than driving to a DMV office to pay in person," State Motor Vehicle Director Robert Cozens said last week.

Cozens also urged motorists to mail in their 1974 registration renewal payments before the end of the year, saying it could result in a \$250,000 saving to the state.

The use of trains as a means for United States to adjust to the energy crisis has been suggested by Professor Kenneth Watt, a zoology professor at the University of California at Davis.

Watt said trains were far more efficient users of fuel for passenger transportation than airplanes and automobiles.

Watt suggested America examine the "train society" of Europe and Japan.

"Europeans and Japanese cities are tightly linked by high speed, very efficient, modern trains," he said. "The people there are accustomed to using mass transit and inter-city trains, and are far less reliant on the automobile for their transportation needs."

Potential fuel shortages could be nearly equalized if California businesses and citizens immediately did their best to use simple energy-saving efforts, according to Richard D. Doctor, a Rand Corporation scientist.

The efforts involve:
— Carpooling, which could save up to 30,000 barrels of oil per day if commuter cars carried an average of 2.8 passengers instead of the current estimate of 1.4.

— Reducing home thermostats to 68 degrees, which could save up to 100,000 barrels a day of oil or the equivalent.

— Implementing various industrial "Thermal Management Programs," which could save 75,000 barrels per day in the short run and even more over a longer period.

— Cutting back industrial lighting, both in the number of bulbs and hours used, which could save a whopping 125,000 barrels of oil per day.

A nutritious meal for only four cents. Ridiculous!

But newlyweds John and Agi Weller have their winter supply of food in a 10-pound sack. The sack contains soybeans which the couple will fashion into palatable meals such as "pepper-stuffed soybeans," "macaroni soybean loaf," "Italian delight," and many more.

The cost per meal is about two to four cents, which was the original reason the young couple switched to the meatless diet.

But now they prefer it, claiming they not only save money, but feel better, too.

"You can take all your favorite meat recipes and substitute the meat portions with soybeans," says Agi, 21, a re-

cent graduate in archaeology at Eastern Washington State College. "Through the summer, we got along on a total expenditure of about \$100.

"Our biggest cost-items are cheese, milk and eggs," she said, adding a 10-pound sack of whole-wheat flour kept them in bread through the summer.

Hat Creek, prototype stream of California's wild trout project, is successfully supporting "excellent populations" of brown and rainbow trout, a Department of Fish and Game report said last week.

The special wild trout project was launched last year when 346 miles of water in 17

streams were designated to be managed solely for quality angling for naturally-produced trout.

Hat Creek in Shasta county was elected to kickoff the project and it was treated to remove an abundant non-game fish population. A barrier also was constructed to prevent undesirable species from returning.

Surveys of the Shasta County creek now "show that the stream is supporting excellent populations of brown and rainbow trout," the report said. It also said the "two-trout bag limit is satisfactory to anglers and is evidently helping to produce a quality fishery."

Since the Hat Creek success, "experimental wild trout management work will be directed towards Hot Creek in Mono County," the department said.

"This stream is potentially one of the finest trout fisheries in the west; however, extremely heavy fishing pressure coupled with a 10-fish limit are precluding that potential," the report said.

Californians are entitled to lower car insurance rates because the energy crisis has resulted in motorists driving at slower, safer speeds, according to Assembly Speaker Bob Moretti.

"The total number of claims is going to drop sharply as people drive less and do their driving at lower speeds during the energy crisis," Moretti said.

"People with policies now in force should receive an immediate reduction or refund on their premiums," he added. "New policies likewise should reflect the changes in driving patterns and speeds in their cost to the motorist."

Moretti noted the National Safety Council is estimating that up to 15,000 fewer highway deaths will occur next year because of new driving habits. Last year there were about 57,000 traffic fatalities.

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NATIONAL SECRETARY — Fred McClure, national secretary for Future Farmers of America (FFA) (standing back row left) shakes hand with Linda Airt while Fred VonVoight and Lisa Sommerville stand in front of the Future Farmer of America

sign at Brea Olinda High School. Jan Ornelas, Jeff Sandy, president of FFA and Connie Cookson are also shown. All the students are officers of the local chapter. Brea Olinda High School was one of the four Orange County schools included in Fred McClure's tour.

Shining light on those golden years

BREA — Brea's Senior Citizen Club is providing the opportunity for 415 local residents to shine a little light on their golden years.

The 415 are members of the Brea Senior Citizen Club and are actively involved in weekly events such as travel, crafts and card games.

Under the direction of Mrs. Doris Herrick, the club keeps going. And going is not a figure of speech. Since the beginning, the Brea Senior Citizens have traveled to Alaska, Hawaii and Mexico City.

Recently, the club has been busy in their three-day a week craft class preparing gifts for the Christmas season. Some of the gifts made are placemats, God's eyes and Christmas stockings. Also, the club is planning a trip to Las Vegas. Mrs. Herrick also said an eight-day Caribbean tour is being planned for April.

A Caribbean tour is a far cry from the beginning of the organization, which was started in 1965 by Mary Grassl. "It started as an arts and crafts class," said Mrs. Herrick. "We had our first potluck dinner in July of 1966 and we had eight people there."

The word soon caught on. "Our first trip was a shopping

trip to downtown Los Angeles. We took a station wagon for the nine passengers." Now, most of the members participate in the long excursions.

Besides the weekly activities during the nights, an arts and crafts class meets from 9 a.m. to noon Monday, Wednesday and Friday. Also, every Monday night the group gets together for cards and pool. On the first Friday of every month there is a potluck dinner, while the next week would be a square dance. On the third Friday, the senior citizens play bingo and a fun night. "On a fun night we celebrate a birthday or anniversary," said Mrs. Herrick.

The organization is sponsored by the Brea Recreation Department and meets in the Brea Community Center. "We hope to have our own center someday, but that will be in the future," said Mrs. Herrick.

Brea residents 55 and over are eligible for participation in the club. The cost is \$2 a year for membership.

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SAINT JOSEPH'S HILL OF HOPE

A beacon of truth for mankind

By MANFRED MEISTER
Good News Reporter

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It all started in 1967 when Ms. Klug began having mystical revelations direct from God. God in his unpredictable uniqueness and infinite humility was revealing all truth through the chosen soul of Ms. Klug by a psychic phenomenon known as "locution." This means that words and concepts are implanted in her mind and she is speaking them at the same time. But it isn't always directly from God, says Ms. Klug.

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sands of dollars so far (not to mention the millions more needed for the project's completion). There is even a way you can become a permanent part of "the Hill." If you donate one acre of land you will be on a plaque near a well with holy water.

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If you decide to go, here's what you might expect.

When you turn off Carbon Canyon Blvd., you hit a narrow dirt road that leads up to a large iron gate. As you approach it, two armed guards will come from a green hut to greet you. Their uniforms are very similar to California Highway Patrolmen's uniform — helmet and riding pants included.

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IT'S WRITTEN IN THE STARS: By Dorothy O'Malia

(Editor's Note: Astrological Consultant Dorothy O'Malia, the book author, radio personality and column writer, will consider your personal questions on what is "Written in the Stars" if you write her care of this newspaper. If you want a personal reply, please send a stamped and self-addressed envelope.) *Copyright 1973

Dear Dorothy,
Will Spiro Agnew stage a political come-back? Another Scorpio.
He will make a business come-back in private industry, but stay retired from politics.

Dear Dorothy,
My Capricorn dog, which my wife and I have reared lovingly since Christmas, 1969, still bites mailmen at every opportunity, can we cure him of this? Love my Dog, Sagittarian. (11-20-51)
Capricorns such as your dog are extremely loyal to their loved ones and will even bite for them. The only solution I can see is to give him to the mailman.

Dear Dorothy,
Will any new national leaders rise to prominence after Watergate? A Curious Capricorn.
Dear Curious Capricorn,
Yes. Great strength will come from the courts. However, a man who will really break through will not be seen until the spring of 1975. (Pluto's emergence into Libra and with Uranus approaching the mid-heaven brings a great man.)

Dear Dorothy,
Will the Mid-East problem resolve itself? Worried Pisces. (2-29-45)
From time to time.



SHOT ON GOAL — A student from La Habra socks the ball in for a goal against Brea Junior High School.

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Swamp Gas or Reality?

Worldwide UFO sightings cause continued controversy

By DAN BISHER
Good News Reporter

Throughout the country conversation centers around the ever elusive Unidentified Flying Objects (UFO's). The interest has been heightened by recent coast-to-coast sightings and the incredible Pascagoula, Miss. case in which two local men re-told a terrifying story to authorities and newsmen.

They were examined with an "X-Ray type machine"

In Pascagoula, Charles Hickson, 45, and Calvin Parker, 19, reported that a spaceship descended at the old Shampeter Shipbuilding yard on the banks of the Pascagoula River where they were fishing.

The two men said they were taken aboard the craft and examined with an "X-Ray type machine" by three weird creatures with claw-like hands.

Hickson and Parker were described recently on KNBC's late night "Tomorrow" show by Pascagoula Sheriff, Fred Diamond, as "just two old country boys," in a phone call with host Tom Snyder.

Diamond said the pair came to his office immediately after their encounter in a "very frightened state" and wanted help.

U.S. Air Force and other governmental agencies have files full of reported UFO SIGHTINGS.

One of those sightings which was highly publicized occurred one spring evening in 1966 in Hillsdale, Mich. Several coeds at Hillsdale College viewed a "funny-looking vehicle" landing in a swampy area behind the campus arboretum. The town's Civil Defense and Disaster Director Bud VanHorn was an eyewitness, along with hundreds of residents.

The "craft" was seen during landing and takeoff. VanHorn contacted the United States Air Force and reported the sighting.

The Air Force sent Dr. Joseph Hyneck, of Northwestern University, who at the time was an investigator for the Air Force's UFO Bluebook project. Hyneck said "swamp gas" was what everyone had seen.

Some of Hillsdale's UFO viewers agreed that swamp gas could have escaped the ground and looked like a space ship taking off, but they wanted to know what it was they saw land.

DIFFERING OPINIONS

UFO landings and takeoffs are viewed by most scientists and engineers as having logical explanations.

"People are seeing something, they're not hallucinating."

"People are seeing something, they're not hallucinating," said Dr. William Kaufman, director of the Griffith Park Observatory in Los Angeles. "It's also clear that they're seeing things for which standard — non-of-the-mill — explanations do not suffice. But just because they see something strange in the skies doesn't mean that the something strange is a vehicle controlled by an alien intelligence."

Kaufmann's and Hyneck's view of something other than spaceships are not, however shared by everyone.

Erik VonDaniken: high priest of outer space theorists.

The two best-selling books by Erik VonDaniken, "Chariots of the Gods" and "Gods from Outer Space," have taken the opposite view.

VonDaniken's books suggest that our entire moral and religious beliefs were fostered by men, or gods, from outer space. He supports his theory with worldwide evidence, including England's Stonehenge, South America's lost cities and strange art, Egypt's pyramids, a 2,000-year-old battery from Greece and a centuries-old rock drawing of a spaceship in Japan. Network television used VonDaniken's findings to produce an hour-long special based on his books entitled "In Search of Ancient Astronauts," narrated by Rod Serling.

APOLLO DRAMA

VonDaniken, in "Gods from Outer Space," wrote, "Many people have scoffed at the idea of beings from another universe visiting earth. But in 1970 we witnessed the drama of a crippled American spacecraft (Apollo 13) being brought back to earth. Suppose it had landed on another inhabited planet? What would our astronauts teach the inhabitants? What remnants of their efforts to return to earth would be left behind? How would that planet's inhabitants remember our men in myth, in art?"

VonDaniken's books are very recent, but there is a book titled "Road In the Sky" by George Hunt Williamson that was published in 1959 in London. Many of Williamson's ideas parallel those VonDaniken and another author Andrew Tomas whose "We Are Not the First" is a current top selling book. Williamson presents some different twists such as pottery designs by the Hopi Indians in Arizona which closely resemble maps of Mars. Well-known author Arthur C. Clarke, who wrote "The Challenge of the Spacecraft,"



said, "The reason why I don't believe in flying saucers (few of which are saucer-shaped anyway) is that I've seen far too many."

REGISTRATION PLATE

Clarke cites balloons, kites, spider webs, ice crystals and other phenomena as being the real UFO's. He says, "A good working rule for UFO observers is: It's not a spacecraft unless you can read the Mars registration plate."

"We are the only occupants of this solar system."

"Almost certainly, however, we are the only occupants of this solar system," said Dr. Albert Hibbs, a Senior staff scientist at the Jet Propulsion Laboratory in Pasadena. This

means that any creatures visiting the earth would have had to come from another star anywhere from a hundred to a thousand light-years away from earth. (A light-year is the distance light travels in one year at 186,000 miles per second. Light travels close to six trillion miles per year.)

SUBTERRANEAN WORLD.

Another book by Dr. Raymond Bernard, titled "The Hollow Earth," puts forth yet another theory which overcomes the time and distance involved in interplanetary space travel. Bernard claims that beneath the surface of this planet exist a subterranean, tropical world inhabited by super beings. In short, he believes the earth is hollow — with openings to the world beneath located at the North and South Poles. He states that UFO's are piloted by the in-

habitants of the "other world." During the U.S. space program several "unsolved mysteries" were reported by the astronauts. Astronaut Deke Slayton during one flight radioed group control that he had a "wingman" flying alongside of his spacecraft. Photos were taken but no explanation was ever offered by NASA.

Another "believe it or not" kind of mystery

Still another "believe it or not" kind of mystery is the notorious "Devil's Triangle," a huge watery triangular area off Florida's east coast. There have been reports, past and present, of entire ships, planes and crews missing, never to be

heard of again. Massive air and sea searches have proved negative on many occasions. Although no one has suggested that UFO's have had anything to do with the missing ships and planes, it's the kind of thing Bernard says can be attributed to UFO's.

Whatever the truths concerning UFO's may be, nearly everyone has agreed that there is, and may have been in the past, some odd thing going on. Perhaps, as Bernard says, research is the answer. But in the meantime, if you happen to see a weird glowing thing land in your backyard, best of luck; or better yet, check its registration plate!

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Terry Knight: young millionaire with ideas

By ELLIOTT ALMOND
Good News Reporter

Terry Knight, a 30-year-old millionaire from Michigan masterminded the now-famous rock group, Grand Funk Railroad and is currently spreading his message of the two E's — energy and ecology.

The one-time radio disc jockey, now entrepreneur, has his hands in everything from natural gas to motion pictures and Twiggy.

At the ripe young age of 30 Knight is the Horatio Alger story once again. People may scoff at Knight's latest involvement, but then people many times scoff at change. Knight sees Enercology as a change for the better.

At the age of 30, Knight is the Horatio Alger story once again.

"Many young Americans that I've talked to see energy and ecology as contradictory goals," said Knight. The conflict between the energist and ecologist has become a Gordian Knot and we cannot unravel it by simple compromise or accommodation.

One may wonder why a man that the Wall Street Journal claims makes another million every 90 days would bother making noise about a new energy program. But that's Terry Knight. He is a man who takes chances about something he believes in. And with the current energy crisis reaching all Americans, his concept needs a closer look.

More than merely setting up scholarships for colleges and organizing a commission on Enercology, Knight's proposal would lead society into a new relationship with their environment.

Enercology: "Conflict between energist and ecologist has become Gordian Knot."

"The students of America have found a new and greater challenge to learning. They are now searching for the meaning of the 'two E's' — it is an unmistakable fact that the 'three R's' are no longer 'where it's at.'"

And who can refute Knight on what is happening with today's students. After all, it was his management of Grand Funk Railroad that made the group one of America's biggest selling commodities, and even against the odds from the pop music critics.

But where did this all begin? Today, we see a 30-year-old millionaire who has a specific energy crisis proposal that is being considered by the nation's leaders. A man, who at 18 was the hottest disc jockey in Detroit and then a couple of years later was a typesetter making \$45 a week.

Terry Knight grew up in Lapeer, Michigan — a small farming town outside of Flint. Lapeer has never had a population of over 6,500. "In a way I was lucky to be born in Lapeer instead of New York or Los Angeles," said Knight. "I learned something about small towns in the midwest and what people there really wanted out of life. The background helped me more than anything to understand what was happening across the country when we launched Grand Funk Railroad. I'm still basically a mid-westerner, I guess. Of course at the time I was living in Lapeer, I couldn't wait to break out." Lapeer is considered a bedroom community by the editor of the Lapeer County Press. Many of the same people still

"There were all these letters saying 'Whatever happened to Terry Knight?'"

live in the town — it's non-mobile environment with farmlands surrounding the countryside. Even though, Knight managed his breakout and people in town still remember him.

Knight went from Alma College to Flint Junior College in his attempt at higher education. It was at Alma College that Knight managed to make a start as a disc jockey at a local radio station. From there, Knight's success as a radio announcer skyrocketed. He moved up to a station in Flint and soon received number one ratings. By 18 he was the youngest on-the-air personality in Michigan. Soon, Knight moved up to the major leagues with his own radio program in Detroit on station WJBK. Before long, he was offered a job

by RKO and he accepted. Unfortunately for WJBK, the fans followed Knight to the new station.

Where were you in '62? Terry Knight was in the midst of music radio in its heyday. In 1962, disc jockeys were as important personalities as the recording artists.

Knight produced his own show and selected all his own material for air play. Even then, he was a trend maker.

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One problem Knight found on radio was not being able to see or touch the listeners. "I started interviewing stars like Gregory Peck and The Beatles on my show for more interaction, more 'personal' contact. I was always in awe of the performers. Even today when I walk into a restaurant or a party and recognize a celebrity, I get star-struck. I guess I started thinking maybe I could be a performer too someday."

In 1964 formula radio slammed the door on Knight's creative energy and it was time to leave. He first took a five-week absence to follow the Rolling Stones on their first American tour. Brian Jones, guitarist/songwriter for the Stones, urged Knight to give up radio's stiff new mimeographed program sheets and follow instincts as a writer and performer. "I took his advice and when the tour ended, I left radio," Knight recalls.

The former radio celebrity suddenly became performer, playing in local coffee houses for \$20 a week. His first year as a performer he made \$600 — less than he paid for his guitar.

Knight went back to the radio business, but again left to pursue his interests in performing. He joined up with a group that became known as Terry Knight and The Pack. The group became nationally known on a minimal scale and soon split. The importance of his stint with The Pack was the meeting of drummer Don Brewer, now of Grand Funk Railroad.

After a number of other attempts at becoming a performer, Knight hit a low-point when he began typesetting for a national rock-music magazine. "What really got to me was that I was setting type for stories actually written about me. There were all these letters to the Editor saying, 'Whatever happened to Terry Knight?' It was like reading your own obituary." Knight earned \$45 a week and was wondering where his career was going from there.

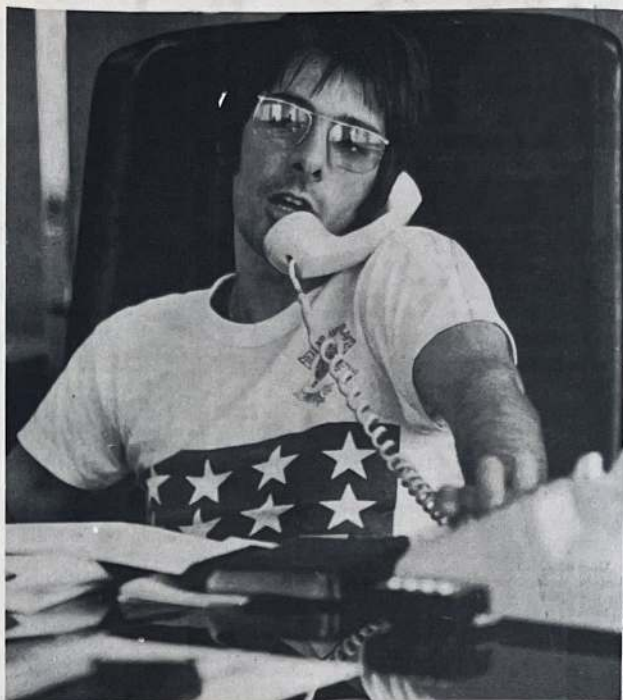
During the winter of 1968, Knight received a letter from Brewer. The Pack had also been on a downhill slide and Knight returned to Flint to help Brewer and Co. The Pack was down to three members: Brewer on drums, Mark Farnner on guitar and Mel Schacher on bass. Knight molded the group into a tight performing unit and developed their showmanship to the point of choreographing their moves on stage. The group was renamed after a Knight song, "Grand Funk Railroad."

Borrowing money from a friend, Knight took the group's first demonstration tape, "Heartbreaker," to numerous record businesses but was turned down by all. Finally Knight persuaded Capitol to sign the group and ironically "Heartbreaker" became a very big hit.

The Knight campaign was launched on July 4, 1969 in 110 degree heat at the Atlanta Pop Festival. It may have been hot outside, but Grand Funk produced more heat on the stage. The word was out and Knight was on his way to producing one of the hottest rock bands in America.

The Knight method conflicted with the pop critics. Reviewers of Grand Funk were saying the music was horrible and that the stage mannerisms were repulsive. However, the mass audiences loved it and continued to fill arena after arena to see their group. When the group came to the Anaheim Convention Center in 1970, there was a riot when many exuberant fans couldn't get in because it was sold out.

With the cleverest advertising gimmicks in the book, Knight made Grand Funk a



ENERCOLOGY — Terry Knight, a young millionaire music entrepreneur, spends most of his

days on the telephone getting his message across on Enercology, the concept he originated to help solve the nation's energy crisis.

top attraction outselling the Stones and the Beatles. More importantly, Grand Funk led the way for a new sound — loud and rowdy. Today, Alice Cooper, Black Sabbath and David Bowie can attribute their success to the bold new concept led by Knight.

Soon the group cut the strings with Knight and a dispute is still in litigation.

The already self-made millionaire, however, didn't end up in obscurity, but moved in new directions. He formed his own recording company which he admits isn't doing extremely well.

Using a couple of new tricks, Knight gave the record industry some new controversy with two new groups — Mom's Apple Pie and Faith. However, not much came of either group in a long run money assessment.

Knight, began to explore new areas of entertainment such as movies and books. He has built a large corporation and now has substantial investments in more than 162 oil and

natural gas wells across the United States. His total daily production amounts to 4,527 barrels of oil. "Natural gas is the cleanest of fossil fuels, that's why I invest in it," said Knight.

And Knight is very much aware and concerned about the energy crisis. This leads to the Terry Knight of today. He is still a very persuasive person; intense, deceptively boyish. A sly leader who is up on the trends. Knight has a natural

knack of understanding the masses and their needs.

That's why when Terry Knight proposes a new concept on Enercology, it is important to listen. Knight is known for his details, and he has done a lot of research on the subject. Enercology is no fluke. While the concept may sound strange at the moment, it may be the household word of the future — with Terry Knight involved something big just may come of it.

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RIDE-ALONG — Officer Robert Schultz shows ride-along Debbie Shanks the Brea Police Department's new UHF radio. The ride-along program is designed to acquaint the public with what a policeman does on a typical assignment day and how he does it.

Ride-along with your favorite policeman

By SUZANNE BARBA
Good News Reporter

More than 300 Brea residents have taken advantage of the Brea Police Department's Ride-Along program this year, according to Sgt. Don Forkus of the BPD.

"We're hoping that one of the fallouts of the program will be that the public will become more understanding and appreciative of the policeman's role in the community," said Forkus.

"The program really opens your eyes and makes you more aware of what our police department goes through and what they're called on to do for us," said Mrs. Sondra Doggett.

"My husband, Tom, has gone twice and thinks they are doing a fantastic job," she added.

Mrs. Doggett explained that after her ride with the police, she went back to the Junior Women's Club and encouraged everyone to ride and to get suggestions "on how we can help our police department."

During her ride, Mrs. Doggett said that the officer never looked for people to give tickets to. "Things just happened right in front of us, like the boy that passed us doing 80 mph and the man that ran a stop sign."

Mrs. Doggett said that the officer she observed was "very sharp and never let anything distract him, even when we chatted."

One of the problems Mrs. Doggett became aware of during her ride was the number of calls the police receive concerning mischievous mischief involving juveniles.

"Most of the time the kids weren't breaking the law, but the homeowners didn't like them on their property or were suspicious of their behavior," said Mrs. Doggett.

The police also receive a great many calls to settle family disputes, according to Mrs. Doggett. "By the time the police get there, many of the disputes are already settled and everyone is very embarrassed," she added.

Mrs. Doggett said she thinks that many of the calls on mischief and family disputes could be settled by neighborhood people if there were more open

communication between families and children.

"When the police are constantly being called out on these types of minor things," said Mrs. Doggett, "it could delay them from getting to the scene of a real emergency call."

During her ride, Mrs. Doggett went along on three calls involving juvenile mischief, covered a prowler call in an industrial area and they backed up three other police cars covering a suspicious looking man reported in an apartment complex.

Later the officer reminded some juveniles about the 10 p.m. curfew, ticketed the young man going 80 mph and the man who ran the stop sign and followed up on a fire that turned out to be a burning meatloaf that caused a lot of smoke.

Ride-Along participants are given evaluation forms to fill out after completing their three-hour trip to enable the BPD to assess the effectiveness of the program.

"We've gotten about a 35 percent response on the evaluations," said Forkus, "and almost all of it has been very complimentary." The verbal feedback has been good, too, Forkus added.

In April the program was restructured to include an application form and riders were scheduled so that the department could more efficiently handle requests for rides.

"This way," said Forkus, "we don't have to disappoint anyone, everyone is scheduled."

Those who ride along get to see exactly what the policeman does. "Sometimes riders don't get a very interesting or exciting ride, but they do have a chance to talk to the officer and ask questions which is an important part of the program," said Forkus.

Riders 10 to 15 years old are scheduled between 1 and 4 p.m.; those 16 or older can ride between 1 and 4 p.m. or 7 and 10 p.m.

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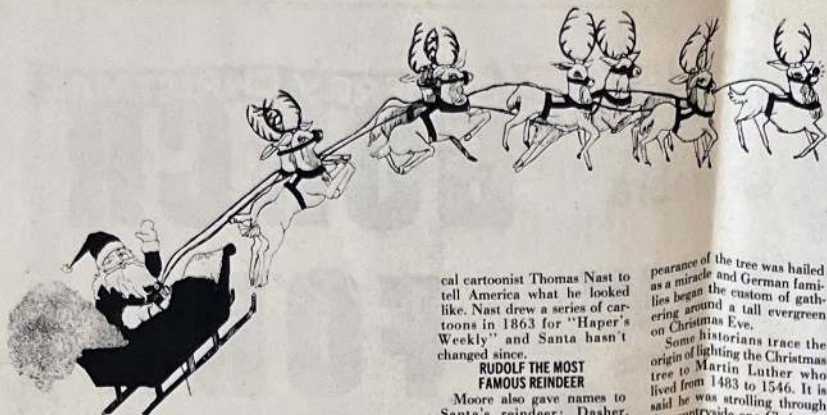
'68 DODGE POLARA
V-8, automatic, radio, heater, power steering & brakes, factory air cond., whitewall tires, tinted glass. License number W6L678.

\$899

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MERRY CHRISTMAS



The history of Jolly old Santa

By DAN BISHOP
Good News Reporter

When you look at Santa Claus in pictures or in the department store toy section you wish he could bring you all your wishes. Wishes, perhaps, are how Santa got his beginning. The Christmas traditions of a number of nationalities contributed to the jolly American Santa we now know so well.

St. Nicholas was the patron Saint of New York. He was the figure-head on the Dutch ship, *Goede Vrouw*, and the Dutch quickly erected a church in his honor in their new colony. The children believed he arrived on the "Christmas Ship" from Holland on December 5 (then considered Christmas Eve). He rode a white horse to each house, threw open the door and scattered sweets on the floor.

St. Nicholas was much different than Santa Claus. St. Nick wore white instead of red. St. Nick was Patron Saint of the Sea, Santa is Patron Saint of the Air. St. Nick rode a white horse; Santa rides a red sleigh. St. Nick brought sweets; Santa brings anything within your credit range.

ST. NICK WAS REAL!
St. Nicholas was a real person. You'll never remember this — but if you're lucky, maybe the kids won't ask about it — he was the Bishop of Myra, which is a town in Lycia, halfway between Rhodes and Cyprus. That was in the Fourth Century. But don't worry, no four-year-old is going to press you too hard on that point.

St. Nicholas was rich and his "thing" was to help people

who needed help and to remain anonymous. But somebody found out who he was and thus, when good things were done for people, St. Nick got the credit.

Settling on December 25 as a good day to celebrate, Christmas came around the time of the American Revolution. The Gregorian calendar was adopted by the English in 1752 and that threw off everyone's Christmas calendar. This moved the English and French Christmas back from January 7 to December 25. The Dutch gave in and shifted their Christmas date and so did the other American colonies. Before that every colony had different dates and different Christmas traditions.

The Pennsylvania Dutch brought over the German word for Christ Child, *Christkind*, and shortened it to *Kris Kringle*. Then they applied the new name to New York's St. Nicholas. By now he was bringing along a few toys as well as sugar plums. Business was picking up. Santa moved from a white horse to a red wagon which he drove down the chimney, leaving telltale wheel tracks in the ashes.

A POEM INFLUENCED AMERICAN IDEAS

Then came Clement C. Moore's famous poem "A Visit From St. Nicholas" in 1822. You know how it goes . . . "twas the night before Christmas and all through the house . . ." Where Moore got all his traditions isn't quite clear, but his poem had a lasting influence on American ideas about Santa. Moore's poem pretty well decided what Santa was supposed to do. But it was up to the famous politi-

cal cartoonist Thomas Nast to tell America what he looked like. Nast drew a series of cartoons in 1863 for "Haver's Weekly" and Santa hasn't changed since.

RUDOLF THE MOST FAMOUS REINDEER

Moore also gave names to Santa's reindeer: Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner and Blitzen. Rudolf didn't come along until over a hundred years later when Sugar "Chilly" Robinson recorded the song "Rudolf The Red-Nosed Reindeer" in 1950 on the Capitol label. Rudolf, surely, has become the most famous of Santa's reindeer and the most popular with children with his bright red nose lit up to lead Santa through the night on Christmas Eve.

CRACKER AND GNASHER

We have to look back to the yellowed pages of our Germanic folklore which was shared by one group of American ancestors, the Anglo Saxons. The pagan god, Thor, was the god of peasants. He was depicted as a jovial old man with a full white beard. He wore red because the hearth was sacred to him and red as the color of fire. He drove a chariot — not a sleigh — and it was pulled by white goats — not reindeer. But the goats had names that sound vaguely familiar: Cracker and Gnasher. Many authorities on the subject of Christmas traditions believe that Moore patterned the names of his eight reindeer after the sound of Cracker and Gnasher.

Several traditions of Christmas have evolved with the passing of time. Evergreens have been a symbol of the season since earliest time to welcome the spirits and fairies that were supposed to live in the bare winter woods. Ivy was the badge of the wind god, Baccus, and stayed outdoors. Holly was disliked very much by witches and was kept indoors to keep them outdoors.

Christmas trees had a different introduction to tradition. It seems that in the ninth century, the good Saint Winifred went about Northern Germany preaching Christianity. One Christmas Eve he came upon a group of pagans gathered around a huge oak tree to offer human sacrifice to their pagan gods. Legend has it St. Winifred hewed down the giant oak, and as it fell, a tall young fir appeared in its place. The ap-

pearance of the tree was hailed as a miracle and German families began the custom of gathering around a tall evergreen on Christmas Eve.

Some historians trace the origin of lighting the Christmas tree to Martin Luther who lived from 1483 to 1546. It is said he was strolling through the countryside one Christmas Eve, awed by the beauty of the evergreen forest under the starry sky. When he came home he tried to recreate the scene for his family by attaching some lighted candles to a small evergreen.

ZIP CODE FOR NORTH POLE

In the real world, a residence in the South Pole is possible. In fact, the U.S. Navy maintains a small station there. But life at the North Pole can exist only in the world of Santa Claus, because the top of the world is an ocean, frozen over with ice floes which constantly shift and crash together and drift apart again. U.S. submarines have surfaced at the North Pole and the officers aboard came to the conclusion that it was no place for a workshop. Incidentally, the North Pole does have a zip code. It's listed in the U.S. Post Office zip code directory as 99706. The temperature at the Pole dips down to around 90 degrees below zero during the winter and December 25 is the middle of the winter at the Pole.

CONSTANTLY MAKING TOYS

For much of the winter, the sun never rises at the North Pole. During the summer, of course, the sun never sets, and during those months of continuous daylight elves work constantly making toys for boys and girls for next Christmas.

Santa Claus today may be impossible for some people to believe in but for millions of boys and girls worldwide he is truly a Patron Saint. It's doubtful if you can name one other person in the world, real or fictional, who brings so much happiness, hope and joy into so many homes at one time unless it's Christ himself.

... But I heard him exclaim as he drove out of sight, "Happy Christmas to All and to ALL a goodnight."



ST. ANGELA MERICI SCHOOL — The Catholic School will be presenting "A Christmas Carol," December 20 at 8 p.m. (From left) John Engels, Scrooge; Ralph Moran, a ghost; Dean Rodia, Tiny Tim and Kevin Peters will appear as Marley.



GIRL SANTA CLAUS — Pretty Ingrid Rhoads of Brea is shown wearing the Santa costume Mariposa PTA is renting out for the Christmas season for \$10. Call Joan Butters 691-4735 if interested — in the costume that is.



MARIPOSA SCHOOL — The first grade children will be presenting "Santa's Surprise" December 20 at 7:30 in the cafeteria. Tony Sizemore and Chuckie Perr are shown as reindeers, while Keith Poirer poses in his bear costume. (Back row) Shelly Nelson, Brian Osteen is Santa, Sean Alexander an elf, and Lila Samia dressed for her part as a bird.



AROVISTA SCHOOL — "Snowball" will be presented Thursday, December 20, at 7:30 in the school cafeteria. Snowflakes Kristi Kossuth and

Donnie Travagid are shown along with Santa, Christopher Saieed, while Stan Hohimer who plays the part of a boy looks on.



A SAVIOR IS BORN — In the foreground are the silhouetted heads of the Silver Notes singing group. In the background behind the blackout screen, which makes the images a little fuzzy in definition, is the Nativity. The angel is played by Susan Pretkus; Mary by Lori Perring and Joseph by Tom Dunlap.



LUMINARIAS — Scott Lentz and Elaine Berthel. Dover Street residents joined in with neighbors and used luminarias in lieu of the usual lighted Christmas decorations. These are traditional Spanish candle Christmas lights in brown paper bags held in position by sand.

Dover Street neighbors lit their candles at six o'clock Sunday, and proceeded to a neighborhood progressive dinner. The group not only conserved energy, but enjoyed a friendly fun evening.

Brea-Olinda Christmas Scholarship concert held

By ART DILLON
Good News Reporter
"We wish you a Merry Christmas and a Happy New Year..."

The Brea-Olinda High School District had its Christmas Benefit Scholarship Concert in the auditorium Friday, December 14th. The program opened with the angelic strains of the Silver Notes, an all-girl singing group, involving the spirit of Christmas in song.

The Silver Notes were seated in a semi-circle in front of a blackout screen. By changing the lighting on the Silver Notes you could alternately see in front or behind the blackout screen.

Behind the screen was staged different Christmas settings; Mary and Joseph, The Three Wise Men, The Nativity and Mary and the Angel.

Then the school orchestra played for us. The first selection was either a little ambitious or they were very nervous. That is to say the brass was louder than the violins and the reeds were off tempo with the percussionists. However, the second number, "Christmas Festival" by Anderson, was much better. Christmas Festival was a medley of about every Christmas song I could think of. It was well done, they were much further into it.

The last part of the Benefit was the choir. In the opening scene the stage was black, illuminated only by ultra-violet black lights. It made the fluorescent orange and green ski caps and scarfs glow in the seeming

darkness suspended in what looks like mid-air.

The six point stars, made of fluorescent tape hung on the black velvet stage curtain, helped to add the impression of an outdoor scene. The audience oohed and aahed when the curtain went up.

The choir sang "Silent Night" with the stage darkened. The lights were then brought up to reveal the choir dressed for the cold, bedecked in caps, scarfs, and overcoats. And in the center of the stage was a ten foot Christmas tree properly outfitted in snow.

At one point in the program they had two girl soloists, Betsy Pierce and Debra Priest come out, singing each in turn in their clear strong voices "Slumber, O Holy Jesus."

The Chamber Choir, several members of the main choir, then stepped out to sing. In this group there was one girl, I couldn't tell who, who had a very strong voice and was really into singing, because some times you could hear her high clear notes coming at over the blending sounds of the rest of the choir. There always seems to be one precocious girl singer who can out-sing the rest without taking a deep breath.

The program was closed with a big finish of artificial snow descending from the sky on the choir, while they sang "A Time for Joy" by Besig, which told the real joy of Christmas — Love.

Jingle bells, jingle bells... Merry Christmas to all and to all a good night.



SANTA IS HERE — Jim Flores of Brea doesn't mind holding a pretty girl on his lap especially when it's his six-month-old daughter Shana.



BREA JUNIOR HIGH — The mixed chorus will be singing at the high school festival. Mrs. George Cooper will be directing the Junior High group at

the high school gymnasium December 18 at 7:30 p.m.



NUTCRACKER SUITE — The ballet was presented at Brea Olinda High School this weekend to a crowd of 900 people. More than 60 dancers from 10 communities in Orange County participated in the event.

Breens who appeared in various numbers are shown (from left) Linda Hanley, Kristen Randlett, Susan Hutton, Julie Paradis, Celinda Jean Randlett, Emily Whitesell, Sue Roberts and Dee Ann Spicer.

Notice
in order for our staff to spend Christmas with their families There will be no Dec. 26th issue next issue 1/2/74

MERRY CHRISTMAS



OLINDA SCHOOL — Children from Olinda School will go back in time and will participate in various plays that were performed at the school each year since the school has been open. (Left front) Craig Farren, John Nicol, and (back row) Sherry Yates and Lori Santanna are shown.

"Meals on Wheels" rolls into Brea

By RENE WHITE
Good News Reporter

BREA — It's hard to believe that there are people in Brea who are nutritionally starving because they are unable to prepare adequate meals for themselves.

It's not hard to believe, but it's good to know that there are concerned citizens in Brea who are attempting to remedy the situation. Largely through the initiative of one person, Marie Demenico, "Meals on Wheels" is coming to Brea.

"Meals on Wheels" is a non-profit voluntary community service which delivers a hot noon meal and a cold sack supper to those persons unable to prepare adequate meals for themselves. The service is directed at the aged, the shut-ins and the chronically or temporarily ill.

"The main objective is to help an individual live a normal life in his or her own home as long as possible," Mrs. Demenico said. "Often times being able to get a nutritional diet means the difference between staying home and going to a hospital or convalescent home."

The idea of bringing food to the needy is not new. In fact it dates back some 30 years to England. From there it crossed the Atlantic in 1954 and by 1961 there was the first "Meals on Wheels" program in Pasadena, California. Two years ago the program was started in Whittier and six months ago it branched out to serve people in La Habra.

For Mrs. Demenico, her involvement in the organization

came about in a very personal way. "I'd come to know an aged lady here in Brea. We became good friends. I would visit her several times a week and often bring things that I had cooked or baked."

"She's really the reason I got interested in 'Meals on Wheels.'" She lived alone and could not care for herself. Periodically, her doctor would have to send her to a convalescent home to regain her health.

"When she was strong enough, she would return to her home. After I visited the Whittier 'Meals on Wheels' program I was really enthusiastic and went over to tell her about it. I thought this program would really help her."

Mrs. Demenico returned to find that ironically the lady had died that very day. Since then she has worked for the development of a program for Brea.

She obtained sponsorship from the Active Christians Today (ACT) organization of St. Angela Merici Catholic Church. But she emphasized that this was not a sectarian program.

"We hope to involve all the service groups of the city in the 'Meals on Wheels' program," Mrs. Demenico said.

The next step was to find a suitable place to prepare the meals. Legally, the food must be nutritionally balanced and prepared in compliance to State health laws. She first approached Ralph Opperman, administrator of the Brea Community Hospital. Opperman responded enthusiastically offering to prepare all the

meals at the hospital under the supervision of Marilyn Van-Patten, director of food service.

"I was overwhelmed by Mr. Opperman's enthusiasm as well as other staff members of the hospital. Several of them came with me to study the Whittier program. They were that concerned," said Mrs. Demenico.

She said they learned much from the Whittier program and as a result Brea should have a system working in a much shorter time.

"It took six months for Whittier to get off the ground mostly because of organizational problems. They set up a corporation whereas we are already a non-profit, sponsored organization," she said. "The only thing we charge the recipient is \$2.00 per day for the food."

Mrs. Demenico has been working for a month and is quick to note that the "Meals on Wheels" program is strictly in the organizational stage at present.

"It may take another couple of months to get started," she said. "We need money for equipment — hot boxes, cold storage chests and smaller food containers to transport the meals. The most important thing we need are volunteer drivers. This program can't function without the dedicated volunteer," she emphasized.

Mrs. Demenico is looking to the many service groups in Brea to help supply both money and volunteer drivers. The initial program will serve approximately 15 to 20 Brea residents. To cover the deliveries three volunteers a day for

five days a week will be needed. "Whittier, which serves almost 80 people per day, has enough volunteers that each works only one day a month," she said. "If we can get a lot of organizations involved, then we can do the same."

She pointed out that the volunteer driver is more than just a delivery person. "Besides supplying nourishing food at a nominal cost, a volunteer lets the recipient know someone cares. Many older shut-ins don't see anyone for days."

The volunteer not only delivers the food but makes sure it is eaten. Because the delivery comes only five days a week

now we can help them live happier lives."

Mrs. Demenico said that anyone interested in helping can call her at 529-6640 or ACT at 529-5653.

"For a lot of old and ill people this service will make the difference between the independence of living in their homes and the dependence of a convalescent home or hospital," she said. "Hopefully we can help them live longer. I the delivery person makes sure there is sufficient food to last over the weekend. The only requirement of the recipient is to

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social service program

Brea and La Habra have joined forces in support of an integrated social service program through the benefits of Revenue Sharing.

Brea Mayor Don Fox and the City Council announced December 11, that the special revenue sharing grant had been approved by the Orange County Board of Supervisors.

The grant includes \$407,242 for the first year and \$349,892 in the second year. Brea, will receive \$118,192 of the grant for that time.

According to Fox, the application for the grant was originated with the needs of senior citizens in mind. With the funds of the grant, Brea will be developing an older American's employment service program.

Information, referral services, job development and organization of senior citizens activities will be handled by a service center for the program.

"The grant application had been specifically designed to draw attention to the needs and desires of our older citizens," Fox said, "and we are pleased that the two cities can now jointly proceed with the important work to be done under the terms of the grant."

The two cities will coordinate the senior citizen services for cost efficiency and effectiveness.

The County Board of Supervisors supported the integrated project unanimously.

The cities of Brea and La Habra are particularly appreciative of the action taken by all the members of the Supervisors in their unanimous vote of confidence. Each of them expressed their support of the coordination of social service delivery during the board meeting," said Fox. The mayor said, "And in addition to the actions of the total board, we are especially thankful to Supervisor Ralph Diedrich of this district for the very detailed analysis conducted by his office and for his support in making this project a reality."

Both cities are working in coordination with each other on all senior citizens projects in the grant with hopes for a cost reduction and for efficiency.

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NEWSY SUZIE: By Susan Gaede

Parents think kids splendid

NEW EAR SHOTS

1. Is it true Gina Robinson is entering pre-med school at UCLA?
2. What male Parks and Recreation member is seriously considering running for City Council?
3. What service club in Brea had two executive officers as handsome bachelors?
4. What unusual item did Barney Livingston sell to the police department?
5. A member of the Brea Woman's Club was such a good model at a recent style show sponsored by the Brea Juniors she was asked to continue working for the shop. Who was she?
6. Is it true Marilyn Woods, City Council candidate in Fullerton, is the sister of Ann Harvey, former Brea school board president and present secretary to Herb Kalmbach, Nixon's former attorney?
7. The freshman football team at Brea Olinda High School beat Sonora this year. Is this the first time this feat has ever taken place?

ANSWERS TO LAST WEEK'S EAR SHOTS

Phyllis Meadows was not crowned Homecoming Queen in 1967. Judy Anderson was the queen in 69, and she is now Judy Lancaster at home taking care of her new baby. Last year Judy was a teacher at Arovista.

Herb Hawley is the 5th grade Mariposa teacher who ran for the Library Board in Placentia. He didn't win, but he ran a good race.

LaVeta Daetweiler is seriously considering running for a City Council seat.

Bert Mochon, Brea Rotary president, refused to talk to anybody at the beginning of the month because he had all his teeth extracted. Happy to hear he's a-okay now.

FOR RENT

Mariposa School is renting a Santa Claus costume again this year... call Joan Butters, 691-4736 if interested.

FLOAT WINNERS

Leslie Wilson, Brea-La Habra newcomer, may take a bow... She's been chairman of the winning float in the La Habra Christmas parade two years in a row now. 34 Breans helped this year. Suzy spotted Carol Coney (president of Brea Newcomers) and husband Dave on the winning entry along with their children Kenny and Kristy. Tim and Mike Williams of Brea were also aboard.

BOOK PUBLISHED

Belva Richardson Temkin, an active member of the Brea Art Association, had a book of poems published recently called "Rainbows and Toad Stools." The book might make a nice Christmas gift, so give her a call at 697-2497 if you wish to purchase a copy.

RECOVERY

Suzie wishes a speedy recovery to two people who suffered unusual injuries... Jean Beach was grooming her steer and broke her hand. Lynn Hauriuepe had surgery at St. Jude's Hospital on her shoulder due to using her shoulder so much for flag twirling... she's head of flag at the high school.

ROYALLY DINED

Margaret and Ron Dandrea were guests of Disney World recently in Florida. Ron is vice president of the motion picture department for the Bank of America. He entered the promateur golf tournament and Foster Feawick was the pro that played in his foursome. Margaret had a ball with Lawrence Welk and said he was a charming dinner partner. Lawrence and Margaret danced around the table.

CLAUDE OSTEN

We are sure sorry to hear the Ostens will be leaving Brea. Suzie liked John Hall's article in the "Times." Bouquets of the week to Claude Osten, Houston Astro hurler who leaves the Dodgers the same way he arrived "as a gentleman" Son Brian will be playing Santa Claus in the Christmas play at Mariposa School.

WILL APPEAR ON TV

Jodie Champlin, daughter of Rose and John Champlin, may be seen on "Romper Room" at 9:30, channel 11 on Jan. 2.

Allen Koon, Arovista student, has the child's lead in the TV Movie of the Week "Christy's Love" which will be shown in the near future. Eric Kosiba, Brad Gazzana, Brad Summers, Marty Eddie, Kim and Jeff McEntee, Bobby and Freddy Koon also appear in the movie. The Breans enjoyed meeting Theresa Graves of "Laugh-In" fame who has the lead in the movie. Marty McEntee will be in an episode on "Brady Bunch" starring James McDevitt, while brother Jeff has a small part in a documentary on Roy Campanella. Timmy McEntee was a stand-in for the Andy Williams Christmas show for four days, for Christmas. In January, Marty McEntee will appear in an episode on "Shaft" on channel 2. He's a cowboy in the story.

The Screen Children's Guild Agency needs five infants Dec. 21 that are two weeks old. If you are interested please call the Agency at (213) 985-6131. It's an easy way to start a new bank account for your baby, and get this... a chauffeured limousine will pick you and your baby up.

NATIONAL COMMITTEE

Dick Gladden of Brea was surprised last year when he was named "Produce Man of the Year" while he was chairman of the United Fruit and Vegetable Association's annual convention. Dick just added another feather to his cap... the Secretary of Agriculture, Butz, has appointed him to the Perishable Agricultural Commodities Act Industry Advisory Committee. He'll be going to Washington to help establish fair trade for fresh food and vegetables in the U.S. We are proud of you, Richard.

LIONS CLUB

Alicia Bush, a student at Brea Olinda High School, was recently chosen Lion's Club queen at the Lions International Queen contest in Ensenada, Mexico.

TV WINNER

Congratulations to Barrie Dorfman. He won the television set at the Fanning Car-

val. Suzie hears the PTA made \$1,800 on the carnival. Wow!

HANK FINDS HOME

Hank Ipenburg, YFU student from Holland who attends Brea Olinda High School, has a new home. He'll be staying with Kathy and Norman Luesse until July. He's enjoying his new "sister" Debbie 14, and "brother" Tim 11. Hank told Suzie that the family was far out, go out a lot, and loves living with them. I hear you're quite a cook, Debbie.

CHOSEN

Clarence M. Schwartz, vice president of the United California Bank was elected second vice president of the advisory board for St. Jude Hospital. He'll assume his new duty Jan. 1.

BUYING CLOTHES

Bumped into Alice and Phil Haddad last week. Suzie saw a real switch. Phil was buying a shirt and trousers. (In case you didn't know Phil used to own the Men's clothing store in town.) He said he thought the new Old Time Mens Shop was the greatest, and hopes his customers continue shopping in Brea at the new store. The Haddads love Canyon Lake. They wish all their Brea buddies a Merry Christmas.

GUESS WHO'S COMING?

Eric Sonderby, youth for understanding student in 1970-71 from Denmark, will arrive with his new wife Dec. 21. They will stay with Schweitzers for a month. Ruth and Frank Schweitzer will have a full house with Annette Sonderby (Eric's sister), who's spending a year here, sons Don and Chuck will be home for the holidays with their two big dogs.

ST. ANGELA'S CHRISTMAS BABY

Denise Estes, Brea teacher at St. Angela, taught the school children all day, and then went home and had a child of her own. It's a girl.

"They would rather fool themselves than face the facts," said McCall's of the parents. Responses showed a relationship between the problems they considered most difficult to control or accept.

In the deep south the new morality is still the number one concern while in the east and midwest, rebellion against authority, combined with non-communication are the top two sources of family disquiet, with illegal drugs next.

The survey also revealed some inconsistencies in the responses of parents about some of these same issues.

An optimistic 87 percent answered yes to the question, Do you have good give-and-take communication with your children?

Yet later in the 32-part questionnaire, non-communication and rebellion against authority were rated above illegal drugs and new morality.

However, problems, behavioral, drugs and morality have become parents' main concern, showing a marked decline from the old parental rage about dress, hair and beads.

Over two-thirds of the respondents said they no longer judge their children's friends by length of lock or state of jeans.

But the 31 percent who are still put off by outward appearances often added, "only until the first shock wears off, or only if they seem to want to antagonize elders by their appearance."

Adolescent sexual behavior and the new morality, the survey pointed out, is an area where many parents hold a double standard.

Half the parents hoped their sons would enter marriage without pre-marital experience, one-sixth actually expected it, yet those questioned overwhelmingly condemned the double standard.

Parents questioned were in almost unanimous agreement that "the majority of today's young unmarrieds are sexually experienced before they reach 20."

The fathers were consistent if not persistent in thinking "my little girl" is different.

"Men respondents consistently pegged the number of under-20-year-old virgins at a pessimistic, less than 5 to 10 percent, but were confident their daughters could remain in that small group," said McCall's.

But the magazine went on to quote recent formal studies indicating that only about half of all single American girls may become non-virgins before 20.

"Many parents answered 'yes' when asked if their ideas on sex had changed and one father wrote, 'Dishonesty, using other people, cruelty, war — many other things are worse than unmarried sex. I'm glad the younger generation is saying it.'"

As far as the drug problem goes, four-fifths of the parents said they would seek help from a counselor and/or try to work the problem out for themselves, if they found drugs in their child's room.

But an average of 13 percent insisted they would turn the "culprit" over to the police.

Only a small .07 percent of parents surveyed find raising teenagers a time of unrelieved exasperation, with one parent summing up, "... mainly adolescence is to get over with."

A survey of teenagers, now being computerized will give the adolescent view of parent-teen relationships, and reveal the true breadth of what remains of the generation gap.

But at least half the battle for understanding has been won by parents who wrote, "It's great becoming friends as well as parents."

The enlightened '70s?... Well, whatever parents might consider their current parent-child relationships to be, a nationwide survey has revealed that the familiar generation gap of the '60s has diminished considerably in the minds of parents.

According to McCall's December issue, which is previewing the survey, 75 percent of the more than 3,000 responses came from suburban and rural areas. Carrying the good news that parents are "not only enduring but prevailing. What's more they think their children are

pretty splendid people."

The survey, which took the form of a for-parents-only questionnaire, was published last spring in nearly 200 newspapers by mother and daughter journalists Helen and Sue Bittel, in their column, *Generation Rap*.

The responding parents gave their adolescents high marks for qualities such as "lack of pretension and prejudice," "sense of fair play," "eagerness to get involved" and "their hope for world morality."

But the pain and problems that accompany the teenage years also came out in the questionnaire.

As seen from the McCall's article much of the unhappiness stems as much from parental ambiguity as from any specific behavior on their children's part.



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Brea Theatre * * * * * long time entertainer

By Greg Johnson

Curtains went up, musical instruments began to play and spotlights turned on a little dancing girl named Judy Garland, who was making her debut at Brea's Red Latern.

The Red Latern, now the Brea Theatre, was a vaudeville theatre in the 1920's when Brea was a bustling oil boom town. Mr. and Mrs. Gump, Judy's aunt and uncle, owned the Red Latern and Judy used to do a vaudeville-type dance called hoofing, for the Latern's audiences.

Through the years, the Brea Theatre has served many purposes. L.A. Schlesinger opened the theatre on March 7, 1922 with the one and only Robert Morgan and his fantastic pipe organ.

During the late 20's, the theatre served as a stomping ground for Brea-Olinda High School plays.

Movies began playing at the theatre in the early 30's. At that time, a pull-down screen was used to show Brea's the remarkable world of silent films.

The 50's brought bad financial news for movies and movie theatres in general. Brea's Theatre was no exception. It stood vacant for several years until a local religious sect decided to utilize the theatre as a church in the late 50's.

But in the early 60's the theatre's tired old walls were vacated once again. Finally, in 1963, two fellows named Norman Goodin and Fred Davis bought the theatre and completely refurbished and re-

signed it. Davis ran the business end of the operation. In 1972, Davis sold the now bustling business to a Downey insurance claims man named Charles L. Briggs.

A strapping 6'2" tall and 185 pounds, the 28-year-old Briggs had always dreamed of breaking into the movie world. He extended that dream all the way through his four years at USC, where he minored in cinematography. After three years in the U.S. Army's military intelligence and a year in Vietnam, that dream began crystallizing in Briggs' mind.

His boost into the film arena came true while he was an insurance claimsman for Safeco Insurance Company. He found out through friends of his parents that Davis was selling the Brea Theatre. "I talked to Fred and wound up a theatre owner."

The blue-eyed, brown-haired Briggs now lives in Buena Park with his wife and "a child that is due in two weeks." He keeps himself busy with weekly jaunts to his Los Angeles film booking agency and manning the theatre Friday through Monday nights. He only operates on a four-day basis because theatre business slows down during the fall months "and this little theatre couldn't make it financially," he said. During the summer the theatre is open seven days a week.

As a sidelight, Briggs also coaches the swimming and water polo teams at La Habra High School. "The head coach

at La Habra, Bill Brown, is an old fraternity buddy of mine who conned me into coaching. Now I really enjoy it."

Although Briggs played football, basketball and ran track at his hometown Santa Ana High School, he claims he has no experience in coaching water-related sports. "My closest experience is my participation as a varsity crew team in rowboat competition at USC," he said.

Briggs has always been interested in sports. While growing up in Santa Ana, his hometown, he played football, ran track and dribbled a basketball for his local high school.

His interest in sports is obvious to passerby's when they see the red letters "Go Brea" plastered across his movie advertising board. He started the policy last year. "They were league champions last year," he beamed.

In another competitive field, the local job market, Briggs uses only Brea High School kids as his ushers and concession sales personnel.

"I try to employ as many kids as I can. I've been very happy with my girls. One of them is a cheerleader with the Brea High School team," Briggs said.

The youngsters in Brea are not forgotten by Briggs either. Along with the Police Department, he is co-sponsoring a free matinee on Dec. 24. The films will include "Five Weeks in a Balloon" and five Disneyland cartoons.

Brea Theatre's usual price

for movies is \$1.50 for adults, \$1.25 for juniors 12-15 and 75¢ for children under 12. Besides low admission prices, Briggs says he also has reasonably priced concession items. Candy is not higher than 15¢ and drinks run 15¢ to 25¢.

Monday night is family night at the theatre. For \$5 the whole family can see the weekly Flick. Patrons only need be from the immediate family.

Most of the films shown at the theatre are G or GP rated. "We show every Disney movie that comes out and we do good business on them."

"We only show R-rated films if they're worth running," Briggs said. He cited "Deliverance" and "Lady Sings the Blues" as examples of high quality R-rated films he has shown.

"Brea is a very blue-nosed town. Fred Davis showed 'Midnight Cowboy' and it just died," he said. "If the local residents want to see that kind of film they will go somewhere else. We get the local people for the most part."

These local people occupy approximately 100 to 150 of the theatre's 437 seats every Friday and Saturday night. Maybe they've got the right idea. Why not go to a movie. After all, where else can one go to see a movie on a stage where Judy Garland once hoofed?



ROLL 'EM — Charles L. Briggs selects one of his many films from his library. His repertoire consists mainly of family films. He shows every Disney movie and says he does great business on them.

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ART SALE
By RAY ESTRADA
Good News Reporter

BREA — The white-faced girl reared her head back, put her finger under her nose and silently pretended to sneeze once, then twice followed with another violent nasal salvo. Two other white-faced actors, pretending to be terrified (and moistened), rushed up, the imaginary "sneeze" as the sneezer groined in her roomy seat.

Pantomime in front of the Brea Plunge? The shoppers liked it, so why not?

The Art Sale sponsored by the Brea-Olinda High School Art League was not the usual fast and furious Christmas sale. In contrast, last Saturday's event at Brea City Park had sunshine and blue skies instead of escalators and a bargain basement.

Holiday shoppers were met with a wide assortment of homemade crafts. The gift inventory included macramé, candles, pottery, ceramics, plant hangings, jewelry, plaques, tie-dye shirts and cloth, leather belts, litho-prints, paintings and even some artistically baked goods.

The sale was the first of what are hoped to be annual events, according to Mrs. Ilona Rymer, an art instructor at the high school. "Ten percent of the profits go to an art student scholarship fund," Mrs. Rymer said. She explained that students as well as other amateur and semi-professional artists were invited to sell their wares at the city park. The non-students paid \$5 in addition to the percentage.

"In the past, we have given one small scholarship to an outstanding art student, but this year and in the future we hope to give several more substantial grants," Mrs. Rymer added.

Becky Churn, 17, and the Art League president, said the idea for the sale came as a result of observing others in Orange County (such as one at California State University, Fullerton) and the successes they enjoyed around this time of year.

"The type of things bought and sold at these sales make much more meaningful gifts because they are original and more creative than something you just buy in a store," the Brea-Olinda student added.

Several of the 26 booths at the sale were representatives of Brea-Olinda campus groups including the drill team, executive council, Girls League, Home Economics Club and Photo Service. The Drama Department participated with its mime troupe which performed several skits.

Another artisan, Matt Reeves, displayed the fruits of his several-month-old hobby. Reeves specializes in Ancient American art. A resident of Diamond Bar, Reeves presented Mayan plaques and jewelry for sale.

Most of the sale's participants agreed the event was a success due to the summerlike weather.

How many Christmas sales can provide that type of setting?

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WESTSTYLE: By Elizabeth Harris

A different type of energy crisis

Despite all of the excellent articles devoted to trimming inflated food costs, many students and young families still struggle to provide appetizing and nutritious meals on a pitifully meager budget. General shopping guides don't solve all the problems of very low income families.

With a few unusual ideas, a little extra time, and a bit of resourcefulness, grocery bills can be substantially reduced.

First, a checklist of shopping tips will shrink the supermarket bill. Keep these points in mind when shopping and preparing food. Taking five minutes each week to check the items on the list may really help save wasted time as well as money.

1) *Plan a menu for the week.* It needn't be detailed or inflexible, but give yourself an idea of what and how much you'll have to buy.

2) *Then, make a shopping list and follow it!* Impulse buying is the grocery budget's worst enemy. Also try to shop only once or twice a week. More frequent trips to the market usually mean excessive impulse purchases.

3) *Buy fruits and vegetables in season and use them often.*

4) *Compare prices at several local stores by checking newspaper advertisements.* Most markets run their new ads on Wednesdays or Thursdays.

5) *Take advantage of special buys.* Comparison shopping will tell you which markets are offering the items you need at bargain prices.

6) *Don't overbuy.* Even when the price of an item is very attractive, don't buy more than you can use in 6 months. Buying more than this amount may seriously diminish your available funds. In addition, storage of large quantities of food may present a problem, both in terms of space and potential spoilage. For example, raw onions may last several months if they are stored loosely in a cool, dry place that is free of pests. Finding such a place for a 6 month's supply of onions may be difficult.

Snacking forces you to relax.

7) *Carefully compare the relative costs and advantages of convenience foods versus fresh foods.* Convenience foods, although typically more expensive than fresh may actually be the better value. For example, frozen orange juice and vitamin C fortified orange drinks are much less expensive than fresh oranges and usually contain equivalent if not superior nutrition. Commercially baked breads are generally lower in cost than the ingredients for homemade breads. Commercial soups, like breads may also be less costly in money and valuable time saved than homemade soup.

8) *When buying meat and poultry, purchase the larger cuts and portion them at home.* For instance, a whole frying chicken can be separated into legs and thighs for barbecuing, breast for sauteing, back for soup, and

wings for soup or fried snacks — with each wrapped and frozen separately. This procedure is especially suited to small families since parts from one large chicken can provide two to three meals plus soup with minimal waste.

9) *Include fish in the menu more often.* Even though fish may be more expensive per pound than some cuts of meat and chicken, there is very little waste with fish. Most people have tasted just a few of the many varieties of fish available in California markets. Rockfish, butterfish, and turbot are soft, delicate fish that few people are familiar with, but many would enjoy if the fish were well prepared.

A cornucopia of luscious fruits.

10) *Try the new soy extended products.* They are significantly less costly than 100% meat products, taste almost identical, are less greasy, and are of equal nutritional value. Soy and ground beef blends are featured in most California markets now. Look for soy extended fish and soy extended poultry in the near future.

11) *Use combinations of protein products in cooking.* Casseroles are the most obvious way to combine protein foods inexpensively, but there are other ways to make meals interesting by creatively mixing and matching foods. A four ounce lamb chop served with 1/4 cup of cottage cheese on a pineapple slice is appealing, filling, and less expensive than serving a six ounce chop. There are also more devious ways to add nutrition and cut costs. Two tablespoons of non-fat dry milk powder con-

tain approximately one half of the protein in one ounce of lean ground beef. When hidden in a pound of ground meat, dry milk will improve binding characteristics, improve texture, extend your meat, and boost nutritional value.

12) *Explore new ways to prepare inexpensive items.* There are hundreds of recipes that turn ground beef (or soy-beef blend) into gourmet luncheon or dinner fare. Take 10 to 15 minutes to look through a cookbook or newspaper each week for different recipes. It will pay off in time saved, a satisfied family, and efficient use of food. (Both Sunset and Better Homes and Gardens Magazines have published inexpensive, enticingly illustrated cookbooks of ground beef recipes, seafood recipes, cheese recipes, casserole recipes, and many others.)

To summarize, these shopping pointers are presented in checklist form for your convenience:

- 1) Plan a menu.
 - 2) Make a shopping list and follow it.
 - 3) Buy fruits and vegetables in season.
 - 4) Compare prices between stores.
 - 5) Take advantage of special buys.
 - 6) Don't overbuy.
 - 7) Compare the relative costs and advantages of convenience foods versus fresh foods.
 - 8) When buying meat and poultry, get the larger cuts and portion them at home.
 - 9) Include fish in the menu often.
 - 10) Try the new soy extended products.
 - 11) Use combinations of protein products in cooking.
 - 12) Explore new ways to prepare inexpensive items.
- With a little extra knowledge and a few inside tips there are still others, less conventional

ways to cut food costs without sacrificing quality or good nutrition. The National Research Council has prepared a set of standards called Recommended Dietary (or Daily) Allowances (RDA) as a guide to good nutrition. The suggested meal plan to meet these requirements includes: 1st amount — Women 25 years +; 2nd figure — Men 25 years +.

- Milk, 2 cups, 2 cups.
- Meat, fish, poultry or, 4 ounces, 6 ounces.
- Eggs or, 2 eggs, 3 eggs.
- Cheese or, 2 ounces, 3 ounces.
- Peanut Butter, 2 Tbs., 3 Tbs.
- Dried beans (occasional meat substitute), 1 cup, 1-1/2 cups.
- Fruit, 1/2 cup citrus, 1/2 cup other; 1/2 cup citrus, 1/2 cup other.
- Vegetables, dark green or yellow, 2-1/2 cup servings, 2-1/2 cup servings.
- Cereal, 1 cup; 1 cup.
- Bread or (whole grain or enriched), 2 slices; 4 slices.
- Noodles, spaghetti, rice, potatoes, 1 cup; 2 cups.

Impulse buying ... the shopper's worst enemy.

Most folks tend to skimp on the fruits, veggies, milk, and cereal and go heavy on the refined starches (breads, noodles, rice, etc.) and fat meats. Since protein is the most costly grocery item, skimping on the cereal and milk categories in favor of meats and breads will increase food costs and bypass two excellent sources of protein. A bowl of cereal with a glass of milk provides 1/5 of an adult male's daily protein requirement and 1/4 of an adult female's protein needs.

Californians tend to be munchers. This practice should be encouraged not only for the sake of your budget, but more

important, for better health. There is recent scientific evidence to suggest that eating smaller meals more frequently retards the accumulation of cholesterol in the blood, inhibits the excessive fat storage that follows a heavy meal, and improves digestion. Also, when you and your family eat a wider variety of foods, they will be more likely to meet their Recommended Daily Allowances. They will be eating more fruits, vegetables, milk and cereal and relying less on expensive fat meats and refined starches to meet calorie requirements. An extra,

Most folks skimp on veggies.

non-nutritional advantage to snacking is that it usually forces you to take time out from your hectic daily routine and relax.

If you have a green thumb or just like plants and can spare three minutes a day to care for them, you can grow some of your own vegetables right in the house! A prolific tomato plant will grow in a gallon pot near a sunny window and bear fruit from December to September if it is planted the preceding fall. Bean sprouts and alfalfa sprouts will grow in boxes or jars under your sink with hardly a thought given to them. (See the coming feature "Growing Your Own".)

During the summer and fall months California farmers harvest a cornucopia of luscious fruits and vegetables. A Sunday outing to a nearby agricultural town is not only a good way to see some beautiful country, but you may come home with a case or two of the finest produce that the Golden State has to offer — at ridiculously low prices. Once you get your treasures home, invest two dollars and fifty cents in a box of pint canning jars, read the directions carefully, and prepare to have almost-fresh

fruit throughout the winter. (See next week's feature "California Bite by Bite".) Canning your own fruits and vegetables is neither as difficult, time consuming, or hazardous as most people believe. A couple of hours of well organized work will reap lots of fun and lots of goodies.

Whether or not you consider yourself a gourmet, don't be afraid to experiment with new foods. Many foods deserve a try, especially since so many are so reasonably priced. Try some poke salad or collard greens sauteed in butter or margarine and sprinkled with bacon bits (a textured soy product). These vegetables are available on the canned vegetable shelf of many California markets. Substitute neufchatel cheese for cream cheese. They are almost identical in flavor, but neufchatel is a bit less expensive and has a much lower fat content.

Finally, many towns have food cooperatives, that is, a group of people will pool their food orders together and send alternating representatives to the central market to buy food in bulk at wholesale prices. It is often hard to locate these groups. They will frequently advertise on bulletin boards around town. You can also call the nearest college to find out if students have organized such a group.

Grocery shopping doesn't have to be the tedious, painful experience it becomes for struggling students and young families. Adherence to a few shopping tips can dramatically cut food costs. The more exciting ways to reduce expenses may combine health care, gardening, site seeing, exotic cuisine, or community spirit with food buying. Next week we will explore some of California's best and most beautiful agricultural regions where you can come home with baskets of California's winter bounty plus some wonderful memories.

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Energy crisis a blessing

Continued from Page 1

"In view of the serious energy crisis confronting our country, I would hope that no further busing would be needed," wrote chief executive William W. Gullett of Prince George's County, Maryland, to a Federal judge who has imposed unpopular school-integration measures on the county. Gullett says they cost 750,000 extra gallons of school-bus gasoline. Last month a measure to save gasoline by banning busing was beaten back 48 to 39 in the Senate.

FIELD DAY FOR INVENTORS

"We'll see more and more people going to bicycles," says Gary Shaw, chairman of the Washington (D.C.) Area Bicyclist Association. "The more bicycles on the road, then the less exhaust, noise, and other unpleasantness associated with automobiles."

That might make us all healthier, suggests Dr. Samule M. Fox III, a heart specialist who bicycles with Shaw's pack. "I'd like to think that activating our population, on bicycles or by walking to the bus stop, will produce beneficial fallout... making them more energetic, perhaps sleep better, be able to eat without worrying so much about calories."

It's a great day for inventors and experimenters. Nicie Glover of Woodbridge,

Va., has a device that cuts heating bills by rerouting the exhaust from your clothes dryer back into the house. A little company in California has a gadget that lets you screw a fluorescent light into a regular socket; fluorescents use one-third as much electricity. Prof. S.A. Hoening of the University of Arizona will have 750 gallons of sewage and garbage stewing in a big tank by Christmas, making a combustible gas that could help substitute for imported oil. He says it has political benefits too.

A BOON FOR 'AGINNERS'

"I'm a pre-World War II isolationist," says Hoening. "I'm one of the few people who still believes the United States shouldn't be dependent on foreign countries, and as an isolationist I'm pleased."

Got some pet hates? Sic the energy crisis on 'em.

"The Winnebago is destroyed!" chorles John Grandy, whose conservationist organization doesn't like motorized camping in the national parks.

"Dune buggies!" snorts Connie Parrish of the San Francisco office of Friends of the Earth. She thinks the buggies are destroying the desert in California and she hopes the gas shortage will put them up on blocks.

Letters to this and other newspapers

show how the energy crisis can be used creatively against the things you don't like. Teen-aged joy riders? Save fuel by making them wait until they are 18 to get their drivers' license. The Kennedy's? Save fuel by snuffing out the eternal flame over JFK's grave. Traffic jams on Washington's embassy row? Save fuel by making them schedule diplomatic receptions at a more reasonable hour.

BACK TO SANTA BARBARA

Hate the big oil companies? Congressmen who suspect they caused the energy crisis have introduced bills to break them up, or to set up a competing Government corporation. Democratic Sen. Floyd Haskell of Colorado began hearings last week in which some witnesses were expected to say the companies are monopolistic and inefficient.

"If they are inefficient, there are two possible courses: Break them up or nationalize them," says Mark Green, who was scheduled to testify for Ralph Nader's Corporate Accountability Research Group.

Love the big oil companies? "One of the brightest things" that could rise from the energy crisis would be an end to Government price controls on natural gas, says Dr. James Cross, director of economics and industry affairs for Sun Oil Co. The crisis has already stirred legislative interest in this proposal. It has enhanced prospects for oil-drilling off the East Coast. It has toned down environmentalist opposition to construction of new refineries. It seems likely to bring the drilling rigs back to the Santa Barbara Channel, where the great oil slick of 1969 helped get the environmental movement under way. Those are all good things from the industry's point of view.

THE SILVER LINING

Self-interest aside, many Americans match their economic fears of the energy crisis with real hopes that it will lead toward a better society. They accept current social theories that affluence has made us soft, dependent, and wasteful; that automobiles have broken up our communities; that the sealed-up home with its central air conditioner has cut us off from our neighbors; that divorce, tension, heart disease, crime, alienation, and juvenile delinquency can all be traced in some way to an orgy of waste and consumption that will crash into desperate shortages tomorrow if it is not checked today.

"I think in the end the Arabs may have done us a great big favor," says Brock Evans, the Sierra Club representative in Washington, D.C. "We need to start

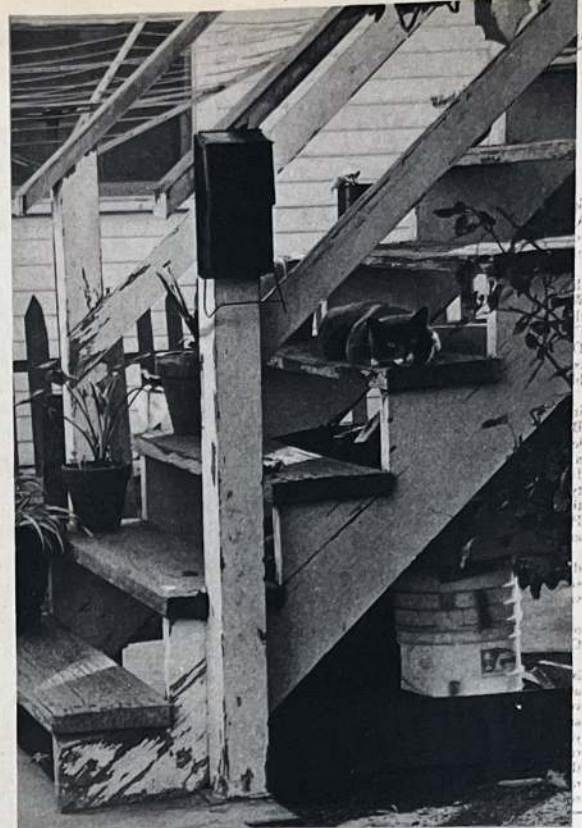


Photo by Art Dillon

conserving, and this is a good time to do it."

"Everybody hopes we will be pulled closer together; we need that desperately," says psychiatrist Dyrud. "We are tightening our belts to become a somewhat different and better society, and that is something to look forward to."

START ALL OVER AGAIN?

"We have developed an effete generation of people who are not used to doing things for themselves... I think our whole society ought to go back a generation and start all over again," says Dr. James M. Bacos, president-elect of the Washington Heart Association. He fears that a lot of flabby Americans will do

themselves harm if they suddenly switch to bicycles after decades of automobile-induced sloth.

"There were no automobiles to speak of in England when I studied there in 1951," he recalls. "Their kids were tough as nails, and they didn't mind the cold one bit. We ought to consider what this oil civilization has done to us. Maybe it's a good thing if we have to stop and reflect on it."

But what if the Arabs relent, new fuels are found, and the autos continue to roll? What if we steal ourselves for a new life-style — and the whole thing blows over? What would be the effect on the national psyche?

"Very depressing," says Dr. Dyrud. "That would be a shame."

Good News Views

Page 14

Dec. 19, 1973-Jan. 1, 1974

EDITORIAL NOTES:

By Bill T. Bailey

We made it!

We made it! Brea finally has its own newspaper. We are very proud to be that newspaper. Volume One, Number One was a bit of a struggle as most of you know by now. We are pleased with our beginning, but certainly not overconfident.

We made mistakes. Mistakes are normal for any new publication, and become abnormal only when they are not recognized and corrected. This we are doing. We thank you the readers, and especially our advertisers, for being tolerant enough of us to understand.

We promise you that we will do our utmost to provide you, the people of Brea, a newspaper you can be as proud of as the people who fill its pages. Your reception of our last issue was not only heartwarming, it was energizing. Your continuing support is needed and welcomed. There are many coming attractions and features being planned for this newspaper.

As we enlarge our staff in the next few weeks, you will see more news coverage of your activities, and the addition of such necessary sections as sports, a complete sports section devoted to Brea. Everything from city parks and recreation, little league, and Pop Warner to full coverage of high school sports. A Women's Page of

activities, menus, brides, articles and news. Special feature sections such as: "The Good Life," a weekly review of things to do, places to go and things to see. Book reviews, and contributing articles by such famous authors as Irving Wallace.

Organization news: a weekly round-up of activities and accomplishments of our Rotarians, Lions, Women's Clubs et al.

Beginning with our January 23rd issue we will inaugurate an exciting new classified section: The Nickel Classified. You will be able to write your own ad for services, things to sell, etc., drop it off at our newspaper office or any one of dozens of local merchants for the 1910 price of just 5 cents per word.

Editors Hot-Line: a direct line to the Editor where you can express an opinion, dictate a letter, or just let us in on some news.

These are but a few of the many things planned to make Brea's Good News Paper as outstanding as the community it serves.

We invite and welcome your suggestions as to what you want in this, your newspaper. A newspaper, after all, is a mirror of the people it reports to. We are proud to be reflecting the City of Brea.

The following article is reprinted from the March 25, 1972 issue of *The Good News*, the predecessor of its transplanted namesake in Brea, Roger Sharp, then producer and broadcaster for American Information Radio's "Good News" program, here articulates a delineation of that journalistic black sheep — the positive view.

What is Good News? It very often amounts to which side you're on or what side you take in a given controversy. For most people, though, it's fairly personal things like the birth of a new baby in the family, the surprise raise at the office, or the sudden inheritance. There is not a fairy tale that doesn't touch on the pauper who becomes a prince or the prince who elects to be poor in order to help others. In war, diplomacy, politics or present-day protest, the victory is "good news" for one faction or the other.

Traditional journalism has long been aware that very basic items capture peoples' attention. Mix the tragedy, the "hard" news with the "human interest" feature. The editorial creed of pictures that feature "kids, pretty girls and dogs."

The recent attacks on the news media voiced by Vice President Spiro Agnew are actually nothing new. The chronic failure of newspapers, news magazines and changes in America both good and bad has produced constant criticism from virtually everyone who has "made news" in recent years. Ask any reporter if he doesn't



ROGER SHARP

get it from "both sides" when covering a given story.

In an extremely well-done article for *Fortune Magazine* (October, 1969), Max Ways says "again and again the twentieth century has been ambushed by truth... news today can concentrate with tremendous impact on a few great stories; a moon landing; a war; a series of civil disorders." Ways argues that journalism has simply not kept pace with advancing times and is too tied to "the story" and all the bang bang that went with it "to sell papers."

This obsession with broadcasting (both radio and TV) to capture the developing trends and "today's events" makes journalists miss the change that is really taking place. Ways says "journalism may lose the thread because the change has become complex in a way that goes beyond any

academic discipline." But he rightfully asks — "Why does so much of journalism remain trapped... why doesn't it try harder to expand its definition of news? Why is journalism still so wrapped up in the deadline, the scoop, the gee whizz?"

There is a real need to put everyday events into proper perspective. If the positive steps being taken in America (the changes for the good) aren't reported along with the shocking or dramatic, something very important is being overlooked. Long before Agnew, I often tried to sell a given story to an editor or producer but failed because it lacked a "hard news" peg.

Although I strongly disagree with Agnew's interpretation of "good news" which is, in a sense, to make the Nixon Administration look good, I think the atmosphere is better because of the Vice President's statements.

A column essay on the advances in medicine, the cities that didn't experience riot or the campuses that didn't endure protest need to be related along with the traditional "kicker" or "human interest" stories. I think this mixture is important in gaining regular reader attention.

Audience response to my daily broadcast version of "Good News" is stronger than anything I've done on either network radio or television over the last ten years. I strongly believe there is a ready market for a print report featuring "Good News."



Brea's Good News Paper

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we believe in the cosmic giggle, too

Nike Base a Recreational Facility

By DAN BISHOP

Good News Reporter

Because of a Brea Girl Scout's suggestion a former U.S. Army Nike missile base will become a spectacular park and recreation area.

The project began nearly three years ago when Daphne Wolfert presented her idea to the Brea City Council. The Council thought enough of Daphne's idea to appoint a committee to study the possibilities.

The 32 acre missile base is located north of downtown Brea 1,400 feet above the valley in the Puente Hills. It offers a panoramic view of most of Los Angeles and Orange County. On a clear day one can see the Pacific Ocean and east to Phomona; north to Hollywood and south to Irvine.

According to Ron Molendyk, City of Brea community services director, the scenic value is unmatched.

"For scenic value there is no other site like this in Orange County," said Molendyk.

Molendyk added, "The view is fantastic but what is unique about the site is one minute you're surrounded by the city and people and the next minute you're away from it all." Brea residents will be able to enjoy the view and begin using the new park once the site is opened to the public.

City Manager Wayne Weidin has stated, "We'd like to open it up as quickly as we possibly can."

There has been some discussion by the City Council to partially open the area for camping. However, no definite decisions have been made to date.

Molendyk is presently working on a master plan to develop areas within the site. He said it would take about ten months to fully develop the plan.

The new park was made official when the City Council formally accepted the deed from the Army Corps of Engineers last summer. Acceptance of the deed came after the federal government declared the base surplus land and the city took possession.

Existing buildings on the base are in remarkably good shape even though vandals ransacked the area. Most of the structures are of concrete block construction.

Funds for developing the new park have come from varying sources including county revenue sharing fund, city funds and organizational contributions.

Reported development cost have been quite minimal considering the bargain the city received when it accepted the site. The original property cost \$2.6 million to acquire minus

buildings and utilities and the city received it for nothing... to use for public benefit as a recreation area. The present budget for the site is approximately \$250,000.

Several ideas have been expressed as to how the buildings on the site might be utilized. Included were arts and crafts rooms, meeting rooms for Boy and Girl Scouts, skating rinks, archery and pistol ranges and a theatre.

There are still several "bugs" to be worked out including an agreement with the Shell Oil Company who owns much of the land surrounding the site. But city officials appear optimistic that in the near future, Brea will have a park and recreation area extraordinary.

When the park is finished and open to the public, somebody ought to make sure Daphne Wolfert is on hand. All of her work in obtaining signatures for a petition; letters to newspaper editors, President Nixon, Governor Reagan, congressmen, senators, city officials; and speeches to the city council should be recognized.

We can be glad that Daphne's parents, Mr. and Mrs. Raymond Wolfert, never followed that silly old rule that children should be seen and not heard!



NIKE MISSILE SITE — Located on 32 acres north of downtown Brea, the Nike Missile Base may soon become a spectacular park and recreation area. Plans for the site include arts and crafts rooms, skating rinks, archery and pistol ranges and a theatre.

ACT and Brea Welfare combine to help needy

By ELLIOTT ALMOND

Good News Reporter

BREA — It is the Christmas season the spirit of caring, giving and loving are prevalent. However, some Brea residents promote this theme year-round.

Active Christians Today (ACT) and the Brea Welfare have combined to make the holidays a little nicer for everyone. While the two groups are separate entities, they do work for one goal — helping the needy.

Mrs. Dorothy White, vice president of the Brea Welfare group stated, "They (ACT) have the manpower and we have the money power." And for that reason, the two groups have combined efforts on certain projects.

All charity organizations belong to the Brea Welfare, according to Mrs. White. "We act as a clearing house so there is no duplication." The welfare group has three to four members that help channel funds of other charity organizations in Brea as ACT. The group is headed by the United Methodist Church, but anyone needing

raises money for groups like the Boy Scouts.

The Christian group originated a year ago when Los Angeles' Bishop Johnson was trying to spread an idea of giving to all. The word caught on at the St. Angela Merici Catholic Church in Brea.

According to Mrs. Greg Hadley of Fullerton, the group started several projects to help the Brea community.

The ACT's work with Brea Welfare is the distribution of food to needy families. The welfare group bought the food while ACT had the time and manpower to distribute it — a coalition that worked well.

Another function of the ACT is to transport elderly and sick people. "We have approximately 25 drivers," said Mrs. Hadley. "The project has been a real service." Most of the volunteers have been from St. Angela Merici Catholic Church, but anyone needing

the service is welcome to call, according to Mrs. Hadley. One problem that Mrs. Hadley sees is the energy crisis. She said that gas rationing would definitely hurt the program because all drivers are volunteer.

The proposed plan is a hot meal at noon and cold meal to take home for the night five days a week for \$2 a day. The meals would be cooked at the Community Hospital. "At least we would know they are getting a balanced meal five times a week," said Mrs. Hadley. "Many live on tea and toast right now."

Because it is Christmas, ACT is sponsoring a special holiday project. Many members are adopting needy families for the season. The ACT is buying trees and presents to insure that all can enjoy the holiday spirit. Again, ACT is working in conjunction with the Brea Welfare. Brea High

School sponsored a can food drive under the guidance of the welfare group.

ACT has done a lot in their one year of existence. One of their more exciting experiences was holding a summer day camp for students from East Los Angeles. The day camp lasted two weeks and the children were given the opportunity to swim, and create in an arts and crafts class. About 65 children ranging from 8-12 years old participated. However, equally important, according to Mrs. Hadley, was the large involvement of over 100 community members. "It's really helped to bring the community together," she said. The ACT organizer, however, would like to invite needy children from the Brea area to participate next summer.

A lot of good can come from so few if people care. ACT and the Brea Welfare are a part of those few who make a better place to live.



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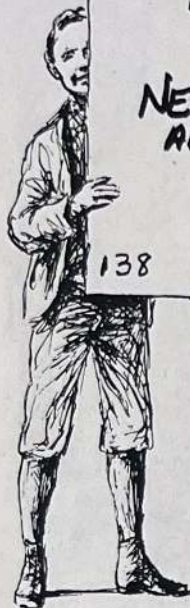
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Brea's Good News Paper

Vol. 1, No. 1

December 12-18, 1973



Today: Downtown Brea . . . the Way It Is.

The stuff from which dreams are made Johnson House initiates project

The city of Brea was inconspicuously incorporated in 1917 as the eighth city in Orange County. It may now well be on the way to setting an example for cities all over the nation who are seeking ways to rejuvenate their downtown areas. What many will be watching is the ambitious downtown restoration plan known as the "Good Old Brea Project."

Began over 4 and a half years ago, the plan was designed as a joint project between the city and downtown merchants to rejuvenate the old buildings, stimulate downtown shopping, and create a period look. The plan was started by a massive city improvement program of off street parking, installation of "gas-light" type street lighting, and a self-improvement campaign on the part of merchants. Although the street and lighting improvements were completed, and many of the merchants worked hard to bring the project to reality, some going so far as extensive remodeling, the project appeared to be at least temporarily stalled.

... three months ago,
strange things
began to happen.

But a little over 3 months ago, strange things began to happen. Downtown properties that had been boarded up for sale less than a year ago, began to receive offers to purchase. Almost overnight, the word spread throughout the city that someone was buying up "Good Old Brea." Rumors were rampant. Some merchants said they had heard that Japanese money was behind a blitz to buy the city of Brea; others feared wealthy developers were buying the downtown area to be levelled for massive redevelopment plans that were being carried out in secret. Still others went so far as to talk of underworld money. All that was known for sure was that much of the downtown properties were being acquired by a single source. Prices of the buildings rose, but the sales continued. Finally, the mystery was solved.

None of the above turned out to be true. Downtown Brea had indeed been the target of an acquisition "blitz." But for none of the above reasons. Instead of some special interest group, the buyers turned out to be a general partnership, called Johnson House. Johnson House is a 4 month old partnership comprised of just two men, Norman Kort, a CPA, and Robert Cory, owner of an interior design firm. Both of their businesses were in Los Angeles. They are both now firmly involved in the City of Brea.

In just over 95 days, Johnson House has purchased, or has in escrow, 33 properties in the downtown area; over 70 percent of "Good Old Brea."

What began as idle curiosity, has evolved into plans that Cory and Kort feel will transform downtown Brea from obscurity to national attention, and give the people of Brea a downtown shopping area that exudes warmth, originality and pride. "Our intent is to bolster the quality of the downtown area which we understand is the goal of the city's Good Old Brea Project," said Cory. "We're currently completing the entire design concept. The design concept envisioned by Cory is very much like the original plans formulated between the city and merchants. It follows the "Turn of the Century" theme, and instead of tearing down and rebuilding, requires only restoration to original beauty and function.

The only difference in the two plans is described by Cory as "Total Concept." Instead of a "mish-mosh" of one restored building here, another there, some partly restored, some fully restored, Johnson House plans a restoration so complete, that the closest thing in comparison would be "Main St. U.S.A.," of Disneyland fame. It was in order to be able to achieve this total concept that control of the downtown area was necessary. And thus the acquisition of so many properties. "The reason we bought so many buildings," said Cory, "was that from the beginning, Norman and I sat down and agreed that unless there was control of this thing, as far as the design, the project just wouldn't be successful. There would be no way to get 60 businessmen or building owners, (some of them absentee landlords), to agree on a mutual design concept. It would be endless."

"I'm no longer in the
incoming business,
everything is outgoing."

Although the design phase is not yet 100 percent complete, Johnson House has already started work on one of its buildings, the old Haddads Mens Wear, which is also their temporary headquarters. No specific date for completion of the entire project has yet been set, but "We want to work with all of the local businessmen toward improving trade in the area immediately. In fact we're already looking for tenants for buildings that are currently vacant," said Kort.

When asked how Johnson House got involved in such an ambitious project, Robert Cory responded with enthusiasm. "About 95 days ago, I heard about a place named Brea, and came down here with a friend of mine, (Norman Kort) to investigate. Numerous buildings were up for sale. We came back a week later, and all the properties were bought up. Except one, Haddads Mens Wear, which we bought." Meantime, they made contact

with the City Manager, Wayne Wedin, of whom Cory says "Wayne Wedin was the one who really inspired us, this man was hired to come in and do some good things for the city, and he has done far more than that, I think he's done great things so far." After meeting with Wedin, and finding out more about the "Good Old Brea Project," Cory started having personal feelings about getting involved in the design end. One week later Johnson House was formed. There were three partners originally, but after their first meeting in city hall, the third partner spent all his time trying to think of a name for their company. On the way back to Los Angeles that night, Cory and Kort decided to drop the third partner. Later that same night, they were sitting in Cory's design studio, and the two of them decided on the name

"This project has
gotten to be
my life!"

Johnson House, after an old lighted sign Cory had picked up at an auction. The name stuck.

"My feelings on this project, and Brea, have gone far beyond doing a unique Disneyland like concept. I have found the means of really expressing myself, and what I want to do, and what I've been wanting to do for a long time. That's to make a lot of money, and make a lot of people happy at the same time. I've given up my business. I've closed up my studio, I've given my clients to another designer. I'm no longer in the incoming business, everything is outgoing. I've put myself and my family, my homes, my car, everything in hook to keep this thing going, because I really believe in it. And the beautiful part is that there are really a lot of people who believe in the same thing."

Robert Cory is 36 years old. He is typically proud of his wife Judy and 10 month old daughter, Jennifer. He is a successful businessman, with all the trappings of that success. Two beautiful homes, one in Los Angeles, the other in Mill Valley, expensive antique cars, which include a Rolls Royce Estate Wagon, Circa 1936 which he takes great pride in driving about town on occasion. Robert Cory is also a very unique individual. He really cares about people. He, like his

Continued on Page 3

... others talked
of underworld
money.

EDITORIAL NOTES:

By Bill T. Bailey

Thank you

This editorial was originally intended to spell out this paper's editorial policy. It is being written in the wee hours of the morning, and we are fast approaching the deadline for the debut of Brea's Good News Paper.

As I write this, I realize the need to write something more important than a long dissertation on editorial policy. That is, the people who made this newspaper a reality. So let me simply say, regarding editorial thrust, that Brea's Good News Paper will endeavor to be just what the name implies: a Good Newspaper.

True, we will be emphasizing the positive, that is our uniqueness, our objective. But we will not neglect or fail to inform our readers of the important issues that affect our daily lives. More will be said of editorial objectives in later issues.

The important thing that needs to be said here is simply Thank You. Thank you to so many people who have made the comeback of Good News an overwhelming success.

Thank You, Bob Cory & Norm Kort for having faith enough in me and Brea's Good News Paper to back me financially and philosophically through the many delays, uncertainties, and budget run-overs.

Thank you, Brea merchants, for putting your money where your heart was, despite our not even being able to show you a rough dummy of what this paper would look like. Thank you City Hall, for helping an unfamiliar editor become familiar. Thank you, citizens of Brea, for your enthusiasm and expectation of your very own newspaper that helped us get to know you and report your stories. Thank you, Chamber of Commerce, for all of your generous advice and information.

Thank you, Susan Gaede, who left the Daily Star Progress, to become the very first gossip columnist for Brea's Good News Paper, and who was a veritable "whirling dervish" in letting the whole town know of our arrival. Thank you to the 168 people who wished us good luck and paid a dollar for the privilege. Thank you Dan Bisher for your jokes and photo layout.

Thank you, Marilyn Starbuck, and all the rest of the beautiful people at Rex Publishing who put up with us these past 8 days of chaos and disorder. Thank you Lane Evans for the eleventh hour respite of our tired staff. Thank you wives, husbands, sweethearts, mothers, fathers and professors for tolerating my theft of your students and loved ones' time away from you.

Thank you Al Ralston, and Cal State University Fullerton, for a great bunch of interns and non-interns who were my reporters, layout people, photographers, artists and all around assistants. Thank you, Roseann Williams for your freelance typing services that saved the day on more than one occasion.

Thank you Terry Dennis, my former editor, who flew down from Sacramento to inspire and direct our efforts, as only a fellow who put out a paper for 17 months without pay, living in the back of the office, could do.

Thank you to my 12 year old son Gary, for being our "Good News Gopher," and for doing so many other things, including sticking with his dad that one long night. Thank you to my wife Kathy for her unwavering support and love throughout the long and difficult weeks of living 400 miles apart. Thank you, Corrina, Colleen, Billy & Nicky for being such great kids while your daddy was away. Thank you to my mom, who two years ago loaned me the money to print a long overdue edition.

The final thank you goes to a special group of men. They are not large in number, but they are gigantic in their talent, their dedication, their loyalty and their stamina. The publishing of a newspaper requires the cooperation and efforts of a lot of people, but there are always a special few who give their all, who deserve recognition and who deserve more than I the credit for this newspaper.

In alphabetical order they are: Tom Feiereisen, my Advertising Manager, whose 18-hour days, answered prayers and dedicated efforts, sold out our first edition and put us in the rare position of having to turn away advertisers for this issue. He did this despite the fact he had never sold advertising space in his life. He is, however, a "bang-up" salesman, as our advertisers will attest to.

His solitary effort has probably made me the first newspaper publisher in history to have failed for lack of advertising less than two years ago, and then to have had a sell-out in the first edition of his comeback.

Then there is Joel Geldin. His official function is circulation manager. That's like calling an Orchestra Conductor a member of the audience. Joel is 22 years old, and has talents too numerous and vast to itemize. He has participated and been a vital force in almost every facet of this newspaper. Page design, graphics, editorial decisions, administration and "confidant extraordinaire" to the editor.

Through marathons of sleepless nights, and impossible situations, Joel got the job done, and then somehow came back and did some more. He has never worked on a newspaper before, but you'd never prove it by the work he's done.

Greg Johnson, a quiet, unassuming young man, who tomorrow receives his BA degree in Journalism from Cal State, Fullerton, and starts his first job. I'm proud to say with Brea's Good News Paper as our assignment editor. He should be somewhat familiar with the position since he's been filling it the past month even while completing his studies.

It was Greg who recruited our student writers and assigned and gathered the stories you will read in today's paper. Like all of us, he wore many hats: ad layout man, writer, runner and recruiter of help.

Last, but by no means least, is a young man whose ideals, calmness under pressure and unwavering dedication and performance have been an inspiration to us all. He is Neil Wesner, whose story on The Good News Paper's history in this edition began his involvement on this staff. It is Neil's creative imagination and design talent more than anyone else's that you see on these pages. And he did this in just over one week's time. He too, has been placed on our staff. He will be in charge of design, and from this hurried beginning, you can expect beautiful things in your newspaper.

Last week, when I and these four stalwart people were gathered in my apartment days and nights on end, it was Neil who continually outlasted us all. But last Wednesday morning, after working 45 out of 48 hours, he collapsed from sheer exhaustion. I found him on my living room floor, among his papers. An ambulance took him to the hospital for an examination. The doctor sent him home with the advice to sleep and rest for the next few days. Neil slept for one full day. Then he was back among us, designing, writing headlines, laying out pages and pasting up.

To the last night before printing, these young men have achieved the impossible. We have a newspaper. Thank you gentlemen. Thank you God.

It's Written in the Stars

A Good News Paper exclusive. An exciting new astrology-advice column, topical and controversial by Dorothy O'Malia, Page 4.

Newsy Suzie

What Brea merchant is planning to run for City Council? Is it true La Vida Daetweiler is the fourth female running for a Council Seat? These questions and other spicy tidbits are contained in a gossip column to end all gossip columns by Brea's sharpest nose for news, Susan Gaede, Center Spread.

Good News Odyssey

The story of the publisher of Brea's Good News Paper, Bill Bailey, and his original concept of a good news newspaper started three years ago in Sacramento. Must be read to be believed by Neil Wesner, Page 14.

Positive Politician

Yes, there are some around. A column devoted to the most maligned, misunderstood and mistreated species — the politician. Congressman Clarence E. Miller is featured this week, Page 5.

Weekly Telegraph

Reports from around the world

By GREG JOHNSON
Good News Staff Writer

The Port of Portland in Oregon started an incentive program Dec. 1 for its 500 employees to use buses and car pools to cut down on gasoline usage.

Employees who use tri-met buses will be reimbursed the 70 cents a day it costs them to ride each way.

Operators of car pool vehicles who carry three or four persons will get free parking, and those with five or six persons will not only get free parking but 11 cents per mile for travel.

"They're just yearning to hear some success stories coming out of government. The message is a lot more important than the messenger," said Oregon Governor Tom McCall, who recently announced he was seriously considering a third party presidential bid.

McCall gained nationwide attention recently because of Oregon's advances in the field of environmental protection and because of his efforts to deal with the energy crisis. He attributed his mention as a possible presidential contender to the people's desire for a success story in government.

utions per minute since it was assembled five months ago.

It has an output of about .23 watts and a thermal efficiency of 3.4 percent, which laboratory officials say "isn't had compared with existing heat engines."

Laboratory scientists said the engine "could make practical the recovery of virtually unlimited energy from waste heat, ordinarily an environmental containment, and from other natural sources that previously we have been unable to tap."

"Don't eat the Christmas tree," the TransAmerica Corporation in San Francisco warned last week after setting up a 12-foot "tree" made of 1,000 loaves of sourdough French bread.

The decorative display in the company's new skyscraper — which is shaped like a Christmas tree itself — was "a fun way" to celebrate the holidays, a spokesman said.

The loaves, in various shapes, have been shellacked, the spokesman noted, both to preserve them and to discourage any nibblers.



"SMACK" — Three-year-old Marc Engle, son of Brea Olinda High School coach Dennis Engle says, "I think kissing is better than playing football." Amber Hope Carreon, niece of Coach Rudy Estrada, made the decision on the play.



Utah Gov. Calvin Rampton pulled up his pant leg and revealed his own personal answer to the energy crisis.

The governor's order that thermostats in the state capitol be turned down to 68 degrees has left many state employees shivering and cursing the chief executive. Some even brought portable heaters.

But Rampton, undaunted by it all, told a new conference, "I'll show you how you can adapt to lower temperatures."

With that, he hiked his cull to reveal brand new long underwear.

A big diesel truck roared down the freeway, thick smoke erupting from its vertical exhaust like a mini-volcano.

An orange and white car traveled in the opposite lanes. The driver muttered with a note of frustration at the passing truck. "Damn, I wish I were over there so I could tag him."

Behind the wheel of the car was Christine Bell, a new breed of "cop" in the San Francisco Bay area.

She is one of 14 persons patrolling the region on the lookout for smog-belching vehicles.

The Bay Area air pollution control district launched the vehicle patrol in early November, following the lead of Los Angeles, which has had such a unit since 1948.

Los Angeles, however, has an all-male patrol, making Mrs. Bell and female co-worker Lynn Williams unique in California.

A musician working at the University of California has come up with a clever new engine that uses changing temperature as its energy source.

Scientists at the Lawrence Berkeley Laboratory of the Atomic Energy Commission are so impressed by the device that they plan to design and test a larger model of the engine.

Ridgway Banks, a musician who earns his living as a technician at the AEC Laboratory, created the "Banks Engine."

Its secret is the metal nitinol, an alloy of nickel and titanium, which becomes limp when it is cooled and springs back to its original shape when heated.

Banks built a wheel and hung 20 straight strips of nitinol wire on it. When dipped from cool water into hot water the nitinol wires spring out, seeking their original shape. This moves the wheel. Another cool water bath makes the wires limp again.

The working model, which is described as "primitive," has been running at about 70 revol-

A California State University of Fullerton student has suggested shutting off all clocks in America to conserve energy during the energy crisis.

Jim McFarland published the idea in an editorial appearing in the college's newspaper, The Daily Titan.

"Imagine all the energy that is being used to keep those little tyrants ticking," he said.

"Each house has an average of ten clocks. If all these clocks use just one kilowatt per day then with over five million houses in America today we are spending at least 50,000,000 kilowatts per day just to keep track of what time it is," he said.

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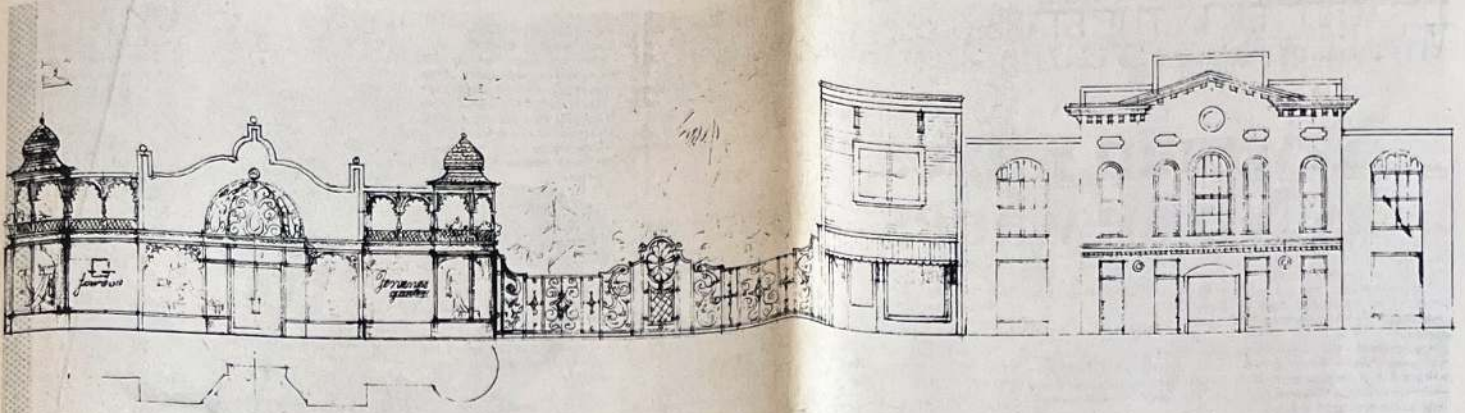
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Tomorrow: "Good Old Brea" ... things to Come?

Johnson House plans renovation of Brea

Continued from Page 1

partner Norm Kort, considers himself an idealist. He believes there is a basic goodness in everybody. He has a dream, and Brea is the culmination of that dream. As Cory talks, his enthusiasm is contagious. "This project has gotten to be my life. From the beginning of time, it's taken positive thoughts. Nothing was ever accomplished with negative thoughts. And I'm not saying that people should give up what they believe in, and follow me, but what I am saying, is give me a chance to express myself, to do these things, because I feel that there's a purpose for me here on earth. True, I like to make a lot of money, and from all of this I'll make a lot of money, but I'll also make a lot of people happy. There are some people who object to our owning all these properties because we stand to make a lot of money when "Good Old Brea" is complete; but no one ever objected to Sears coming in and making a lot of money, because it was a necessity, a real need. No one ever put down General Motors for making billions of dollars selling autos. Because it was a necessity, a real need. It's the same for Robert Cory, for Johnson House, I think a beautiful city is a necessity, a real need.



NORMAN KORT



ROBERT CORY

is what I want to do. I've given up a lot, I've struggled for 13 years. I came out with no education, I never went to school for design, or architecture, or anything else, I just had a dream. I had a belief, I knew I could do it. I had the desire, and that's what it really takes. Now, 13 years later, I am a successful businessman. I've got some nice habits, hobbies, antique car collection, but I'm willing to give it all up for this dream; I really believe in this thing, and I believe if you want to do something, you have to put all your energies you have to channel them into one direction. This is what I want to do, this is the start of something. I'm not a politician, and I've never got involved in politics, I don't know whether one guy is better than the other or anything like that. I want to contribute to this country. I want to do something. I think that's what it takes... one person. I love this city. I think this city and its people can set an example. That's my dream."

Robert Cory and Norman Kort can best be described as "Idealistic Capitalists." They expect to be watched and welcome it. If their accomplishments of the past 90 days are any indication, Good Old Brea is finally on the way.

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- What kind of food do you like?
- What are your sightseeing tastes?
- What about local transportation?
- Will you need guides?
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make it successful or disappointing.

"ARRANGEMENTS" — THAT'S A BIG WORD

The main job of the travel agent, of course, is to handle travel arrangements for you —



be happening when you're there?

- What about weather, which is all-important?
- And your budget — how do you stretch it?

These are only a few of the considerations that come up when a family, an individual or a group goes on a trip. There are many other things that can

and they can be confusing for an amateur, especially if a detailed itinerary is involved. By arrangements, we mean arrangements — everything from your transportation to the babysitters you need in Roskilde, Denmark.

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generally are paid for out of commissions received from airlines, hotels, etc. If the agent sets up a complicated trip for you, then he may charge a modest fee in addition to the usual out-of-pocket expenses. Ask him about it.

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If you're traveling, just remember the services of an ASTA agent will add a great deal to your enjoyment, to your comfort, to getting your money's worth, to eliminating the headaches.

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IMITATORS — "Hey, what's she got that we don't?" On the left is pretty Brea resident Phyllis Cormay. She will be featured in the January issue of PLAYBOY magazine. Phyllis has already appeared in the August issue as the "Playmate of the Month." On the right is, from left to right, Mark Pedleton, James Newhouse and Dennis Moss "hamming it up" for the Brea Good News photographer.

Development commission stops problems before they start

In the midst of police, fire department and related city-employee strikes taking place in many U.S. cities, Brea has kept ahead by channeling employee frustrations through the human development commission.

The main purpose of the committee is to maximize every city employee's potential, from the janitor to the policeman, in terms of his ability to contribute to the city and his own fulfillment, according to George Stark, a member of the commission.

"We are trying to develop methods to motivate employees to perform at their best possible level," said Stark.

These methods revolve around two central goals set by the committee — better communication between employees and their supervisors on their job duties and standards; and identifying areas in which employees, management and individual citizens can help develop

the human resources of Brea.

Stark, a geologist with the Chevron oil field research company in La Habra, reasons that since 70% of the city's budget is spent on personnel — in the form of payroll, sick pay, vacation pay and health care — Brea should be looking at ways to optimize those dollars that are spent on employees. And this is where the commission's job begins.

Since the commission changed a year ago from a personnel commission to a human development commission, the board has tackled several employee communication problems.

Through meetings with the City Council and city employees, the commission has made suggestions to "better utilize our city's human resources," Stark said.

One of these suggestions has taken the form of several employee surveys. The surveys

have shown that many of the employees do not understand the policies and practices of Brea. The result was a handbook, compiled by the commission, which explains these pertinent facts. The need for an employee newspaper, The Brea, also came out of the surveys.

Dr. Mel Lebaron, chairman of the commission is presently helping Brea and other cities to maximize their employee effectiveness. Lebaron, a professor at the University of Southern California, believes that city personnel should act as a team. The morale and respect for other members of a football team, for example, adds up to a win — a win for effectiveness.

Brea, unlike other cities, may never suffer an employee strike. A winning team like the human development commission will hopefully always insure a touchdown.

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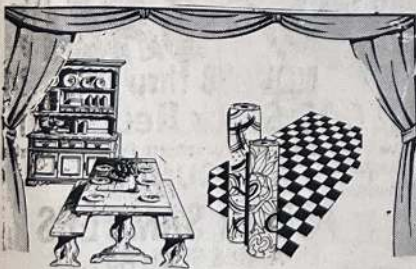
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Grasshoppers invade Brea

By LIZ MADRID
Good News Staff Writer

When a rusty old oil tank became the Great Pumpkin in 1952 Union Oil Company thought it was just a clever slip of a paint brush.

A few creative company painters had painted the tank orange and decided to go all the way and make it look like a pumpkin. No one complained and tired freeway motorists enjoyed the unusual sight, so the idea stuck.

Now giant grasshoppers are taking over oil fields all over the southland, Brea and La Habra in particular, not as a clever trick but as a step toward solving the sight pollution problem.

The great green monsters, that people slam on their brakes to get a good look at, are really dirty pumping units that have been revamped as part of Union Oil's aesthetic plan to beautify oil pumping.

For years pumps such as the ones on Alta Vista and Linda Vista Streets, have bobbed up and down with not much to offer the public, just a lot of oil and grit.

According to Peter Craigmoe, manager of editorial services for Union Oil, the idea to dress up the pumps stemmed from a little

girl in Santa Paula.

The child wrote a school report saying that the pumping units were really prehistoric grasshoppers that had suddenly come alive.

When asked whether or not the grasshoppers were an advertising gimmick, Craigmoe said "I don't think it's as much advertising as it is aesthetic."

Putting a grasshopper together is at present an expensive process.

Each pump is steamed cleaned and painted green costing about \$1,000 per pump.

With the support of two short pieces of pipe welded on the sides of the "head," two strips of fishing pole are inserted and used as antenna.

Attached to these are either volley balls, tennis balls or some sort of floats depending on the size of the grasshopper to simulate the round tip of the antenna.

And for a final touch, a pair of black hard hats are attached as eyes.

Craigmoe said that although the cleaning process is costly, hopefully all new pumps will be produced already green. Thus the only expense for the grasshoppers would be the cost of

hard hats and fishing poles. "In city areas where the oil is, the pumps should be disguised," Craigmoe said.

For this reason, of the three to four pumps in the Brea area, those that are not obvious to public viewing will not be converted.

The sole purpose of the grasshopper, Craigmoe said is to eliminate the ugly, drab appearance of the pumps when the public must see them everyday.

So, the grasshoppers seem to have cropped up along highways and waterways more than in obscure fields.

The city of Brea will probably see much more of the grasshopper invasion Craigmoe said, because of the large amount of pumps in the area. Literally translated "Brea" means tar.

However, even though grasshoppers are numerous, Union Oil will not be able to accomplish all of its aesthetic plans or even continue some of their traditional ones.

Because of the energy crisis, the bright, colorful Christmas tree dereks that are seen every year will be no more . . . at least for a little while.

Cookbooks sold for POW, MIA fund

Orange County Continental Airlines Pilots Wives put out a cookbook which is dedicated to our adopted POW-MIA, Major Stephen Hanson. The proceeds are for a scholarship fund for Todd Hanson, Major Hanson's son. This is the second project Orange County Continental Airlines Pilots Wives and Brea have taken on together. We pooled our money and sponsored a billboard for all POW-MIA's several years ago.

I have placed the cookbooks which are reasonably priced at the Chamber, City Hall receptionist desk, and high school office. I would also like to add that the Orange County Continental Airlines Pilots Wives contributed \$250 to our scholarship fund for Todd through the sale of these cookbooks.

There are recipes from foreign countries since many of the gals have lived abroad. There is a recipe for Steve's oatmeal cookies with a note from Carole Hanson stating "Steve Hanson made these cookies as Christmas gifts." The recipe book includes

a section for "men only" with recipes for shrimp in beer, stay in bed stew, grasshopper pie, Hors d'oeuvres, soups, salads, vegetables, candies, cookies, holiday dishes, and even a frozen food section may also be found in the book priced at only \$2.00. The recipe for Becky's Boos Cake is worth more than that.

Carole Hanson is presently in the East visiting Todd's grandmother over Thanksgiving and looking into job possibilities in Washington. She still lives in Tustin.

Background: Carole Lynn Hanson, wife of Major Stephen Hanson, United States Marine Corps, missing in action in Laos since June 3, 1967. Carole was President of the National League of Families of American Prisoners in Southeast Asia, and she traveled around the world working on the prisoner issue.

Major Hanson was flying a medical evacuation mission when his H-46 was shot down. Carole was told of Major Han-

son's death in June by a released POW.

Brea's concern for Major Hanson was shown when he was officially adopted by the city of Brea, the Brea Chamber of Commerce, and the students of Brea Olinda High School (the first and only high school in the United States to adopt a POW-MIA). Brea Olinda High School students organized a walkathon and earned nearly \$2,000. Part of the money has been placed in the Todd Hanson scholarship fund. The Brea Thunderbirds organized a swimathon and most of the organizations in town participated, and \$1,000 was added to the scholarship fund for young Todd.

All proceeds for the cookbook will go for Todd's education. He is six years old now.

If you have any questions or would like to feature some of the unique recipes, please call me. Perhaps we could schedule a picture. Call Susan Goede, POW-MIA Coordinator, 524-8561.

Rec reg roster

Brea registration for Winter Recreation Programs offered by Brea's Department of Community Services may be done at the Department of Community Services at Brea City Hall.

Registration for all programs is on a first come, first served basis.

The winter activities include Cake Decorating Class, Pee Wee Basketball, Men's Basketball, Adult Tennis (March session only), Dancing, Ballet and

Tap, and the Santa's Village Excursion which is scheduled for December 15.

Registration fees are payable at the time of registration and are not refundable after the first meeting.

Those unable to sign up during the week of mass registration, may do so later at the Department of Community Services at Brea City Hall. For additional information, contact Mike Gibb, (714) 529-4951.

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Fashion fantasmagoria

How to fight those threadbare blues

By Jim Dunley

It is a prevailing mode or style, as in clothes. Conventional customs. Fashion is to make, to shape or form. This all may sound very complicated so I would rather have it in simple form. Clothes help to make the man or woman. It is an expression of personality. Styles and fads change with the mode of the time. Fashion Plate is a person dressed in the height of modest elegance. The changing of styles is primarily a continuous cycle. You need only to think back or even look in the old trunk in the attic and to your surprise you may find tomorrow's styles. Currently fashion for men is dominated by plaids and bold prints both in slacks and shirts. Putting the two together is considered "appropo" but I might add this should be done with expertise so as not to

look harsh or garish. For example, a pattern tie may be worn with a print or pattern shirt or trouser if one color, and geometric pattern are predominant. All fashion and styles begin extreme, and then are toned to meet with the approval of Mr. Average Man. For example, the Bell Bottom became the Flare; the flare was then, and is now, slight. The dress shirt considered solid a few years back is now a print, pattern, or check stripe. Today there is very little difference between a sport shirt and dress shirt. Both are banded collars making for more versatility in the wardrobe. Trends to watch... return of wool in suiting. White on white in dress shirts, button collars. More on fashion in next week's column.

Mike Davis new city facilitator

Helping the City Manager Wayne Wedin and department heads to implement the policy directives of Brea's City Council will be the main function of Mike Davis as the new assistant city manager. The 28-year-old Placentia resident will also zero in on special project areas, particularly in the development of Brea, and oversee personnel and labor relations. Davis is currently completing his Master's degree in public administration. His other qualifications include serving as assistant city administrator of Inglewood since April, 1969, and interning in the city of Santa Fe

Springs in 1967-68. He also interned in the County Supervisors Association in Sacramento. A former resident of Tennessee, Davis came to California in 1962. He plans to move to a condominium in west Brea by the end of December. "I am very happy to be here. I feel the management staff and council are an aggressive team, excited about meeting the needs of the citizen in the community," Davis said. In his leisure time, Davis plans to continue his interests in brass antiques, tennis and skiing. He is also serving his final year as a reservist in the Army's personnel department.

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Santa answers Brea letters

BREA — Brea City Hall will again serve as a sub-station for letters to Santa Claus this year. Beginning November 26, youngsters wishing to write to Santa will be able to send their letters right to City Hall. According to Ron Molendyk, Director of Community Services, "all letters received will be answered by Santa Claus." Letters should be addressed to Santa Claus, Santa's Sub-Station, Brea City Hall, 401 S. Brea Blvd., Brea, Calif. 92621. All letters should include a return address.

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Brea's Smiling Faces

NEWSY SUZIE: By Susan Gaede

City council race is on

IAN SHOTS
 1. What Brea merchant is planning to run for City Council? He's definitely a dark horse.
 2. Hal Hivens, a Five Street resident of Brea, ran for City Council the last go around, and plans to run again. What female resident plans to run who also lives on Five Street? There is still another Five Street resident that might also be in the Council race. Do you know who?
 3. Why did Bert Mochon, Rotary Club president, refuse to talk to anybody at the beginning of the month?
 4. Five years ago Phyllis Meadows of Brea ran for Homecoming Queen at Brea Olinda High School. Next month she will be in Playboy Magazine. Was she crowned Homecoming Queen in 1967? If not, who was?
 5. Three candidates for two Library Board seats appeared on the Nov. 6 ballot in the first Library Board election since 1965. In Flaccoville, Calif. the candidates in the current presidential election are the Brea Olinda Teachers Association and teachers Edith grade at Mariposa School in Brea. Who was the Brea candidate? Did he win?
 6. What man who is active in the city and his wife is active in

made official, and nominations could be made from the Brea. At this writing, the ballot appears: President) Jack Dempsey, Equipment Manager Ron P. name) Athletic Director Alan Gasteroria, Treasurer Evelyn Tave (she is president-elect of Lavo Joint Education Association). Yep is open: Publicly Dennis Brea; Secretary Barry Mitchell there he has lots of money; Finance John H. name) and Phyllis Agnes James Summers. Looks like a great race to me!

DON'S DUNE BUGGY
 Poor Don McBrink, of McBrink Realty, Brea's only dune buggy competitive race, was in a race in Leon, Nevada and was in 5th place, which was 1st considering 200 cars had entered, when his battery went flat. Later in the month he entered a 500 mile race in California and Arizona, but his motor didn't get enough all and quit. Don has already found out about the oil shortage, I guess. He had fun anyway, and that's what counts.

I see Eliza Luzzon is out riding her motorcycle again. She was hospitalized last summer due to a riding mishap.

PASSES TEST
 Suzie was happy to hear Mary Foley, well-known Brea, passed her Real Estate Broker's exam. She works at MIB Realty.

TANKA HAS INTEREST
 All Brea Elementary School had an interesting guest recently in a lion named Tanka. In Los Country Safari, along with Tanka, the kids were about sides of Africa. Joan Grandberg

CONTEST WINNER — Christine Holly won second Winchell's commended her for her outstanding place out of 52,000 entries in the Winchell Doughnut creativity and neatness of work. Christine is the coloring contest. She won a "tool-a-loop" radio, daughter of Roseanne and Don Holly



ART FESTIVAL — Carol Churn, Miss Brea, and David Barone participated in the recent Renaissance Art Fair sponsored by the Brea United Methodist Church.



BOYART HONOR FOR CLAUDE — Claude Rossell (left) was given the Paul Harris Fellow Award recently by the City of Brea. Honorary Brea Mayor, congratulates Claude for receiving one of the highest honors which can be bestowed on a youngster. Claude has been an outstanding active member of the club and has had perfect attendance for 39 years.

200'S WHO! — Lee Ann Holly, age two, was much more interested in eating her doughnut than entering her pet in the recent pet parade at City Hall.

BUSY EVENING — Judge Jack Smith helps out wife Adrien, chairman during the 1973 Christmas Premiere sponsored by the Hatters Guild of Children's Hospital of Orange County.

from Laura School asked an interesting question which had never been asked before. . . . What do pink flamingos eat. . . . very small pink slumps was the answer and that's why they are pink today in the way we see them.

ALUMS DIDN'T MAKE IT
 Suzie heard over the loud speaker at Brea Olinda High School Homecoming that the Mariposa Springs Wagoner, class of 47, was the very first Homecoming Queen and she would be at the Homecoming dance this year. Homecoming princesses Rick Russell told of Gerry Bowland, teacher at Brea Junior High, and Joyce Weaver Mansel, another princess from the class of 47, also had planned to attend the game and dance with other members of the class, but had such a great time at Vanagon. Alder Mastrejan's house in Brea they not only didn't make it to the dance, but didn't even make it to the game.

ALUMS DID MAKE IT
 Laura Lamm McCol was in charge of the 1953 Brea Olinda from Big Bear where they were smooched on their 23rd anniversary — how romantic.

Brea Senior Citizen Forever Young Club installed new officers Dec. 7. Lillian Stockler is the new president; Vesp Williams Price, 2nd Vesp Doris Herrick by the way Doris was last month's Citizen of the Month chosen by the Brea Women's Club; Secretary Evelyn Tiffner; Treasurer Margaret Williams; Long Trip Chairman Doris Herrick; One Day Trip Chairman Virginia Philippett.

The club has such fun activities. . . they even have hand and square dancing. . . what ever happened to the holly dancing?

BACK IN BREA
 We are happy to hear the Joe and Bob Lancaster, former Mariposa area residents who moved to Arizona, decided to move back to Brea. They are living in the Glenbrook Homes.

RECOVERED
 Sharon Gardner, former Women's Club president, was at the Brea Junior football game recently with a gorgeous new figure. Sharon lost the weight the hard way. She had another heart attack and was in intensive care for five days. Suzie was happy to see she's fit as a fiddle again.

VACATIONERS RETURN
 We are happy to hear our vacationers from Brea back with us. . . The Milnes (Dean and Betty) and Rhutes (Mellie and Bill) are back from Hawaii. They bumped into each other on the plane going over. Clayton and Grace Brea were also in Hawaii. . . Collins and Curt Larson are home from Hong Kong. . . Wayne and Idona Morris, the Pacific Northwest, Gwen and Ken Stages, the East, stopped to see their son stationed in Texas. Barbara and Roger Wilham, from Washington where they saw President Nixon make his first public speech since Watergate. Roger accepted a National Travel award on the Heritage House project in Fullerton. Bea Hedrick, family reunion in Michigan; Estelle and Richard Black & Helen and Bea Marmont, Anapim, Mexico attending seminars on agriculture. Jeanne and Dick Glendon home from Australia where they saw daughter Jo who is with the Campus Aflac College group at Chapman College. . . happy to hear Jo having a fantastic time. . . and Mike and Maxine Fox back home.



CHECKMATES ON CHECK — Lois Barrett laughs when Jim Maxwell shows her what is worn under the square dance class at the beginning square dance class at the Community Center. Pictured in front of the Heritage Home are Dianna Sweetser, chairman of the Heritage project and Roger Wilham.



QUEEN ESCORTED — Sharon Turner is escorted by Mike Walters to her throne where she reigned at Brea Olinda Homecoming recently.



TRAY WINNER — Betty and Dawn Marshall are caught relaxing with the group they met at Las Vegas.

A VERY WARM WELCOME TO

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Lillian & Gerry Latta
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Beth & Lyle Jones | Helen & Bert Mochon
Edith & Royal Goodall
James & Don Rogers
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Gwen & Ken Stages
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Barry & John Mitchell
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Audrey & John Lusk
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Leona & Bob Halberstam
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|--|---|--|--|--|---|---|---|

Beverly Hills of Orange County Development prospects for Brea good as gold

The city of Brea was bypassed for many years in the rapid development of Orange County. Now, it is seen as one of the best places in the county to live and work. Land development is booming.

In the past ten years the population has more than quadrupled yet the city has managed to keep a small town atmosphere.

"I think the healthy development of Brea is due to an excellent city government," said realtor and developer Don McBride, "and the manner in which they have planned the growth of the city."

McBride has lived in Brea since 1956 and he has noted that the "city fathers" have always been interested in a balanced and selective development of the city.

"The City Council and the Brea Redevelopment Agency, composed of council members, has tried to maintain a good industrial mix to gain a reasonable tax base and more employment opportunities," he said.

One of the first things the city council did to help insure the

future growth of the city was to annex the unincorporated land to the east and north of the city in 1960.

This land makes Brea potentially one of the largest cities in the county with 33 square miles of land. With the boundaries completed, a master plan for development was set by the city.

"The building of the Orange Freeway is possibly the biggest reason for Brea's industrial growth," said McBride. "Now there is quick and easy access to the rest of Orange and Los Angeles County."

But the Redevelopment Agency has not lost sight of the real attraction of Brea. "The majority of people move to Brea," said Darwin Manuel, of Olimpia Realty, "because where they were living before was becoming too congested. They see Brea as a small town."

McBride agreed, "In spite of the growth, the city, the merchants and the people are trying to keep the small town atmosphere of 'Good Old Brea.' That's why people want to live here."

"Brea offers high quality housing in all price brackets, a

reasonable tax structure and an excellent school system," Manuel said. "Almost all of the residential areas in the city are nice, well kept houses. It's unfortunate there's not more."

That seems to be the only problem Brea has, no more new single-dwelling houses. Almost all of the land not owned by the oil companies has been developed. The result is that property values have zoomed and owning a home in Brea is considered one of the best investments a family can make.

"A house that sold for \$10,000 in 1956," McBride said, "is worth \$23,000 today. With current economic trends the value of even the oldest homes in Brea can only go up."

Manuel sees the key to further development of houses coming from the oil companies. "Union Oil Company is probably the largest owner of vacant land in Brea," he said. "More housing projects will come as Union sells off its holdings."

He also sees the development of the hillside land in the northern part of the city as potential housing area. "The hillside area of Brea could be the Beverly Hills of Orange County if the city could develop an economical program for development," said Manuel. "With environmental effects taken into consideration, the current plan is not practical. The cost is too high."

He said he sees the development of northern Brea coming within the next five years. In the meantime the apartment, condominium and the townhouse

seem to be the answer to housing demands. In Brea there is a vacancy rate of apartments of less than two percent, which is considered phenomenal. The condominium and townhouse are enjoying similar success.

Brea's continued development is predicted by both Manuel and McBride.

"The regional shopping center will be a big attraction for Brea in the years to come," said Manuel. "It will bring more jobs and people to Brea."

Indeed, the center is one of the biggest things to come in Brea's future. Located on State College Blvd. and Imperial, the center is estimated to be within 20 minutes driving time of approximately 1,500,000 people.

The city government is helping street lighting, landscaped parking areas and underground utilities.

But the city has not forgotten 'good old Brea' either. It is also assisting in the redevelopment and improvement of the old downtown business district north of Imperial Highway on Brea Blvd. The main merchant section will be restored to its turn of the century atmosphere.

The shops will specialize in merchandise and services that the regional shopping center will not offer. The recent involvement by Johnson House, a partnership of Robert Cory, noted building designer and Norman Kort, an accountant should spur the completion of the Good Old Brea project. They have acquired or are in process of acquiring 31 downtown properties, all of which will be restored and leased to create a truly unique downtown shopping area.

Brea has done what few cities have been able to do. Promote the development of land for industry and housing while successfully maintaining the city's biggest asset, its small town character.

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Council adopts energy measures

BREA — The Brea City Council has adopted measures designed to reduce the use of energy by the City during the energy crisis and to reduce hydrocarbons during Stage One smog alerts.

Both plans were adopted at the Council's regular meeting, November 20.

The energy crisis plan covers five points which will be put into effect immediately.

City employees will be asked to reduce their speed while driving City vehicles, although no maximum speed limit for City drivers has been set.

Other measures in the plan call for setting heat thermostats at 68 degrees and cooling thermostats at 76 degrees, the turning off of lights when rooms are unoccupied and the turning off of lights, inside and out, which are not needed for security at night.

The hydrocarbon reduction plan was adopted in response to an Environmental Protection Agency request that cities draw up a plan of action to be put into effect voluntarily during a Stage One "Health Alert."

The plan will now be submitted to the EPA and will be put into effect in accordance with the EPA request.

Brea's plan calls for specific actions during an alert plus actions that can be initiated by the City immediately.

During an alert the City will curtail non-public safety driving; restrict public safety driving to emergency use only; attempt to locate workers inside; reduce the use of motorized equipment and close parks, playgrounds and other public areas.

Meanwhile the plan calls for the City to check into the legality of shutting down public and private contractors, set up procedures to assure the prompt reporting of alerts; encourage the formation of car pools and to continue to push for expanded public transit.

Both the energy crisis plan and hydrocarbon reduction plan have additional phases which the Council could adopt and put into effect if necessary.

Phase Two of the energy crisis plan calls for cutting the night lighting at tennis courts, the City plunge and ball diamonds, reducing the level of lighting on streets and in parks, reduce the reliance upon electrical appliances, consider the purchase of bicycles for in-town short trips by City employees, scheduling of responses to requests for service into geographical areas and the elimination of all Christmas decorations.

Phase Two of the hydrocarbon reduction plan would keep workers inside during a State Two alert. Phase Three would excuse employees from work and

permit those at home to stay there except for emergency forces during a Stage Three alert.

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Brea C of C offers multi-faceted services



Brea's Chamber of Commerce provides a multitude of legislative, social and economical services for the local businessmen.

While busily stuffing mail Bonnie Gulbertson, executive director, explained the upbound functions of Brea's Chamber. "We represent the businessman in every way possible," she said.

Ms. Gulbertson — blonde, slender and sophisticated — and Chamber Office Manager Judy Eggertsen work full-time on duties which are "never the same."

In a small rental office located at 333 S. Brea Blvd., Ms. Gulbertson performs such duties as calling on current members and non-members, assisting local entrepreneurs in filling out their business licenses, planning business workshops and compiling coupon books which allow discounts to local consumers.

Although the little businessman is the backbone of the Chamber, membership ranges from Kirkhill Rubber Company, the largest employer in Brea, to Seamless Jewelers. In hopes of recruiting more business and industry participants, the Chamber is presently conducting a membership drive to contact 300 non-members. The Chamber currently has 167 members.

Because the average businessman doesn't have time to study legislature which may affect him, the Chamber formed a legislative committee to inform local businesses on city-state enactments. Brea's Chamber will soon meet with Anaheim's committee to compare notes on "anything that is going to affect our businessman," Ms. Gulbertson said.

Although their main business is business, they also host numerous social events. The biggest such event is Bonanza Days, a four-day parade and carnival in May. Local organizations such as Lion's Club, Kiwanis and church groups use the event to raise money through booths. "The main purpose of the carnival is to celebrate the discovery of oil in Brea, which was the beginning of our city," said Ms. Gulbertson.

A variety of smaller social events are sponsored by the Chamber. These include mixers for members and non-members; seminars for small businessmen; monthly luncheons with guest speakers; two-day workshops for city directors and officials; secretarial workshops; yearly golf tournaments; banquets; and the annual Miss Brea pageant.

The Chamber also supplies information to inquiring consumers about local businesses. For information of any kind, call 529-4938.

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Let the buyer be aware

Consumer advocacy growing trend

By RICHARD NEGRETE
Good News Staff Writer

Consumers in today's market could probably best be compared to a young child who is thrown into a pool for the first time. The consumer, like the child, either learns how to cope with his dilemma and survive, or else he probably won't care too much for it ever again.

Consumers, which includes all of us, face this type of challenge today.

That challenge comes whenever we purchase anything. The purchase could be a bag of peanuts up to buying our first home.

It becomes a challenge because so often today we hear of so many people "being taken." It's rare that we don't know someone who was either cheated, lied to, or both about a purchase they made.

As consumers in an ever com-

plicating and expanding marketplace we must know much more than ever before about what it is we want.

This need to know what it is we want and not to be diverted to something else that someone makes us believe we need faces us everyday.

Until recently the idea that consumers should have and also be more protected through agencies and institutions passing along hints and enacting laws which better protect the consumer in today's marketplace was not as prevalent as it has become now.

Due to this need of giving the consumer greater protection, the State of California through its Department of Justice and Evelle Younger and his office of state attorney general began a

weekly series of consumer hints. This weekly series of consumer hints were started in October. The tips cover many areas of potential hazard to an unsuspecting consumer.

The hints cover such items as buying ham in the store, purchasing carpet for your home, advice concerning health studios, spas and reducing studios, unethical employment agencies, firms which offer vacation certificates to different resorts, what information should be on meat packaging, and interest rates on loans.

When buying ham, the consumer should remember that 10 percent water is allowed by federal regulations. Also "water added" is the required marking when water is added. Younger noted that at today's meat prices, this is very expensive water.

When purchasing a carpet, the consumer should demand to see a sample of the carpet and the pad while he is in the store and, more importantly, before delivery is made. It is also important to have two companies measure the house for wall-to-wall carpeting. This can result in a substantial difference, since figures sometimes vary.

Consumers should be wary of automobile dealers who offer five-year warranties. Caution is important because this is far in excess of the usual one-year warranty. Before discussing price of the car these types of warranties should be carefully read. Normally, there will be so many exceptions and requirements that it will eventually become a useless guarantee.

These types of warranties are usually gimmicks to get the consumer's service business after the regular one year.

Younger also has advice on

health studios, spas and reducing studios that advertise persons can lose weight or inches by following their program. This program almost always includes a diet. This diet is the major factor in losing the desired weight.

He also said that in some places that claim a person can lose inches, the consumer is unaware of how this is done. Since there is no present standard for measurement, some companies will measure a person at more than 20 different places and add the total to get the five inches lost.

In the area of protecting consumers against employment

agencies, the attorney general pointed out that the legislature passed a series of laws designed to regulate these agencies.

Each agency must have a license from the Bureau of Employment Agencies. This license must be posted in a conspicuous place.

Before paying any fee to the agency for a job, the applicant should go see the job for himself.

There may be a deposit which the person may be asked to pay. This deposit must be repaid in full along with any other monies paid if a job is not secured from that agency. If any money is not returned within 48 hours, twice the amount paid is recoverable.

The applicant is also entitled to see the schedule of fees prior to signing the contract. This schedule of fees must be posted in a conspicuous place within the agency.

He also urged caution concerning vacation certificates which are run by out-of-state land promoters and vacation certificate companies.

"Among the most frequent subjects of complaints received in my office concern vacation certificates," Younger said. He noted these programs generally provide for complimentary accommodations in Nevada, Flor-

ida, New Orleans or other places.

The most frequent method of solicitation is by phone. The solicitation often involves a contest question. "Misrepresentation concerning the quality and availability of accommodations are common, and may require payment of undisclosed charges," Younger said.

"If you are contacted concerning such a program obtain as much information as possible and proceed with caution," Younger explained. "If you have been the victim of this fraud, you should file a complaint with your local District Attorney or the Attorney General."

Regarding packaged meat, consumers should be concerned with labeling, contents and freshness according to Younger.

"The package label should give an accurate statement and portrayal of the content," he said. If this is not the case then it should be brought to the attention of local consumer agencies.

The consumer should also read the label of ingredients on processed meat products to know what they are paying for according to Younger.

The product may bear a code date indicating either the date of packing, the date the manufac-

turer believes the product has reached its "Peak of freshness" or the date the product is to be removed from the shelf.

According to Younger, the California Constitution fixes the rate of interest on a loan, a foreclosure judgment entered by a California court at seven percent a year.

The state constitution allows the lender and borrower to contract for a rate of interest up to 10 percent per year. Exempt from this clause are certain businesses, pawnbrokers and personal property brokers.

When these hints were started Younger stressed that along with this program consumers should convey any ideas it has to elected state officials and legislators concerning consumer protection laws.

Younger noted that conveying any ideas to elected officials was important because the demand and need the public expresses accounts for most of the State's progressive consumer legislation.

These hints mentioned above can be obtained by asking for them as well as any questions one may have by contacting the Bureau of Employment Agencies, 1020 "O" Street, Sacramento, California.

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POSITIVE POLITICIAN:
By Bill T. Bailey

What's so good about America?

There are many good things about this country that people should know about. With that thought in mind, Rep. Clarence E. Miller, Ohio, set out to do something about bringing the good things to the attention of his fellow congressmen, his constituents, and readers of the Congressional Record.



Rep. Miller started his program in November, 1969 by inserting into the Congressional Record a little known fact about America. Under the standing headline, "Take Pride in America," Miller has to date placed 111 entries to give Americans more pride in their country.

Example: "The United States spends more for health care and services than any other nation on earth. During 1968,

public and private health expenditures amounted to \$53.1 billion, or 6.5 percent of our na-

tional product." Miller, 52, explains that he began the tributes because of all the negative things said about the U.S. on the floor of Congress and elsewhere. I said to myself, "Why not accentuate the positive?" Although he is now inserting a lot of statistics in the record, he said that in the future he will stress the good work of civic clubs. "These people are donating much of their time and accomplishing good projects without fanfare. This is the thing I want to put across—the goodness of the American people."

"I want to tell the people of America that everything is not

all bad. There is a goodness in the American people that should be shown. America's heart is in the right place.

Congressman Miller had a limited formal education, and took corresponding courses in electrical engineering and rose to be supervisor of a utility company. He and his wife have a married son and daughter and five grandchildren.

"I'm not trying to say there are not a lot of things wrong in this country. There are, but to think positively and not negatively is very important. It's easy to think that everything is wrong."

Miller recently said in a house speech: "On every hand we see confusion, doubt, mistrust and fear — all compounding the many problems spawned as man seeks to live with himself. But despite these uncertain, disturbing, chaotic times, there still exist those sound values and principles which have sustained America since its inception."

"The American dream lives on and we are the keepers of the dream — that is what is right with America."

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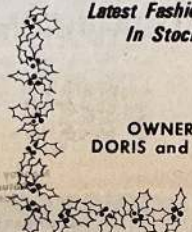
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Good News Views

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December 12-18, 1973

Odyssey of idea that never died

Or what brought Bill Bailey to Brea

By NEIL WESNER
Good News Staff Writer

The scene begged for comparison. The building in downtown Brea formerly occupied by Haddad's Men's Wear had been converted into something resembling an office, although its haphazard decor would betray that fact.

Sitting at a desk, phone in one hand, pipe in the other, Bill Bailey was going about the business of starting a newspaper, Brea's Good News Paper to be exact. Presently both share the same status — that of enigmas.

Visions of Orson Wells, as the young, idealistic Charles Foster Kane in "Citizen Kane" teased the imagination. Especially Kane's whimsical yet zealously serious venture into the newspaper world, transforming the sedate New York Enquirer into a relentless muckraker and champion of civil rights.

Bill Bailey isn't Charles Foster Kane, or William Randolph Hearst, as far as publishing motives go. His concept of a positive approach to news reporting and emphasis on problem-solving stories, in the form of a good news newspaper, wouldn't fit into the Hearst mold of sensational journalism.

In a sense, Bailey isn't starting a new newspaper, but continuing an old one. The story of that original attempt and the peripheral events that preceded the re-emergence in Brea are the basis of an odyssey that a top-notch novelist would be hard-pressed to equal.

At the sage age of 17, Bill Bailey decided against college and answered an ad for a china salesman: "I saw an ad to sell single working girls china," Bill recalls. "So I applied four times before they would accept me, because of my age and somewhat hayseed appearance and high-riding Levi's, which was the style of the time (1957)."

What developed was "a position interspersed with periods of spectacular sales

followed by spending the commission from these spectacular sales."

Bailey's 12-year career in china and crystal peddling was interrupted in 1961 when the Berlin crisis reclassified him 1-A. Accompanied by his wife and first of five children, Bailey was shipped to Germany after going through basic training, leadership academy and a stint at Fort Ord. In Germany, he became a battalion photographer and later a legal court reporter. He remained a Pfc. for two years and boasts that his Army hitch was "distinguished by the fact that I managed to avoid court martial."

A severe peptic ulcer and premature heart attack at the age of 29, byproducts of his promotion to national sales vice-president in Chicago, were sufficient warning for Bailey to realize that he was in the wrong field. But after 12 years as a salesman, he wasn't certain if he could do anything else as well.

A small entertainment guide started in Sacramento, soon became the predecessor of the first good news newspaper, the idea for which is described by Bailey as "the only mystical experience of my life... the idea woke me up and a perfect picture of the first edition (of the Aquarian Times, the original name for the paper), as clear in my mind as anything I've ever seen, complete to page layout, banner, everything, with the date Nov. 7, 1970. This happened in the middle of August. Bear in mind I knew nothing. I didn't even know what a galley was or what the banner was called."

He sought professional advice and was quoted a figure of \$100,000 to start a newspaper on a local level. But he shunned the "forget it" and "impossible" responses. A conditioned salesman like Bailey wouldn't give up this easily.

While still involved with the entertainment guide, Bailey sponsored a Miss Sacramento Bikini Contest. The local 2030 club invited Miss Bikini to make an appearance and Bailey was obliged to tag along. Out of courtesy, the club allowed



Photo by Art Dillon

him to make a 10 minute speech about the newspaper. Following 38-23-36 Miss Bikini was no easy task, and he wound up making an announcement to 250 businessmen that the world's first good news newspaper would debut Nov. 7.

"It didn't exactly create shock waves throughout the town," Bailey chuckles. "In fact I'm sure that most people forgot about what I'd said the next day except me, because I'd felt I'd made a monumental announcement and had to follow through with it."

P.R. hopscotch of country included stop at White House.

As time ebbed away, Bailey had to find an editor. While checking a bill at Grant's, he met Terry Dennis, a former Seattle college student with a journalism background. Dennis became Bailey's prime candidate, mainly because he knew something about newspapers. Although skeptical of Bailey's philosophy and promises of financial backing, Dennis was finally convinced.

"Each night I'd meet him after Grant's and read him passages of positive thinking books to get him jacked up and excited," Bailey explains. "Then he'd call me about two hours later and say 'What did you mean by that?' and I'd have to read the passages over again, each day trying to persuade him to quit."

Bailey now had an editor, an office established in downtown Fair Oaks and features being developed for the first issue. Included would be Horatio Alger stories, a good news stock report (only stocks that had gone up), the positive side of law enforcement and more. The content was set and the paper was christened The Aquarian Times, a holdover from the entertainment guide.

It was early October and Bailey was still without financial backing. A stockbroker turned up the name of someone there referred to as Mr. X who would possibly invest in the paper. Mr. X visited Fair Oaks, talked to Bailey and put up \$50,000. In a check of his credentials, it was found that Mr. X was an executive who dealt in computers and that his corporation's stock would soon be worth \$2 million. Mr. X's share of the paper came to 25 percent.

Additional staff members were hired, or "proselytized," from a local paper, typesetting was arranged and a semblance of organization was assembled. Press releases were sent out, and Time magazine, out of curiosity, contacted their local stringer, Tom Arden of the Sacramento Bee. Thinking the whole thing was a joke because of Bailey's name, Time asked Arden to investigate. Arden, a good friend of Bailey's, assured them it was legitimate, and he was assigned the story.

Through all this, day by day, Bailey was promised that financial backing was on the way.

The first issue was put together and at the same time the Time story broke in the Oct. 26 issue, a week before The Aquarian Times was to come out. It was also the lead story in the international edition, which is largely the reason for the ensuing

avalanche of publicity requests, phone calls from Australia, England and all over the country, from people who wanted to know if the newspaper was for real and how they could subscribe. Letters poured in at the rate of 200 to 300 a day, many of which were sent to Time and forwarded, and some simply addressed Good News, Sacramento, Ca. USA.

The need for money became acute. The first issue was printed on Mr. X's line of credit.

For publicity purposes, Bailey had arranged to present then Vice President Agnew with a copy of the first issue, and embarked on a trip to Washington, D.C. with his wife and a staff photographer. Complete accommodations were provided and they waited for a call from the White House. They also distributed copies of the first issue to every member of the Senate (through Alan Cranston's office) and the House (through Liz Johnson's office). Over 2,000 copies had been brought in by plane.

The second day a phone call was received from Kent Crane, Agnew's foreign affairs aide. Bailey was informed that they had been cleared to come to the executive office building and present a copy of the paper to the Vice President.

Bailey, his wife and the photographer jumped in a cab and made their way to the east gate of the White House. "There's this big entrance with guards that says do not enter," Bailey recalls. "Well, we're in a hurry, so I said 'Drive right in there, the Vice President is expecting us.' So the cab driver lurches past the 'Do Not Enter' sign and the guards leap out of their gondolas with pistols drawn. The cab driver was shaking so bad... then they ordered us out." The guards eventually gave them clearance, but only after a warning about observing "Do Not Enter" signs.

The group met with Kent Crane, who informed them that the Vice President couldn't see them, due to the strains of campaigning, etc., etc., but his press secretary was available for a presentation. The press secretary accepted the copy from a disappointed Bailey and promptly wadded it up in his back pocket.

"Undaunted, we left the White House," Bailey continues. "I called Time magazine in New York and told them that they may want to cover the fact that I was going to barnstorm the United Nations and make sure that every delegate had a copy of the world's first good news newspaper including the Russian delegation... the gal who I talked to thought I was nuts."

When he arrived in New York, Bailey found that he had received a message at his hotel from Ray Godfrey of Time, "a Woody Allen type of fellow." Godfrey met with Bailey and expressed his awe that this "weird newspaper" had made the American Notes section of Time. He was also curious how Bailey planned to present the copies of the paper to the U.N.

That was a logistics problem that he had already solved. After seeing the Time article, a Sydney, Australia radio station had called for an interview. Bailey mentioned his plans to go to Washington, D.C. and the station suggested that he contact the Australian Ambassador, present him with a copy of the paper, and that they would alert him to the fact. For Bailey, this was a perfect starting point for distribution of the papers.

Godfrey didn't think this idea was "kosher." The conversation that followed went something like this:

"I still don't understand how you're going to find this Australian Ambassador. You just don't go walking into the United Nations with a bundle of newspapers."

"Well, watch me. Let's go get a cab and do it."

"You mean right now?"

"Yeah, right now. Let's go."

Another mad dash by cab followed, this time to the U.N., with an entourage now including Bailey, his wife, the photographer and Godfrey. After arriving, Bailey got permission to use the delegate phone to call the Australian Embassy, discovering that the Ambassador had just left for the U.N.

Trying to figure a way to spot a man he had never seen before, Bailey stopped someone he thought looked Australian and asked if he would point out the Ambassador. Bailey guessed right, was introduced to the Ambassador and presented him with a copy of the paper. While all this was happening, Godfrey "was shaking so bad he dropped his press credentials."

"\$300 suits, Cadillacs, \$100 bills pinned to one lapel..."

The rest of the day was spent distributing the papers to the other embassies. "We couldn't get into the Russian Embassy," Bailey recalls. "It was like driving up to the White House — 'Nyet! Nyet! Nyet!' We left a copy hanging in the wire gates."

All this time Bailey was under the impression that he was assured \$50,000. "I get back to Sacramento to be greeted by headlines in the local paper that my financial backer's corporation had been rapped by the SCC for illegal stock transactions and that the public issue had been killed."

The corporation's public stock issue was now "kapoot." The officers, including Mr. X, got suspended sentences. Stocks worth \$2 million were now defunct, along with the financial backing and Bill Bailey. "Instead of \$50,000, there was an issue out, the second issue ready to be printed, I'd been all over the country promoting the paper, I had a staff of eight that was owed two weeks salary and no money, completely broke, and subscription requests coming in from all over the world and everything going crazy."

The pressures of operating on a next to nothing budget intensified. The Sacramento Union refused to print the second issue. Bailey gave his staff the opportunity to quit with back pay or stay on without pay. The staff chose to stay and Bailey found a printer in Auburn who gave him six days credit.

But by the third issue the staff had walked out and taken Bailey to the labor commissioner for \$3,000 in back pay. He had no staff other than Terry Dennis and the press were doling stories of the financially troubled publisher who was trying to sell good news. This stigma remained with the paper until its demise.

Continued on Page 15



"Better to light one candle than to curse the darkness" — Anon

<p>Brea's Good News Paper</p> <p>Vol. 1, No. 1 December 12, 1973</p> <p>Publisher/Editor BILL T. BAILEY</p>		<p>Co-Publisher ROBERT CORY</p> <p>Co-Publisher NORMAN KORT</p> <p>Advertising Manager TOM FEJEREISEN</p> <p>Circulation JOEL GELDIN</p> <p>Design NEIL WESNER</p>	<p>Assignments GREG JOHNSON</p> <p>Composition MARILYN STARBUCK</p> <p>Editorial Consultant TERRY L. DENNIS</p> <p>Special Services ROSEANN WILLIAMS</p> <p>Staff Photographer SUSAN GAEDE</p>	<p>Good News Go-For GARY BAILEY</p> <p>Special thanks to KEVIN BURKE</p> <p>Production MAGGIE STORLL</p> <p>Staff Writers LIZ MADRID DAN BISHOP RICHARD NEGRETE RENE WHITE</p>	<p>Brea's Good News Paper is published every Wednesday by the Good News Paper Company at 138 Brea Blvd., Brea, CA 92621.</p> <p>Subscriptions by carrier: one month, 50 cents; three months, \$1.50; six months, \$3.00; one year, \$6.00. Subscriptions by mail inside California: six months, \$4.00; one year, \$8.00. Subscriptions by mail outside California: six months, \$6.00; one year, \$10.00. Foreign: six months, add \$2.00; one year, add \$4.00. Reproduction of the contents of Brea's Good News Paper without written permission is prohibited. Phone (714) 529-7636.</p> <p>Letters should be addressed to Brea's Good News Paper, 138 S. Brea Blvd., Brea, CA 92621. All correspondence should be received no later than the Thursday before publication.</p>	<p>we believe in the cosmic giggle, too</p>
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Good news odyssey

Continued from Page 14

New subscriptions covered the printing costs of issue three and Roy Anderson, a Fair Oaks junk dealer, joined the staff as general manager.

Finances for The Aquarian Times were tenuous at best. Bursts of publicity would provide enough subscriptions for a week's printing. Advertising was non-existent. Local merchants hadn't seen the paper in the stands and wouldn't buy on that basis. The newsstand operation had completely broken down. It all added up to a hectic week-by-week game of publish or perish.

Still looking for a financial broker, Bailey wrote a letter to Glen Turner, a Florida millionaire who sold cosmetic franchises, and proposed Turner as the subject for a Horatio Alger of the Week story. The Turner organization responded by sending background material. Bailey sent a copy of the paper with the story and promptly received a call from a secretary, who said that Turner was very pleased with the story and would like Bailey to come to Reno to the grand opening of the western warehouse.

Bailey had planned on the Reno trip and made sure that the preceding issue was out early, plus an extra 10,000 copies.

Bailey, Terry Dennis and Roy Anderson arrived in Reno in time to observe thousands of people coming in by bus and plane to the plant warehouse and convention center. They learned that these people were being brought in to buy (\$5,000 apiece) distributorships in KOSCOT (cosmetics for the community of tomorrow), the "K" in the acronym being intentional. "All of his companies at that time added up to KKK," Bailey muses, "but we didn't put any significance to that at the time."

The first meeting with Turner was impressive: "We were introduced to this massive bunch of the most bizarre people you have ever seen — \$300 suits, Cadillacs, \$100 bills pinned on one lapel and giant jeweled flags pinned on the other."

"Glen Turner was the most bizarre of all — new-born calf boots, purple, orange and yellow suits, variable by the day, and weird ties, the old flag ties, and of course, he had the biggest jeweled flag of all. He also had a specially made Glen Turner wig, because underneath his wig he had a butch haircut."

Perhaps the most memorable impression of the Reno convention, aside from Glen Turner himself, was the phenomenon called a go-go meeting. People were whipped into a frenzy by a staccato go-go-go-go chant accompanied by handclaps. Bailey: "It was like a brown shirt rally of the 1930s."

Meanwhile the papers "were going like mad." Bailey and crew had set up an honor system — 10,000 copies and a box, or 25 cents apiece, 25 for \$5, 10 for \$2 and 5 for \$1. In a flurry of action, people were grabbing papers and throwing money in the box. The paper was predictably sold out.

The obvious question: why? "All because they had this absolute allegiance to Glen Turner. He was their god. He was the god of the poor opportunist. The god of the get-rich-quick bunch that had worked hard all their lives to get rich quick, namely \$5,000."

At this point Bailey still thought Turner was legitimate. He had contributed considerably to several charitable causes, but, as Bailey concludes, "While he was ripping off the populace, he had been doing some things to overshadow it."

Seeing through the respectable front (which included attorney F. Lee Bailey), Bailey sensed fraud when he walked in to the first opportunity meeting. This left him disappointed, he had been hoping for more, that Glen Turner just might be for real. But such is the stuff that fantasies are made.

In four days the convention had reaped \$8 million. Responsible for most of the take was the presence of the man everyone came to see: "Glen Turner, who was a master heckler and speaker, hairlip and all, would have the people crying by the end of his speech. Then the closers would move in and move them into little sweat boxes and get their five grand. These are the things behind the scenes, which we didn't see, but learned later."

Bailey was summoned to Turner's chambers and subsequently offered \$100,000 with a few strings attached. Seventy-five percent of The Aquarian Times would go to Turner, 25 percent to Bailey. The operation would be moved to Florida. Bailey would start at \$6,000 a month and the \$100,000 was for tying up loose ends.

Affecting a hairlip accent, Bailey slips into an imitation of Turner: "We're going to franchise newspapers. We're going to sell distributorships in newspapers like cosmetics. City by city, state by state."

"I had this horrible vision of go-go meetings," Bailey remembers, "where they'd throw in a few cosmetics and a motivation course along with their newspaper franchise for good news and some poor little dumbbell is going to be sitting in the middle of Podunk with an office full of cosmetics, a tape recorder spewing out Glen Turner and a master plan for printing a good news paper that was going to make him rich."

The temptation was there. But Bailey's soul wasn't for sale. He couldn't see his good news paper becoming a mouthpiece for the Turner philosophy. A puppet he wasn't.

Turner was shocked and urged Bailey

to reconsider, but their schools of thought couldn't have been more non-aligned.

Without bending ethically, Bailey accepted an invitation to go back to Florida with Turner and \$5,000, which Turner wanted to give to him free and clear. Bailey wasn't about to turn that down, and agreed on the condition that the money represented an ad sale.

After spending a week with Turner in Florida, Bailey felt "used and abused." There had been a foray into Southern Carolina to see the governor (no less than a motorcycle to the steps of the state house). There had been the great "superman hoax," which amounted to a fake propaganda sheet designed by Bailey and cohorts as a joke, nearly a \$250,000 joke, which is what Turner was willing to pay to have his own toy newspaper, until his associates intervened.

But Bailey had had enough. He took the \$5,000 and headed home. Home to the problems that faced him before the Turner episode.

In March of 1971, The Aquarian Times was being put together by a potpourri of people, the typesetting was being done on IBM and later Compugraphic machines obtained on trial basis (which totaled over nine months, saving \$400 to \$500 each week), and Bailey was getting no support in the Sacramento area.

A key to the lack of support was the perplexing rumor being circulated that Bailey was actually a millionaire who was just playing the part of poor publisher. This stigma appeared over and over again, and didn't help bolster advertising revenues any.

The operation of the paper was smoothing out with the coming of spring. An occasional ad, circulation drives and a story by the Associated Press, which brought in new subscriptions, all helped keep the paper going. Another publicity booster was an appearance on the Virginia Graham Show.

About this time the name of the paper changed. The Aquarian Times gave way to The Good News Paper, which was more identifiable. Format changes were instituted and Bailey formed a three-way partnership between himself, Terry Dennis and Roy Anderson, the latter choice being one he would regret.

A Los Angeles radio station, in October of 1971, called and expressed interest in financing The Good News Paper. Bailey travelled to L.A. to check into the possibilities; preliminary negotiations began with the station willing to back the paper without seizing editorial control. For Bailey this was a unique offer.

From here everything seemed to slide downhill. The negotiations with the station exposed Roy Anderson as a fraud, who had attempted, unobtrusively over a period of six months, to undermine the operation of the paper. Bailey finally realized that he had gone as far as he could without stopping. He announced the closure of The Good News Paper in April of 1972 and publicly pledged to pay off the \$45,000 in debts.

Bailey could have gone bankrupt and avoided the financial burden, but most of the money owed had come from people who believed in the paper. This was the basis for making the pledge of repayment public.

On the variety of jobs offered to him subsequently, ranging to \$30,000 a year, Bailey comments: "I got the feeling that this was the guy that had that good newspaper that didn't make it," here mimicking how he was looked upon, "and we've got him here now. He's a real positive thinker. Talk to them, tell them about the good news, this type of thing. Crank me up and let me spew forth by positive philosophy, so they could say we got him, we were good enough to take care of him after he cracked up, after he lost his mind."

The closing of the paper was voluntary, it was Bailey's choice, so there was no real bitterness. The concept of a good news newspaper didn't die with the closure. On the contrary, it continued to grow and wait for the right moment (i.e. sufficient financial backing, etc.) to resurface.

"Looking back, there would have been no way to have done it any other way. That's the only way good news could have been born," Bailey stresses. "No one's going to put money into it. If I had waited for people to put money into it, it never would've started."

Pat yourself on the back, Norman Vincent Peale. Take a bow, Napoleon Hill. Your prodigy has learned his lesson well.



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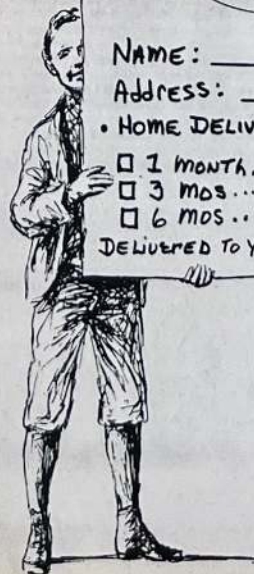
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eclectic/e-'klek-tik/adj., meaning: 1) selecting what appears to be best in various doctrines, methods, or styles; and 2) composed of elements drawn from various sources.

This definition most aptly describes Brea's philosophy for recreating and preserving the downtown area. The illustrations in this brochure show the basic design concepts that should serve as guidelines in exploring the creative possibilities open to the eclectic approach. They should also guide the City and individual developer in the implementation of the long range development plan.

A NEW LOOK FOR OLD BREA



A REALISTIC CONCEPT
CREATED BY
GROUP X
FOR THE
CITY OF BREA

MARCH 1971

INTRODUCTION

The problem of Brea's Central Area is not unique.

What is unique is the fact that Brea and its leaders have acknowledged the problem - and are willing and prepared to solve it.

There are several possible solutions. The area can be blown up, torn down or otherwise erased. It can be allowed to continue to self-destruct. A multi-million-dollar urban-renewal project can be funded and launched.

Of those three possibilities, the first is unnecessary, the second is undesirable, the third is unaffordable.

But there is yet another way to approach the problem. Consider that Central Brea is a product. It has seen far better times. Sales have slipped drastically. Newer, sleeker products are, quite literally, just around the corner and more are coming. In spite of these negatives, we believe that the product of Central Brea is still a marketable one.

The product needs new packaging, new direction, new verve, new thinking and a new outlook. All of which must be achieved with a minimal investment on the part of property owners, merchants and the City of Brea.

As design-oriented marketing men, and marketing-oriented designers, this is how we have approached the problem of Central Brea. We believe the solutions proposed are eminently successful.

GROUP X

THE ECONOMICS AND THE NEED

"An early survey indicated. . . three major problems: (1) inadequate parking facilities that were driving customers out of town; (2) a downtown that was rapidly becoming blighted; and (3) unsightly buildings tending to offend residents and visitors alike. "

That sounds rather familiar. It is Central Brea today, even though the quotation was referring to the city of Miami, Oklahoma (population: 15, 000).

Said Miami's mayor: "Miami just had to make a choice. We could let the downtown, and Miami, deteriorate and forget the whole thing, or we could do it now and demonstrate the strength and confidence of the community. "

The leaders and the taxpayers of Miami opted for "doing it now. " Four years ago they embarked on a 2 million dollar overhaul of the downtown area. Among other favorable results: Sales in the area redeveloped and have shown an average annual increase of \$1, 600, 000.

Other small cities that have revitalized their downtown areas report similarly joyful results:

Grand Junction Colorado: Business doubled in 5 years.

Atchison, Kansas: Business up 80 percent in three years.

Dennison, Texas: Business up 25 percent.

It seems reasonable to conclude that revitalizing a downtown area is quite profitable, and a most wise investment.

Brea must now decide whether to make that investment.

ECONOMICS AND NEED (Cont'd)

The parking shortage in the downtown area is critical. To be specific, the area needs 436 more parking spaces than it now has.

In three to five years there will be a new regional shopping center less than half a mile from the corner of Imperial Highway and Brea Boulevard.

Brea must make a decision now. True, money is tight these days, but in the planning of Good Old Brea we have always kept one word in mind: Affordable.

\$3, 500 is the maximum cost we foresee for redoing any one store, front and back. And that kind of investment is certainly exceptional. Average cost for 60 stores is \$2750, though some will come in under \$1000.

With 10-year financing, the average property owner will invest about \$25 per month in improvement costs!

The landlord-property owner can look forward to increased rental income, increased property value, and increased re-sale value. For an investment of \$25 a month.

The merchant-lessee can look forward to vastly increased sales. And the merchant-property owner can look forward to all those advantages.

For an investment of about \$25 a month.

Naturally, there will be other costs. The interiors of many stores will need considerable upgrading to match the new look of the exteriors. While our fees for interior work would not be affordable to most merchants,

ECONOMICS AND NEED (Cont'd)

as consultants to the merchants and the city we propose that the decorating be done by college design students.

We would arrange with a design department at a college or university in the general area for the interior decorating of the stores to be done as class projects by good students. The college would receive an honorarium for the work, say \$50 - \$100 per store, the students would get the experience - and the merchants would get a good-looking store. Paint and materials would, of course, be extra.

Finally, professionally guided, on-going promotion and advertising is vital to the success of Good Old Brea, the cost of which is covered in the MARKETING section of this report.

We realize that our proposal will require Brea merchants and property owners in the Central Area to spend money at a time when spending-money is not easy to come by.

However, the costs involved are minimal in relation to the increased profits and benefits to come. The recommended spending schedule has been designed for minimal investments at first to allow increased sales revenue before additional expenses are incurred.

Remember what happened in Miami, Grand Junction, Atchison and Dennison.

And think of what will happen in Brea if this investment is not made.

ON REDESIGNING A CITY

An obvious solution for Brea would have been the Early California-Mexico style. This direction was explored, and rejected. It isn't Brea and never was. Moreover, cost of creating such an environment from scratch would be prohibitive.

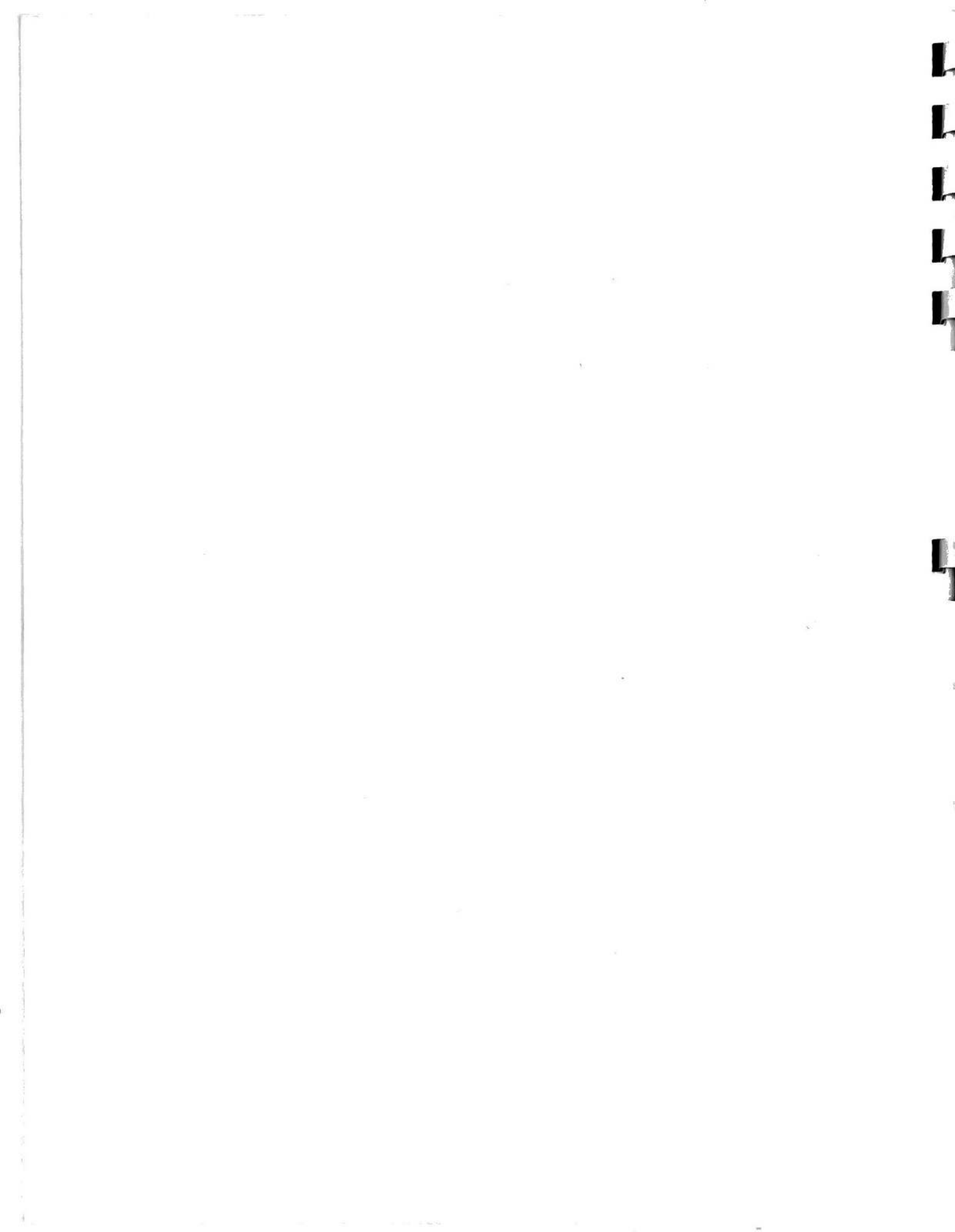
We also probed the idea of simply turning back the clock . . . restoring Brea to what it was in 1917. But there was precious little to turn back to as that was a particularly undistinguished period in American architecture.

As we continued exploring different avenues of creating a new look for old Brea, it gradually became quite clear that the architectural style to which we would propose rigid adherence was no specific architectural style at all.

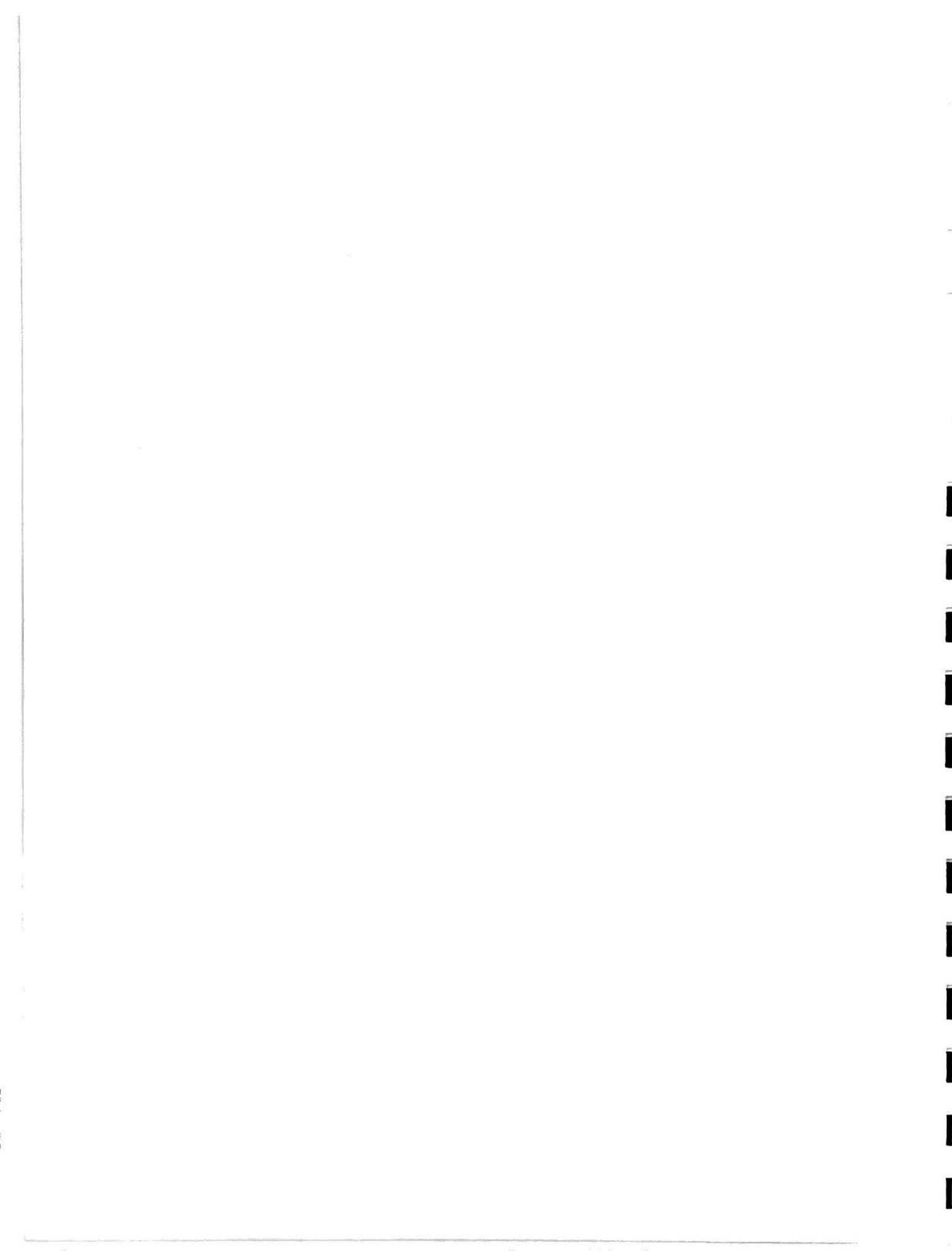
Call it what you will. Early Eclectic. Instant Pretty. The best of all possible worlds.

The common denominators in our redesign concept for Central Brea - the elements which tie everything together into an impressive whole - are color, excitement, a total relationship of all parts to the total entity and, most important of all, good taste.

Bright colors. Bold graphic touches. Flags. Facades. Imagination. All these combine to create the new look of old Brea, or what we have come to call . . .



GOOD OLD BREA



DESIGN NOTES

To illustrate our concept for Good Old Brea, we chose the west side of Brea Boulevard between Ash and Birch. The selection was far from arbitrary because within this one block are examples of virtually all the design and construction challenges which will be encountered in the entire project.

For example: A long, rectangular two-story building (Anaco); a relatively new building with multiple-plane front (Jeanne's); old structures capable of withstanding only the most minute structural changes (Sam's, Pet Shop, Bike Shop), plus open parking areas.

Our creative concepts for this block can be considered exemplary of how we would redesign all other store fronts in the area. Each would be treated individually, yet related to the total entity of the street on both sides. The same criteria would apply: Color, excitement, good taste.

Not shown in the main rendering, but illustrated in a separate vignette, is how Brea Blvd. would look in, hopefully, three to four years.

That is, with Brea Blvd. transformed into a lovely municipal park, with ponds, streams, bridges and a pedestrian pathway. Technically, this would be a shopping mall - but we are aware of no other mall like this in any city.

Traditionally, commercial-area malls have been little more than very, very large sidewalks with some planting here and there. Why none has gone all the way to a park-mall we really cannot say. But after examining every conceivable negative aspect, we can see no reason why the park-mall concept for Brea Blvd. will not be both commercially and esthetically successful.

DESIGN NOTES (Cont'd)

The transformation of Brea Blvd. into a park-mall would be possible sometime within the next three years. While currently some 20,000 cars per day pass through, this will be reduced perhaps by 50 percent this spring when the new freeway is opened.

Given less traffic, it then becomes feasible to re-route traffic. To do so would require the improvement of Walnut and Orange avenues and eventually making each one-way streets.

At that time, Brea Blvd. could be closed and transformed into the park-mall. The impact of this would be enormous, both from a civic and a marketing standpoint.

The ultimate decision on the transformation of Brea Blvd. to a park-mall would, of course, depend upon a great many factors. Some of these are unknown at this time and this phase of the project will have to be addressed by the city as to accomplishment and final timing.

Because of this, our master plan concept for Good Old Brea has been created and programmed so that work on store fronts and off-site parking can be undertaken and completed without waiting for this transformation.

In view of the park-mall concept becoming a reality, we have not made any proposals for altering the street, sidewalks or on-street parking arrangements at this time.

The thinking is to get the main job done first, let it operate successfully for a period of time, then make the transformation of Brea Blvd. when all other factors are optimum.

DESIGN NOTES (Cont'd)

Such scheduling will result in providing a new area of excitement to promote when all the initial excitement over Good Old Brea has peaked. As mentioned previously, we believe this park-mall concept to be unique, and as such it would focus considerably new attention on Brea.

Such attention will have an immediate cash register value, plus the long-range value of civic betterment.

In regard to the design concepts we have illustrated, specific design and construction comments will be found on the renderings submitted as part of this proposal.

For the most part, the changes involve painting, new signing, awnings and certain additions of light-weight facades to give a silhouette to the buildings and break the monotony of line. In a few cases, more extensive remodeling is needed.

Our proposal for the area between Imperial Hwy. and the railroad tracks calls for retaining all present structures, except for acquisition of two or three properties. These would be used to provide a small park and walkway to off-street parking areas, to the rear of Brea Blvd., and give convenient pedestrian access to all stores, regardless of location on a block.

Our proposal also calls for installation of new light standards (actually old ones), new trash receptacles, bus benches, tree planters, etc., all of which would carry the stylized letter "B" shown in the illustrations.

Since more lighting is sorely needed in the area, we propose stringing of white 25-watt light bulbs along the ridge lines of all buildings.

DESIGN NOTES (Cont'd)

The result will be increased lighting - and a beautiful and distinctive setting at night.

Structural changes to buildings are virtually non-existent, thus holding down the initial cost and minimizing insurance premiums and other continuing expenses.

This is the kind of planning that makes Good Old Brea a totally realistic concept.

MARKETING DIRECTIONS

The concepts we propose are, in our biased judgment, completely successful - esthetically and practically.

However, this project has the primary goal of commercial success. To insure that, all concerned must constantly keep in mind what Good Old Brea really is:

A specialty shopping center.

And as a specialty shopping center, it will not be in direct competition with general, non-specialty retail outlets in the area. The very fact that Good Old Brea will be a specialty shopping center will enable it to draw customers from far beyond the normal marketing area of existing retail establishments.

Good Old Brea will be an attraction that will focus unprecedented attention on the City of Brea. It will be a source of civic pride and it will be a source of increased revenue for the property owners, the merchants, and the city at large.

Good Old Brea will set a standard of esthetic and commercial excellence for the surrounding community. It will do all of these things and more.

But it will still be a specialty shopping center and it must operate like one. Failure to secure mutual agreement to this in the very beginning makes it folly to undertake the project at all.

As revitalizing and reconstruction begin, so must the formation of the Good Old Brea Merchants Association. This group will be the single

MARKETING DIRECTIONS (Cont'd)

most important factor in the commercial success and profitability of Good Old Brea. The Association must:

- o Establish, with the counsel of Group X, marketing policy and strategy and supervise the execution of same.
- o Establish standards of cleanliness, maintenance signing, operating hours, etc., then see to it that these standards are rigidly enforced.

Ghiradelli Square in San Francisco, Ports of Call in San Pedro, Town and Country Village in Orange and Disneyland are excellent examples of specialty shopping centers (Oh, yes; Disneyland is very much a shopping center!) which are scrupulous about their standards. All, needless to say, are quite successful.

Chicago's Old Town, on the other hand, is loosely organized, loosely run. Each merchant goes his own way and the only standards to be maintained are those of the city, like sweeping off the sidewalks. As a consequence, Old Town has become a hippie haven and its appeal to the public has slipped drastically. So have sales.

To fund the Merchants Association will require an annual assessment, paid monthly, of each merchant. Two methods of funding are prominent: Assessment on a basis of percentage of gross sales, or on a basis of square footage. The latter seems the more equitable and workable for Good Old Brea.

However, as consultants on this project, we would research the matter further in hopes of coming up with an even better system.

MARKETING DIRECTIONS (Cont'd)

To provide funds for completion of design work, marketing counsel, project-launching publicity and promotion and organization and incorporation of the Merchants Association, each property owner/merchant involved would put up \$500 "seed money" within 30 days after general acceptance of the plan.

It is important to understand that this money is not over and above other funds discussed in this proposal. Indeed, most of these funds - which should be placed in a trust account - will be paid out over a year's time.

Heavy publicity coverage should be anticipated, particularly during Grand Opening Month. To achieve that coverage, we propose retention of professional public relations counsel to plan and execute publicity and promotion work for the project on the following schedule:

Launching of Project (Groundbreaking, press conferences and press kits, etc.)	\$1500
3 months prior to Grand Opening at \$1500	4500
Grand Opening Month	3000
Postage and expenses	500
	----- \$9500

This would cover the cost of retaining a highly qualified, professional public relations-publicity firm with experience in all media. With the constant competition for exposure in the news media, only a firm of professionals, which deals with the media daily, can deliver the necessary results. In return for its investment, the Merchants Association can anticipate print

MARKETING DIRECTIONS (Cont'd)

and broadcast exposure for Good Old Brea, both locally and throughout Southern California.

Also, national press coverage should be obtainable in one or more mediums, based on the news angle of a small city colorfully and economically solving the nationwide problem of center-city decay. Such coverage would be of value to the City's overall industrial development activities, and to the Merchants Association because of Brea's dead-center location within the Southern California tourist complex. The fees noted previously would also cover organization and staging of the Grand Opening Celebration for Good Old Brea.

After the Grand Opening, Good Old Brea should budget for a continuing and regular advertising program in local newspapers and radio. To cover the general marketing area - Diamond Bar, Fullerton, Yorba Linda, Anaheim, etc. - an annual space budget of \$45,000 would be in line. (However, we do not see any need for this paid retail advertising space until the Grand Opening has been completed. Thus, the \$45,000 for Good Old Brea's retail center advertising would be part of the second year budget.)

To coordinate all activities, the Association should employ an executive secretary-manager at a rate of \$10-12,000 annually. Possibly someone working part time - say three days a week - could do a proper job, but we would prefer to reserve judgment on that until the project is further along.

MARKETING DIRECTIONS (Cont'd)

Thus, including retainer for professional public relations counsel and an Association manager-secretary, the first and second year budgets would look something like this:

1st Year	\$25,000
2nd Year	\$65,000

At first glance, these figures may seem terrifying to some merchants. However, when spread among some 60 businesses, they become realistic:

1st year per month per business	\$ 35
2nd year per month per business	\$100

Perhaps those figures will still seem high to some merchants. Indeed, promotion will cost more than property improvements! But it's not that the promotion costs are so high, it's just that the costs of our revitalizing concepts are so low.

As a comparison, consider this: One of our partners owns, with his wife, a retail gift shop, The Company Store in Palos Verdes. The Store has 450 square feet of floor space. It invests nearly \$3000 a year in retail advertising, has four full-time employees - and makes a profit.

Another factor involved in the cost is Brea's geographical location. To draw the traffic, Brea must reach consumers in neighboring communities. This requires use of more than one medium for advertising, since no single newspaper or radio station has saturation coverage within a five-mile radius of central Brea.

MARKETING DIRECTIONS (Cont'd)

More comparisons: Ports of Call in San Pedro, a specialty center with emphasis on restaurants, has an \$87,000 annual fund for group advertising. The Cannery in San Francisco earmarks \$150,000.

And those figures do not include the cost of staff to operate the merchants association, which are included in our projected figures.

In addition to regular retail advertising for the shopping center of Good Old Brea, there are many other areas of Group X involvement which relate to the overall marketing effort. For example: stylized wrapping paper, labels, stylized format for any individual advertisements merchants might run to complement their co-operative promotion, plans for an annual fiesta-parade-celebration, and ideas for special services for shoppers at Christmas time, to point out just a few. We are prepared to work with the Merchants Association on all these projects, plus the many ideas we are sure they will have.

Additionally, there are two more areas of importance to the success of marketing Good Old Brea: The merchandise/services that are available to customers of Good Old Brea, and the way those customers are treated. It is vital that the merchants work to improve this aspect of their business operation.

To sum up the marketing section of this proposal:

Yes, \$35 or \$100 a month is a lot of money to some merchants. But the return on their investment will, we believe, be sizable. To look at the facts:

The latest sales-tax figures (for the year 1969) show that the average sales per square foot per year in central Brea are \$22. (This excludes service establishments and automobile dealerships).

MARKETING DIRECTIONS (Cont'd)

Based on statistics available from cities of comparable size which have undertaken commercial renewal programs, we believe that a conservative goal is for a minimum 50 percent increase in gross sales after Good Old Brea has been in full operation for three years (i. e., four years from groundbreaking).

This should mean that the return on investment would run more than 25 percent. In sum, the investment will be profitable and will be more than justified by the sales increase that will result.

ADDITIONAL OBLIGATIONS OF THE MERCHANTS ASSOCIATION

We are covering these obligations separately because they are not specifically involved with marketing, and they are extremely important.

1. Control of Businesses. While it may not be possible legally for the merchants to keep out certain types of businesses, we do feel that some degree of control must be exercised.

This is desirable to maintain a level of quality and environment, and also to prevent increased competition for the existing business people who will be responsible for creating Good Old Brea.

For example, with six antique stores operating, the area is fairly strong in this category. On the environmental side, a psychedelic shop would be undesirable.

2. Since the reality of Good Old Brea will, in fact, be a self-improvement effort, we believe the property owners, the merchants association, and the city should jointly recruit certain types of businesses to join them. This will make Good Old Brea a total entity, serving most of the needs of most people. The types of businesses desired are listed on the following page.

It is important that the Merchants Association realize that recruiting these new businesses will not create more competition for them. Rather, they will enhance the appeal of Good Old Brea and make it a more complete, more consumer-satisfying entity - thus more of a commercial success.

BUSINESSES TO RECRUIT

Bank

The old building on the corner of Birch and Brea cries out to once again be an operating bank. Whether a major branch bank (B of A, UCB, Security, etc.) or a regional operation (Newport National, Whittier National, Orange County 1st National) is moot. But the area does need banking services, it would be profitable for a bank to be there and, equally important, the presence of a bank would prove conclusively that Good Old Brea is, indeed, to become a reality.

Savings and Loan

Since we understand the Post Office will be vacating within two years, we feel this would offer an ideal location for a Savings and Loan Association. Not only would it draw from the adjacent commercial and residential area, but from the growing residential community north of downtown.

Boutique/Gift Shop

A quality operation such as The Company Store would be a distinct asset.

Shoe Store

None exists presently in the area and would complement the present men's and women's clothing stores.

Book Store

With Brea's relatively high level of income and education, this would seem a natural.

BUSINESSES TO RECRUIT (Cont'd)

Gourmet Foods, Wines and Liquors

Something along the lines of a Jurgensen's.

Sister City Shop

It would be excellent for the City to propose to Lagos de Morena that it open a native crafts shop, possibly in conjunction with the State of Jalisco.

Soda Fountain/Ice Cream Parlor

This would not be competitive to existing foodservice shops and could possibly be located next to the theater.

Crafts and Hobby/Toy Store

Art Gallery

OBLIGATIONS OF THE CITY OF BREA

To make Good Old Brea the success it can be, there will have to be ample off-street parking with quick, easy access to Brea Blvd. There must also be scrupulous maintenance of all public areas. There will be installation of new lighting, new benches, etc. - all to come out of city funds and be repaid from the city's proportionate share of increased sales-tax revenue.

Off-street parking will be a major municipal contribution to the Good Old Brea project.

Specifically, the city's direct involvement will include:

1. Acquisition on a phased basis of property extending from the alleys behind Brea Blvd. out to Walnut on the west, Orange on the east, between Ash on the north, Imperial on the south. All trees are to remain. Portions devoted to public parking will be paved and lighted, the balance to be public parks. The public parks would not only serve as open green areas to make the shopping area more attractive, they would also be a valuable recreational benefit for the residents of Central Brea. Certain structures may be retained for eventual commercial leasing by the city. Strips of this property could also be used as right-of-way at such time as Brea Blvd. is transformed into a park-mall and traffic re-routed via Walnut and Orange.
2. Acquisition of two or three land parcels fronting Brea Blvd. and transforming them into mini-parks with walkthroughs to the off-street parking areas.

OBLIGATIONS OF THE CITY OF BREA (Cont'd)

3. Resurfacing of alleys, establishment of public parking areas and, in cooperation with merchants and/or landowners, resurfacing of private parking areas.
4. Establishment of a business promotion district to promote the city of Brea and oversee the city's investment in Good Old Brea.
5. Ideally, the city should negotiate the entire financing package, insuring property owners of having the best possible financing at the lowest possible rates.
6. New street lighting, parking-area lighting, benches, planters, park fixtures, maintenance of all public areas and fixtures including lights on building ridges.
7. Enacting of legislation necessary to control and maintain the esthetic and commercial standards of Good Old Brea. Included would be sign restrictions. The design concept of Good Old Brea includes creation of individual signing for each establishment, utilizing dimensional letters and representational figures (e. g., the old-fashioned, high-wheel bicycle for the bicycle shop). Signs not approved by the Merchants Association would not be permitted. Other legislation required includes establishment of park districts, parking districts, business promotion districts, etc.
8. Payment for detailed photographic coverage - color and black and white stills, movies and aerials. These would be used for before and after publicity work.

WHO IS GROUP X AND WHAT ARE ITS OBLIGATIONS?

Group X is comprised of three people, Don Kracke, Fred Martin and Ben Templeton.

As mentioned earlier, they are design-oriented marketing men and marketing oriented designers. They specialize in new product development and packaging.

Sometimes they take old products and revitalize, update and repackage them. Which is precisely what's happening with Brea.

They are not land planners, civic experts or architects. Which is probably why Good Old Brea will cost so little.

Specifically, Group X's obligations include:

1. Complete redesign of the remaining stores, front and back, on Brea Blvd. between Imperial Highway and the railroad tracks.
2. Design of all parking areas, parks and walk-throughs.
3. Supervision of all construction.
4. Marketing consultants to the city and the Merchants Association on an as-needed basis for the duration of the service agreement. The partners will work with the executive secretary and various subcommittees (e. g., Advertising, Design Standards) to insure success of the project.
5. Advice, counsel and screening of professional public relations firm to be retained. Same on executive secretary, if desired.
6. Preparation of a complete and detailed marketing program including advertising schedules, layout formats, ad sizes, etc., to build and promote the Good Old Brea specialty

WHO IS GROUP X AND WHAT ARE ITS OBLIGATIONS (Cont'd)

shopping center. In brief, we would provide the Association with such a detailed plan that it could be activated simply by pressing a few imaginary buttons. Plan would include specific budgets, media recommendations and production instructions.

7. Consultation to the city and Association on design and esthetic standards for Good Old Brea and immediately adjacent areas.

In return for its services, Group X will receive a Professional Fee of \$24,000, paid in monthly installments of \$2000, beginning May 1. If the project requires more than 12 months to complete, Group X will receive the same \$2000 a month fee for each additional month, with a limit of three months.

CONSTRUCTION PROCEDURES

Upon acceptance by the City of the Good Old Brea concept, and assuming acceptance and funding by property owners, Group X will begin design work on the balance of the project.

Simultaneously, work will begin on remodeling that portion which has already been designed.

It is our firm recommendation that construction work should not be done by the traditional method of letting bids to contractors and selecting one to move in and re-do the entire street in six months, or three, or whatever.

Rather, we propose that the entire job be done by two men who will hire helpers as needed. These men will contract the job on a not-to-exceed basis. Their compensation will be on a salary contract, plus materials.

We propose this method for two reasons:

1. It makes the project affordable. The total labor cost for the entire project will be less than \$50,000.
2. It seems only right to have this project done by true artisans rather than unconcerned mechanics. The personal involvement of these men will be something that could not be purchased otherwise because they will devote an entire year exclusively to creating Good Old Brea. The qualifications of both craftsmen have already been made known to the City Manager.

TIMETABLE

It would be nice for the Grand Opening celebration to be held 12 months after financing has been arranged and contracts signed. It would be nice, but those things seldom happen. More realistically: 15 months.

Construction will be on a random basis. Probably the best way would be simply to draw names out of a hat and go to work in that order. Working out a way to do this and keep everybody happy may be one of the biggest problems in the project.

Off-street work (raising condemned structures, preparation of parks and parking areas, resurfacing) should begin as soon as possible after construction begins on the stores. The off-street work will be finished, it can be assumed, before the stores. After re-surfacing and repair of alleys, store backs will be done.

Organization of the Merchants Association should also begin upon acceptance of the plan.

ACTION PLAN

If this project is to become a reality, mulling it over for six months won't get the job done. Something very close to immediate action is needed. We propose the schedule below be adopted:

1971

March 30	Presentation of Concept
April 30	General agreement among property owners, merchants lessees and City. Establishment of Trust Account with \$500 pre-payment by each property owner.
May 1	Begin: Financial arrangements with lenders. Develop funding program for public and private improvements. Contract with Group X for its services. Formation of Merchants Association.
June 1	Begin balance of design work. Retain public relations counsel for kick-off work. Organize construction procedures.
July 1	START WORK!!! Groundbreaking and attendant publicity activity.

1972

April 1	Begin pre-Grand Opening promotion and planning.
July 15	GRAND OPENING (assuming no delay from extended periods of bad weather).

ESTIMATED MAXIMUM IMPROVEMENT COSTS

Labor (front and back)	\$50,000
Materials (front and back)	<u>45,000</u>
Subtotal	\$95,000
Special Lighting	<u>18,000</u>
	\$113,000
Contingency	22,000
Group X Professional Fee (Based upon \$2,000/month times 15 months)	<u>30,000</u>
TOTAL COST	<u><u>\$165,000</u></u>
Average per store (60 stores)	<u>\$2750.</u>

NOTE: Cost Estimates are based on the design concepts illustrated as part of this report. If anything, they are on the high side.

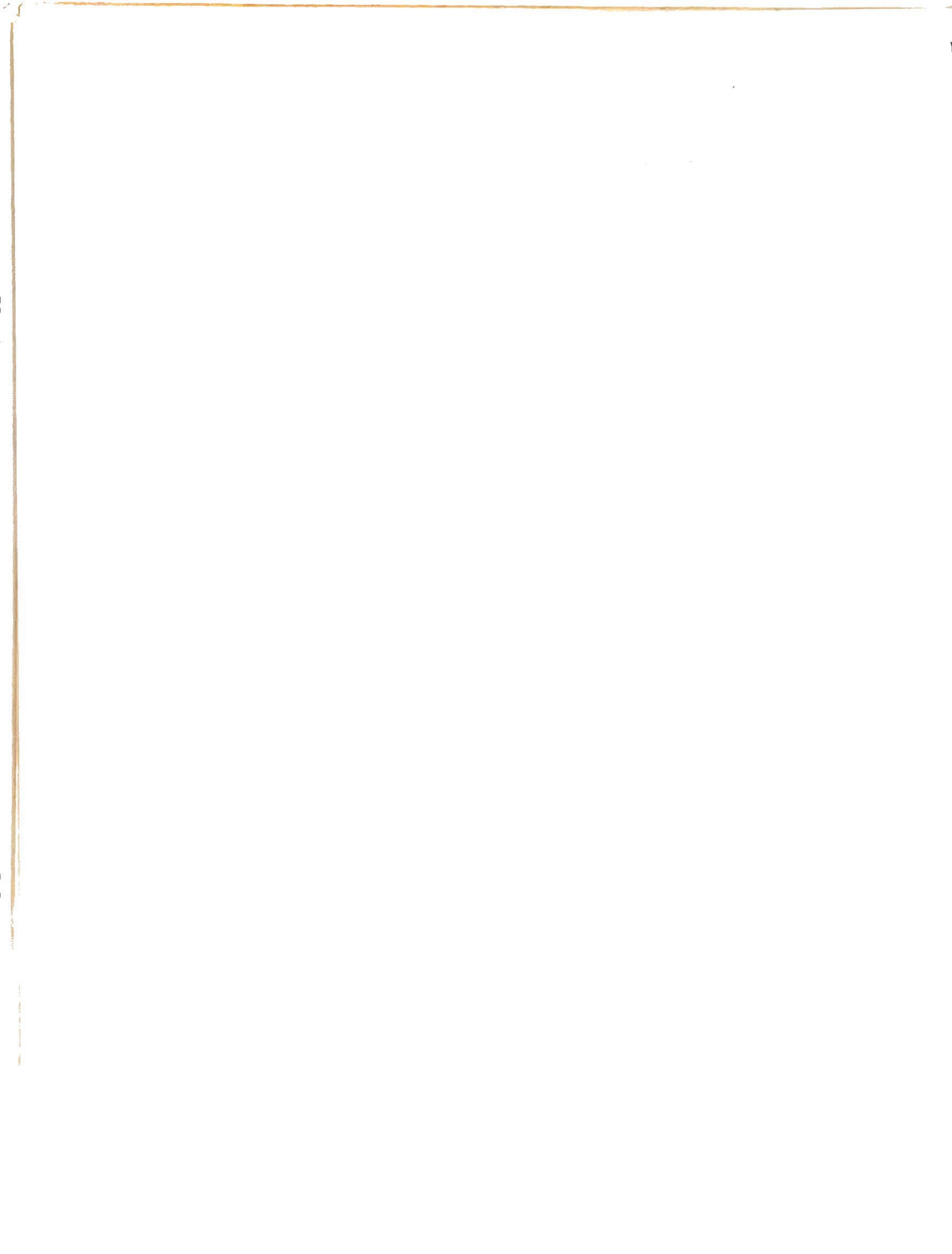
FINANCIAL SUMMARY

At this point, all we can talk about are average costs. So, the average merchant/property-owner can anticipate monthly costs as noted below:

<u>1971</u>		
Beginning June 1		
Improvement Loan Retirement	\$ 25	
Merchants Association Assessment	<u>35</u>	
Total Monthly Cost		<u>\$ 60</u>

<u>1972</u>		
Beginning July 1		
Improvement Loan Retirement	\$ 25	
Merchants Association	<u>100</u>	
Total Monthly Cost		<u>\$125</u>

NOTE: Figures reflect amortization of the \$500 start-up money proposed for funding in March 1971.





A NEW LOOK FOR OLD BREA



CREATED BY
GROUP X
704 SILVER SPUR ROAD
ROLLING HILLS ESTATES
CALIFORNIA

THE GOOD
OLD BREA

CHISEL

GOOD
OLD BREA

GOUDY BOLD

GOOD OLD BREA

PLAYBILL



**owen menard
& associates**
urban planners
claremont · calif.

city of BREa

**DESIGN
CONCEPTS**

eclectic/e-'klek-tik/adj., meaning: 1) selecting what appears to be best in various doctrines, methods, or styles; and 2) composed of elements drawn from various sources.

This definition most aptly describes Brea's philosophy for recreating and preserving the downtown area. The illustrations in this brochure show the basic design concepts that should serve as guidelines in exploring the creative possibilities open to the eclectic approach. They should also guide the City and individual developer in the implementation of the long range development plan.

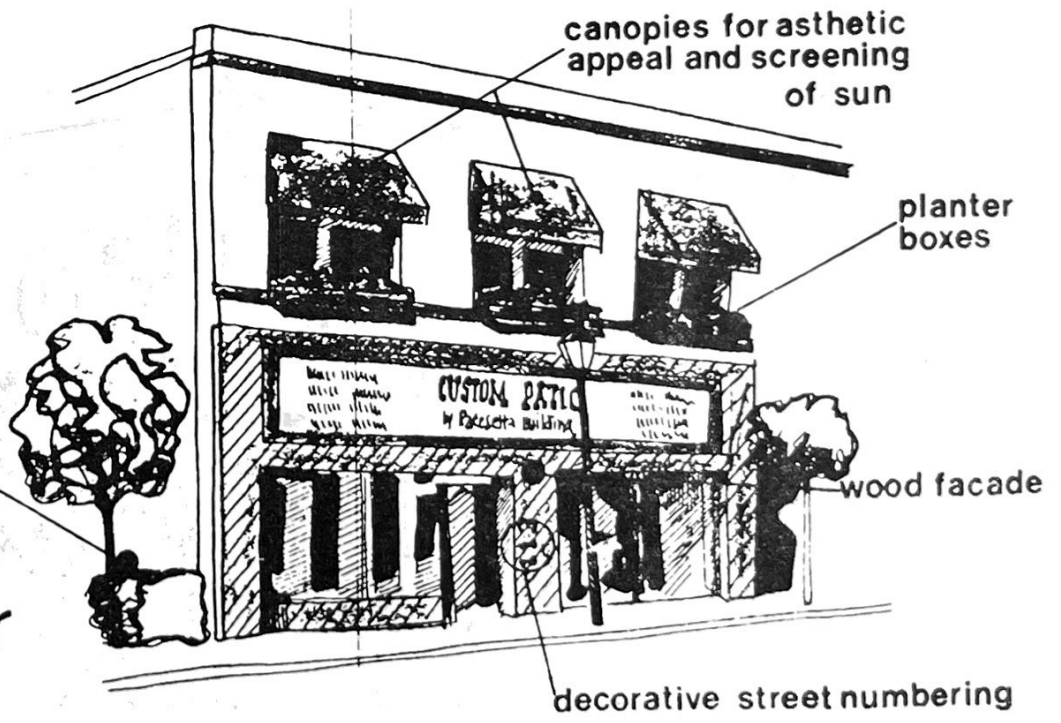
1 facade improvements

before



plants screen views

after



canopies for aesthetic appeal and screening of sun

planter boxes

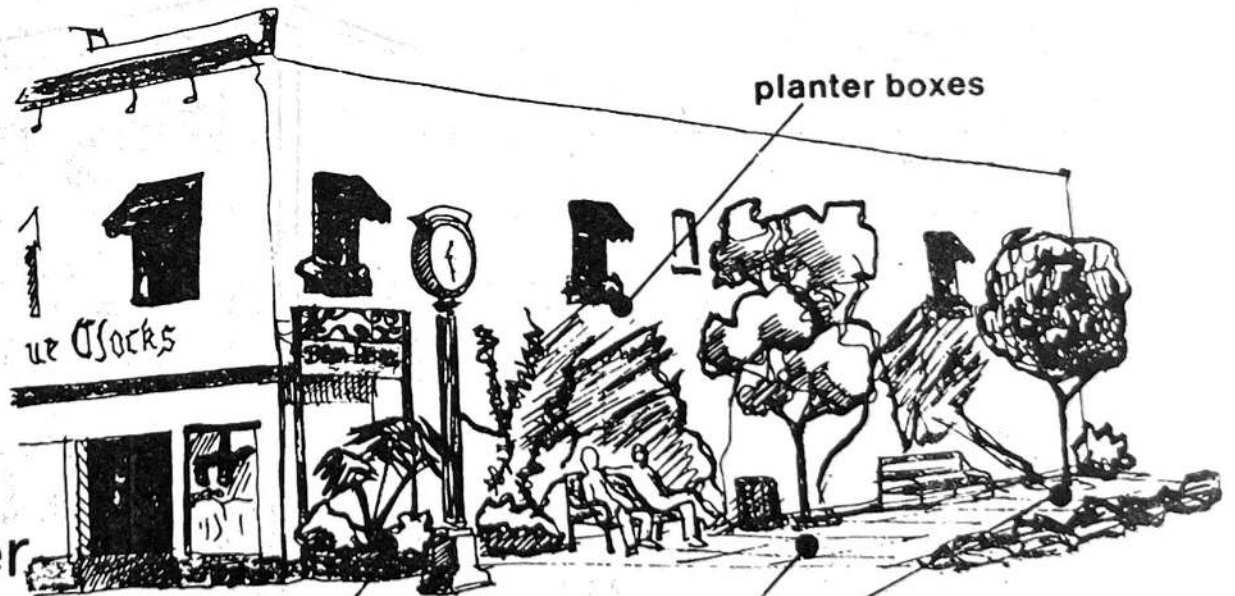
wood facade

decorative street numbering

2



before



after

planter boxes

planter

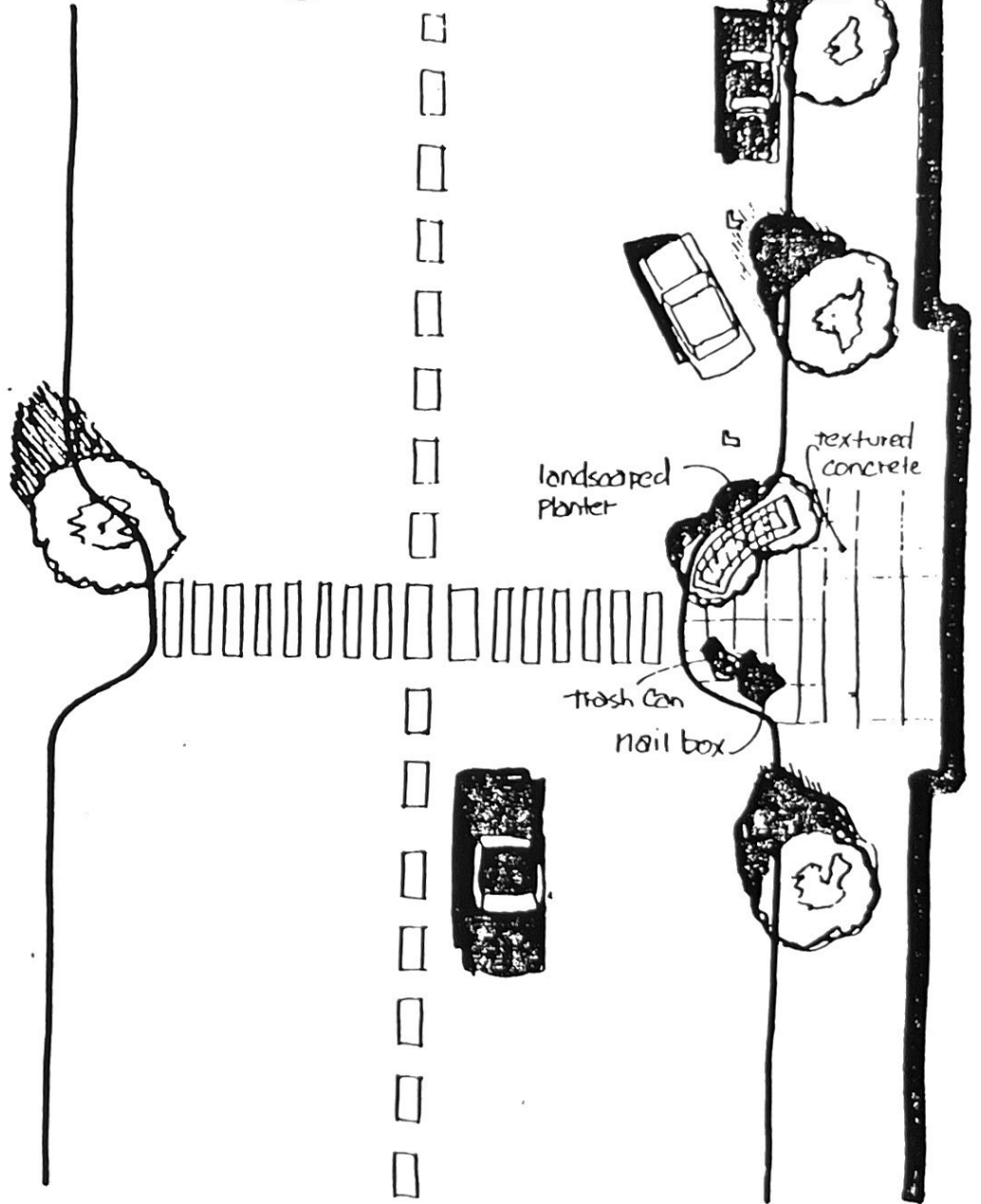
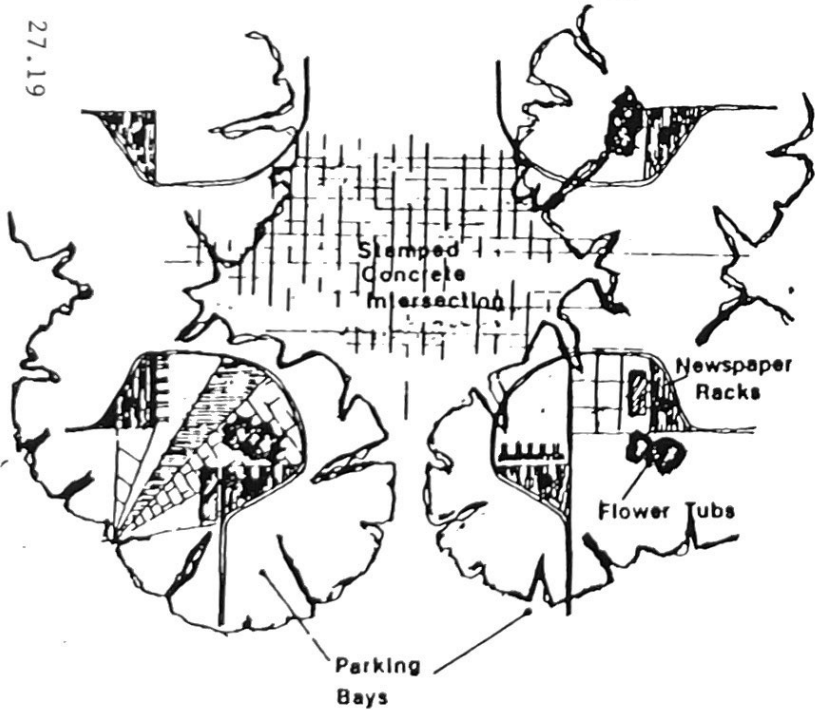
landscaped seating area

3 street design

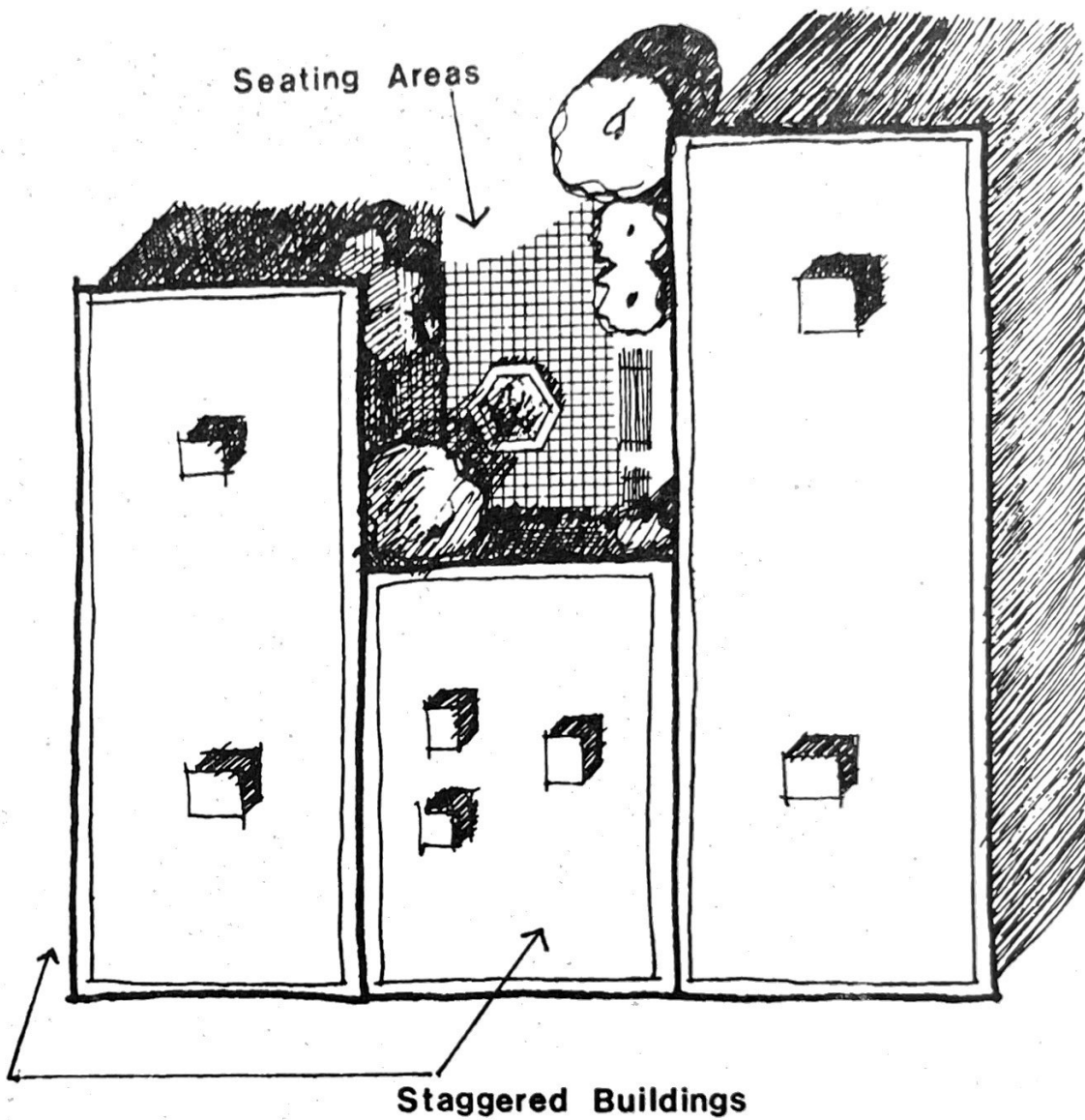
street design

intersection detail

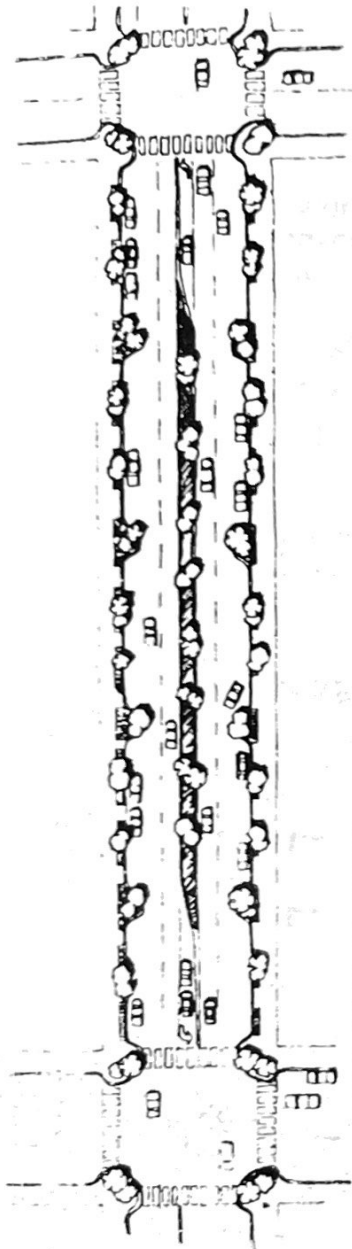
27.19



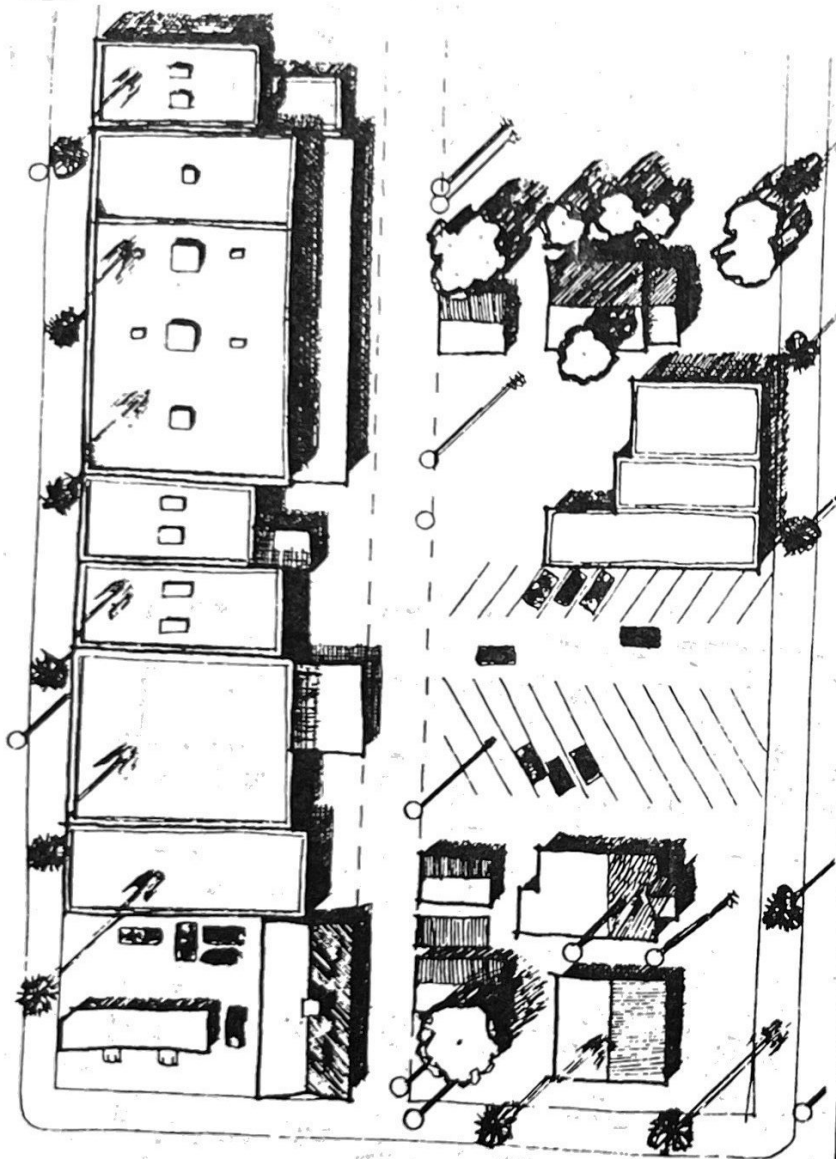
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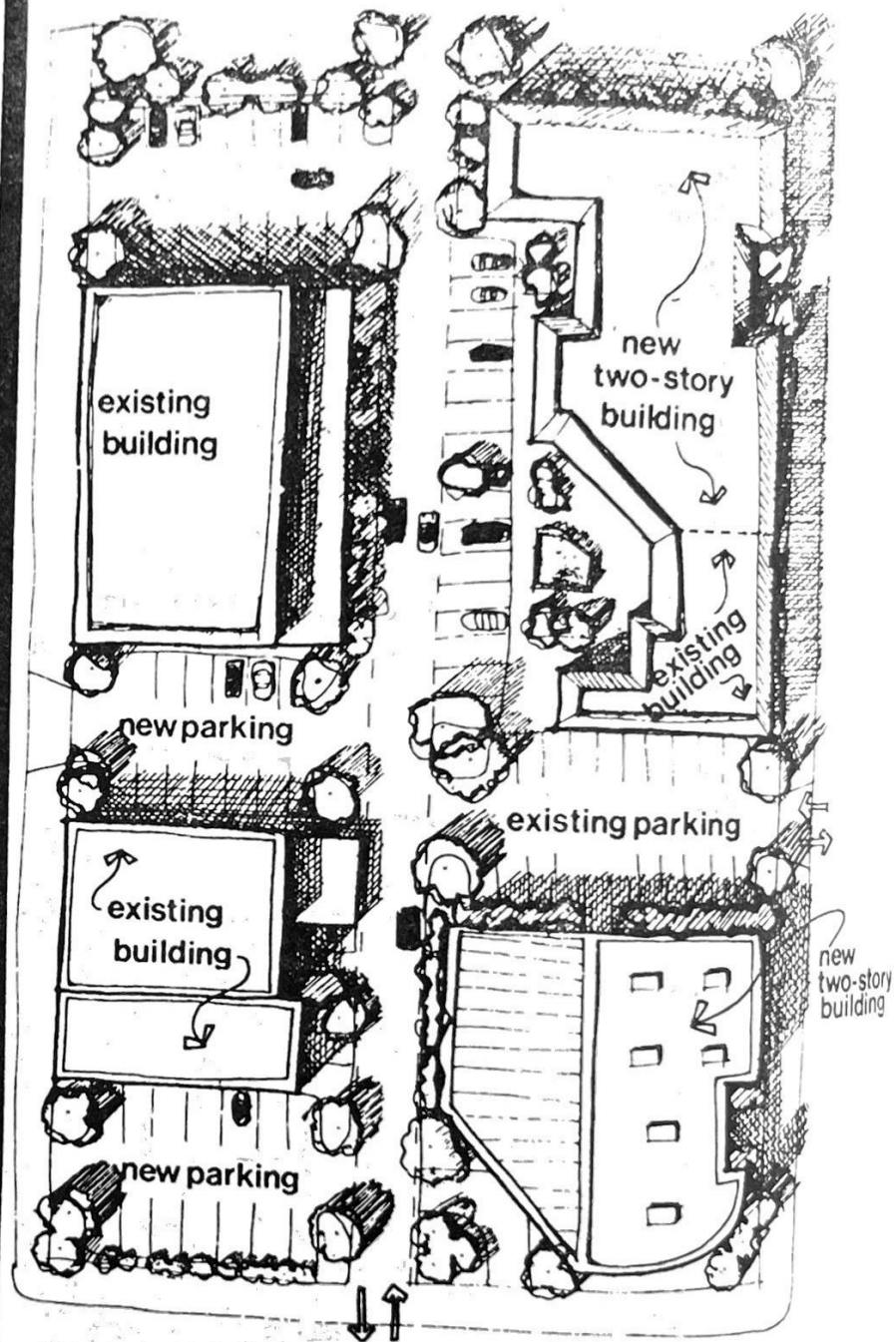
Prototypical section:
Brea Boulevard redesign



6 site design

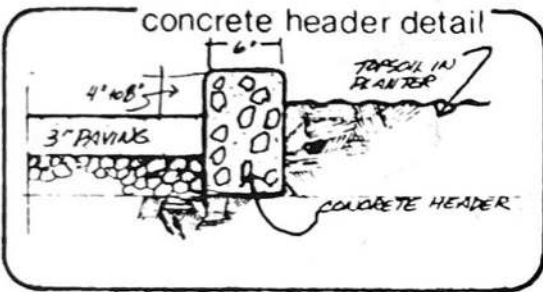
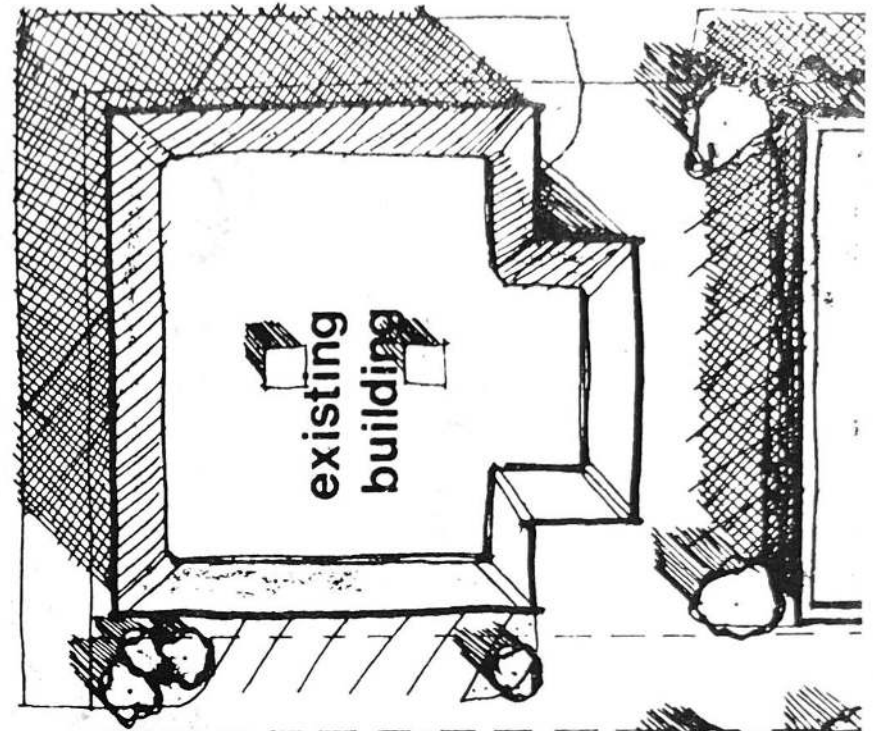


before

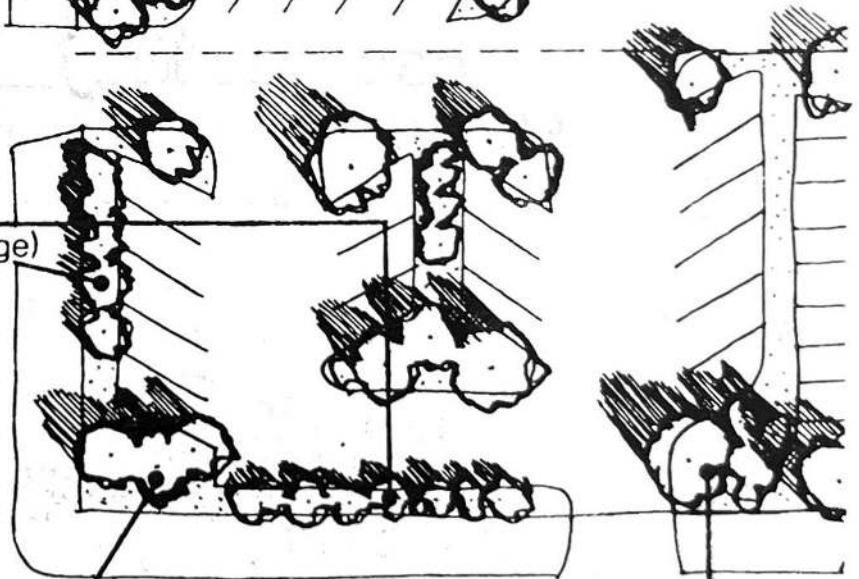


after

7 parking



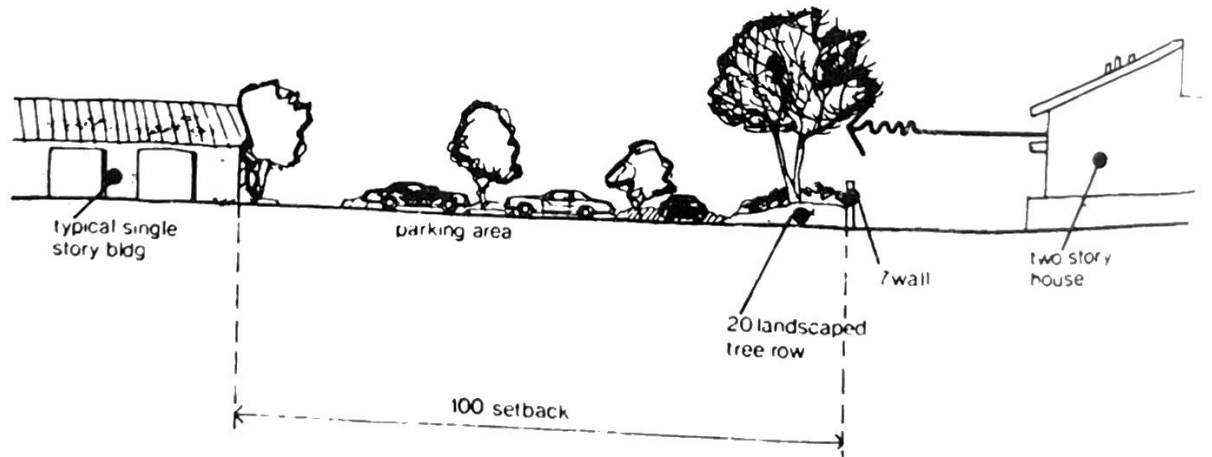
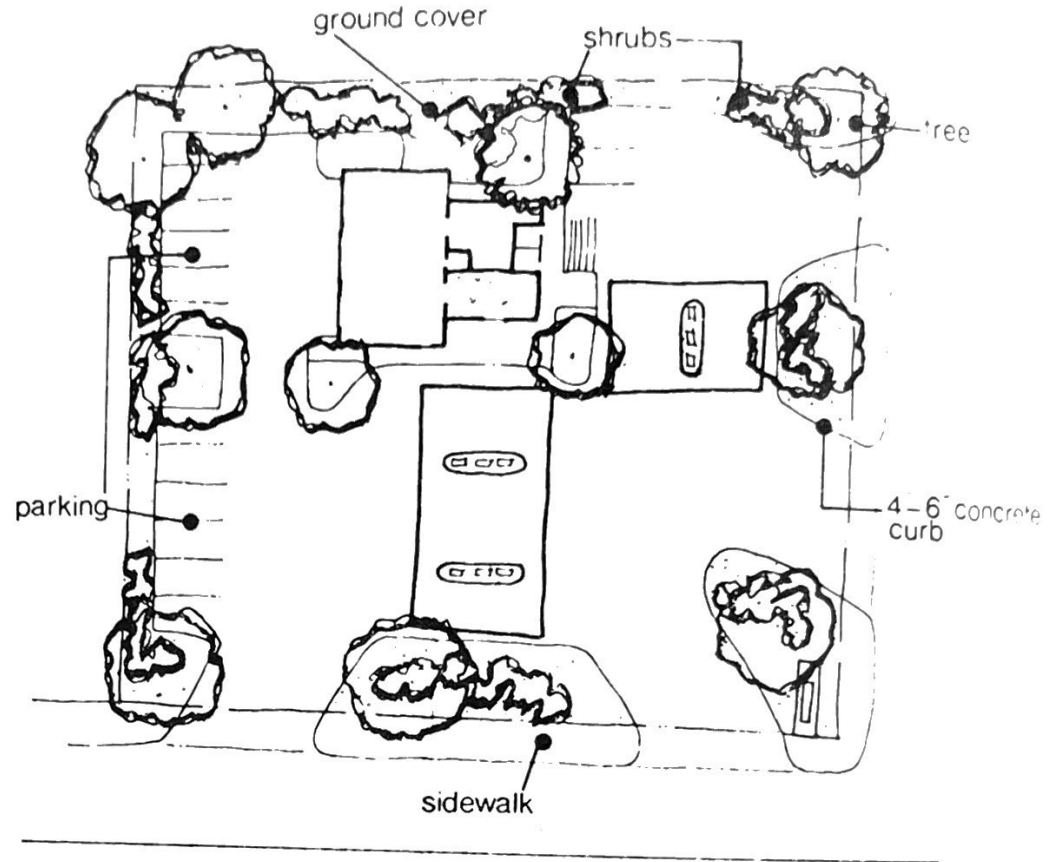
parking lot
screening
(wall or hedge)



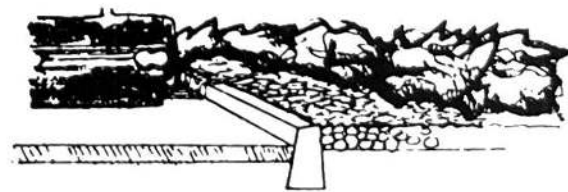
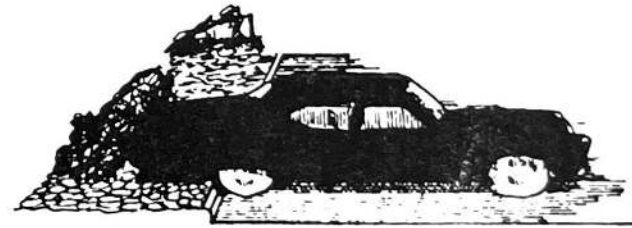
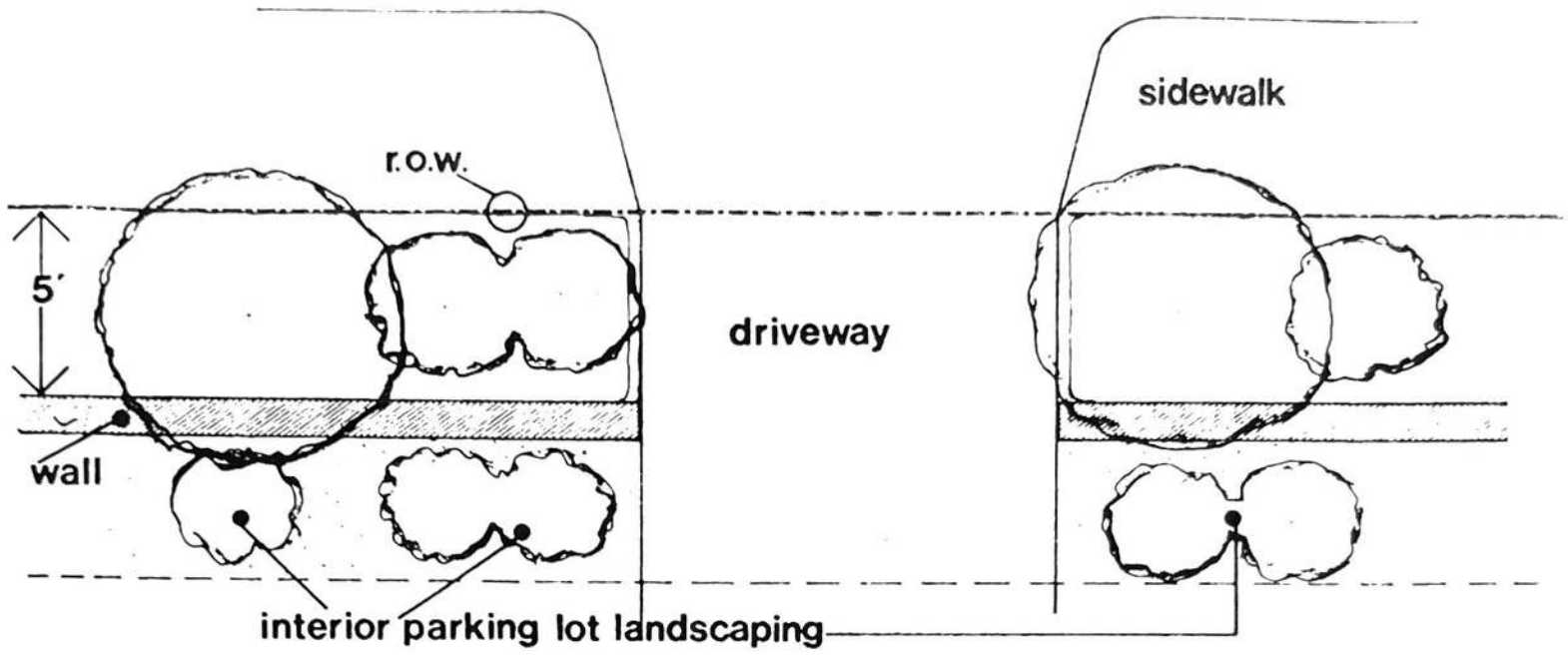
street frontage
landscape

8

gas station

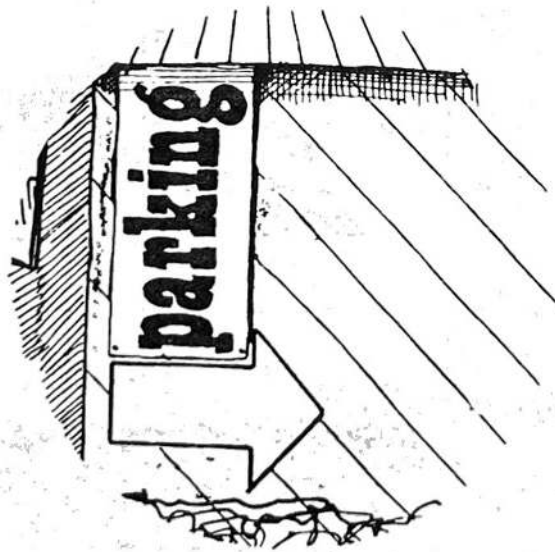


9

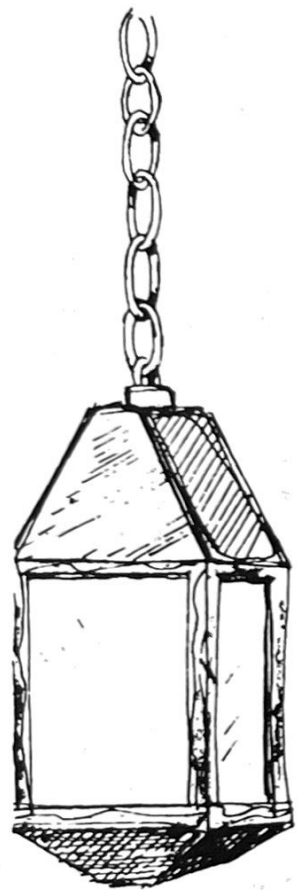


10 signing

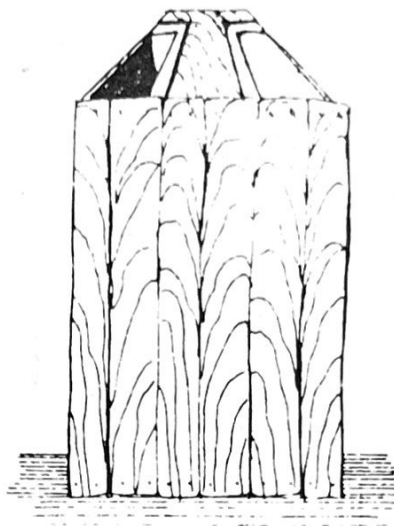
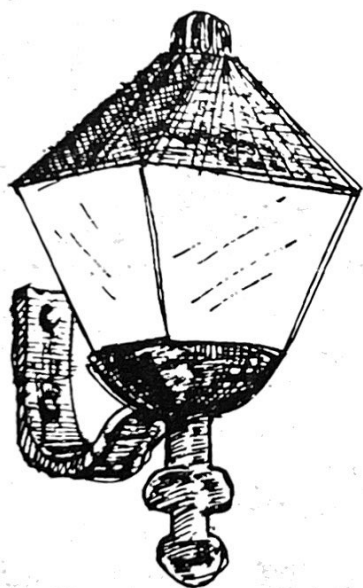
suggested examples:



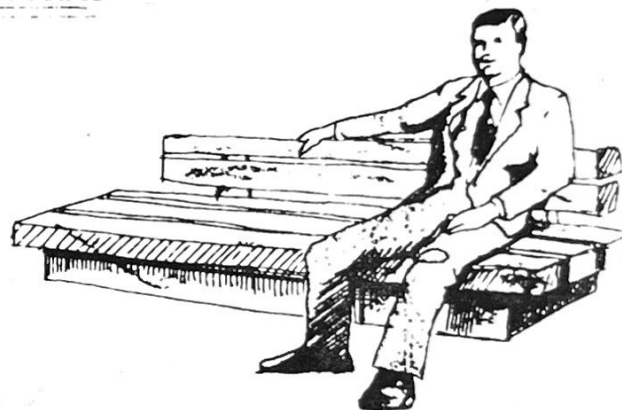
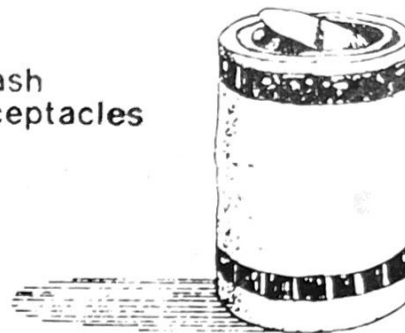
11 public amenities



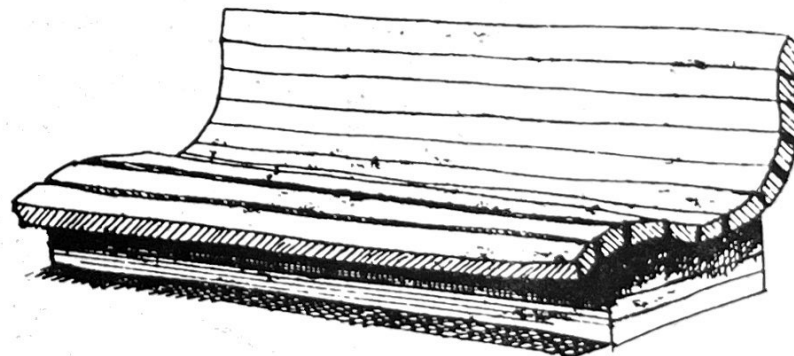
luminaries



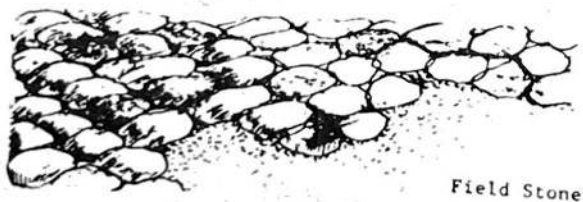
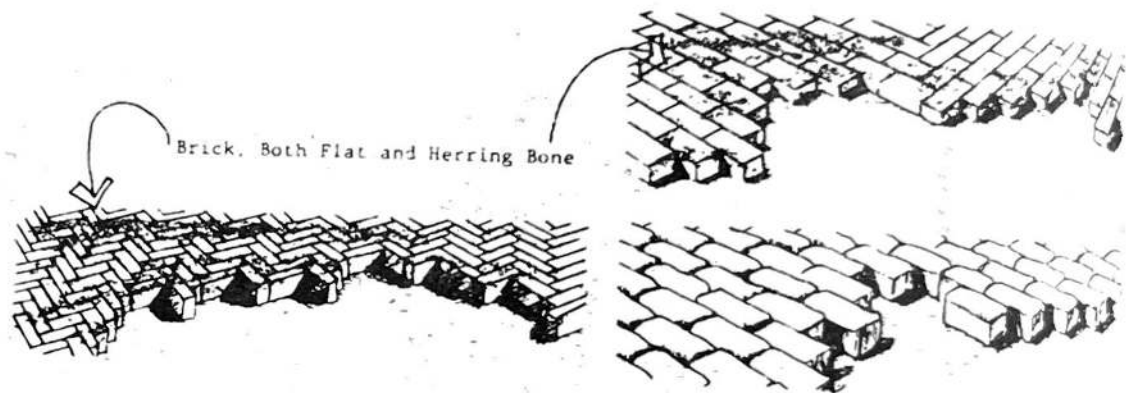
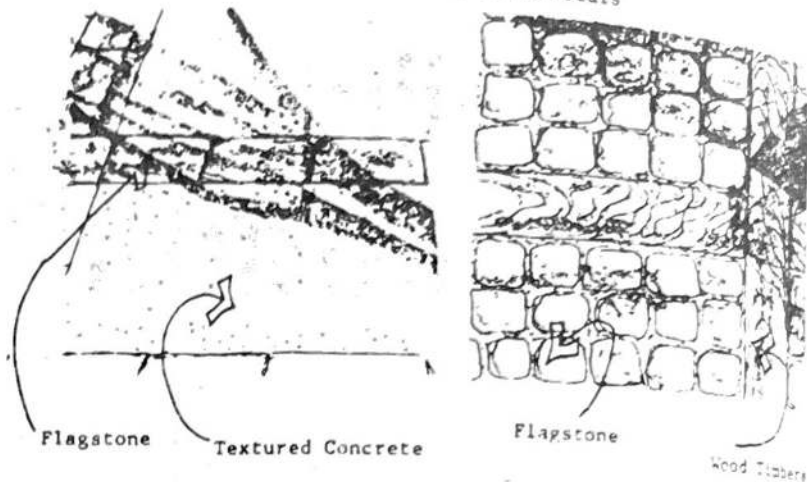
trash receptacles



benches

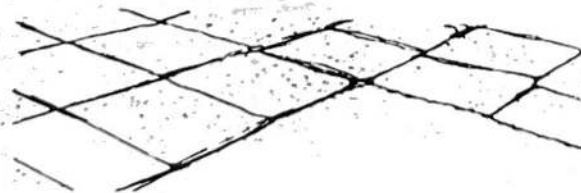


Combination of Materials



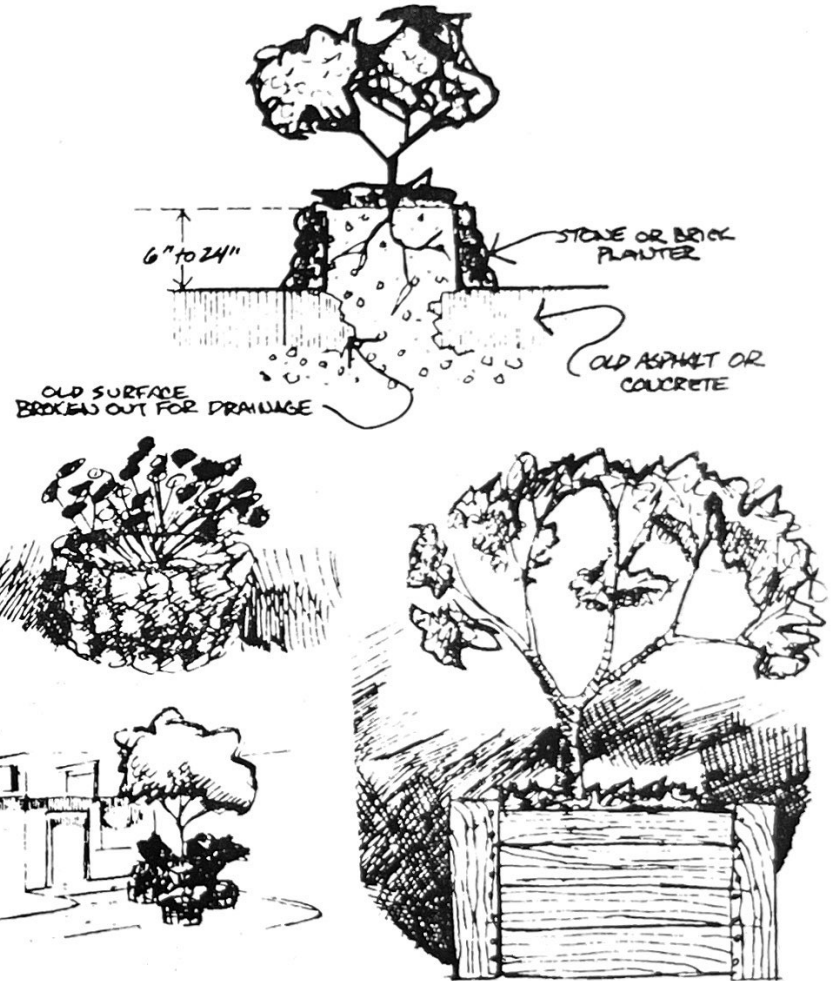
Adobe

Note: Similar pattern can be created by stamping concrete to create the visual impression of adobe brick.



CONTAINER LANDSCAPING

In many parts of the city, the form of development is already so greatly established that it may seem impossible to introduce new landscaped areas. In these situations container landscaping is an excellent solution. Often it is quite simple to fabricate containers from materials that relate to the building and/or pavement materials. Another similar technique is to simply remove some pieces of asphalt or concrete and construct raised planters for landscaping. This is a very effective way to improve old parking lot areas.



12



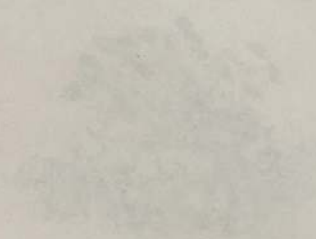
Small plant

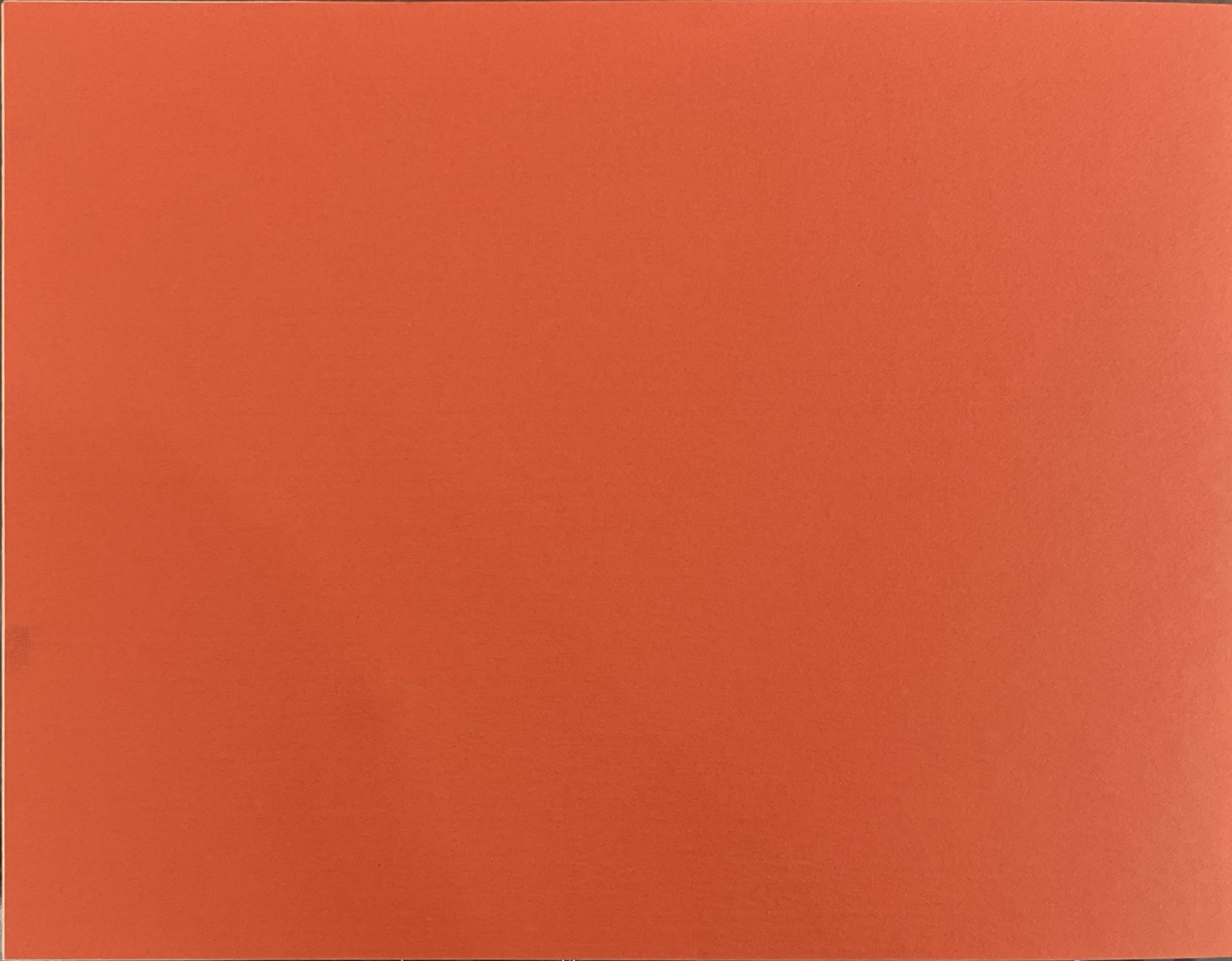


Small plant



Small plant





Initial Reaction to Reno

By DAVE TAYLOR
News Tribune Writer

BREA — Initial reaction generally appears favorable to the proposed renovation of Brea Boulevard between Imperial Highway and the Pacific Electric tracks, according to information from property owners and tenants.

According to city officials, some 26 persons of whom four or five were not owners and/or tenants, signed statements of interest at the joint city council-planning commission meeting when Group X officials presented the plans March 30.

It was held at the Brea-

Olinda High School auditorium.

The purpose of the statement of interest was to inform the Brea City Council of the interest of the businessmen and property owners before the City Council starts procedures to establish a parking and im-

provement area.

Property owners and tenants have been given 30 days in which to make up their minds to go ahead with the project and deposit what was described as \$500 worth of "good faith money."

The statement of intention requested the City Council "to

take such steps as may be necessary to consider a parking and business improvement area and to hold public hearings on the establishment of the area, which is limited, in general, to the business establishments on Brea Boulevard between Imperial Highway and the Southern Pacific

(Pacific Electric) Railroad tracks."

The "master plan" for revitalizing the downtown commercial area of Brea was presented recently by Group X, the plan's developers, marketing and design group from Palos Verdes.

It includes three partners, all of whom are listed as presidents, with President Don Kracke and City Manager Wayne Wedin handling the presentation and answering questions.

Other presidents in addition Kracke are Ben Templeton and Fred Martin.

The project, referred to as "Good Old Brea," involves 60 business and could ultimately require a total investment of about \$500,000.

A third of this would be private capital, the balance to be in public improvements to be paid for by the city.

Reportedly existing structures would be removed when necessary to create parking areas behind the stores and other businesses.

Public improvements would include the off-street parking as well as new lighting and other street fixtures.

City portion of the investment would be paid from increased sales tax revenue plus increased value of property involved.

The timetable calls for preliminary funding by April 30 and starting work by July 1. Formal opening could be held around July 15 of next year.

The presentation included color slides of the sample block between Ash and Brich on the west side of the street plus a 29-page project report.

IT'S HAPP

BR

A-2

Total cost for remodeling is estimated at \$165,000, including labor and materials front and back for all stores, design, construction, supervision and plans for a complete and continuing marketing effort. Average cost per store was given as \$2,750.

The proposal includes organization of what is described as a strong merchants

association to promote "Good Old Brea" as a specialty shopping center and to insure adherence to rigid standards of design, sign control and maintenance.

Generally, the plan for the stores along the affected thoroughfare calls for complete facelifting of all stores fronting on both sides of the two and one-half block area involved; "lavish use of bold, bright colors, with each store coordinated into an overall color and design plan;" facading to give silhouettes; distinctive signs, awnings, and unique graphic devices; ridgeline lighting on each side of the street; establishment of miniparks; and recruitment of specific retail business including a bank and savings and loan.

Initial Reaction to Renovation Plans 'Favorable'

By DAVE TAYLOR
News Tribune Writer
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IT'S HAPPENING IN BREA

A-2

DAILY NEWS TRIBUNE
Thursday, April 1, 1971

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Attraction of "heavy traffic from within the traditional five-mile trading radius" offering unique goods and services that will extend that radius to 15 miles; and "achieve a reputation for excellence of product and service that is so good that 'Good Old Brea' will not lose business when the major regional shopping center opens half a mile away from the corner of Brea Boulevard and Imperial Highway," an announcement of the "Good Old Brea" plan indicates.

Group X's report notes that "the product of Central Brea is still a marketable one."

It continues that "the products needs new packaging, new direction, new verve, new thinking and a new outlook." Kracke, added that "an attitude" of all for one and one for all is needed, otherwise the result will be "disastrous."

Group X says the downtown area needs 436 more parking spaces than it now has, and this is where the downtown parking district comes in.

The proposal lists a maximum cost for one store as \$3,500 with an average of \$2,750 of the 60 businesses. With 10-

year financing, the average property owners will invest about \$25 a month in improvement costs. The monthly total cost the first year will be \$60, raising the second year to some \$125.

It is suggested that interiors of stores be done by college design students.

The college would receive some \$50 to \$100 per store.

As to the style, it is not specifically 1917 but rather what Kracke refers to as "Instant Nice."

Color, excitement and good taste were the primary guidelines.

Kracke said this is the first time the Group X organization has developed a plan for an entire neighborhood, although it has done them for stores and various companies.

The proposal for Brea Boulevard calls for new light standards (actually old ones), new trash receptacles, bus benches, tree planters, and so on — all carrying a stylized letter "B."

Stringing of 25-watt light bulbs would be done along the ridge lines of all buildings.

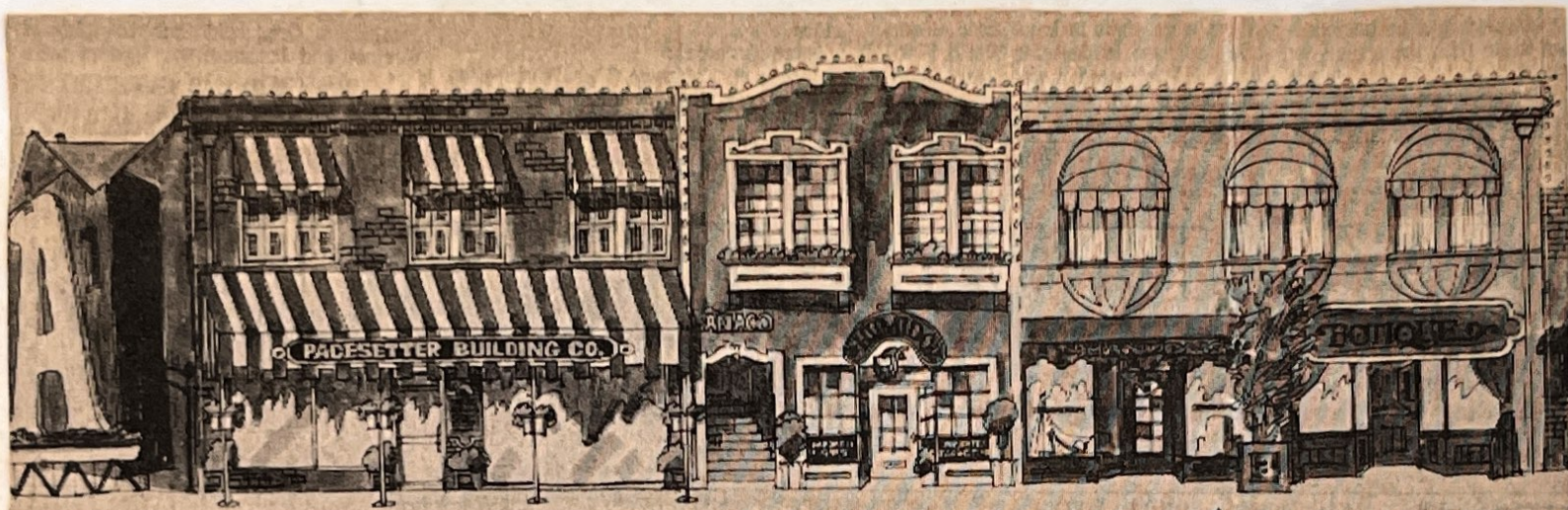
"Structural changes to buildings are virtually nonexistent, thus holding down the initial cost and minimizing insurance premiums and other continuing exclude acquisition on a phase basis of property extending from the alleys behind Brea Boulevard to Walnut on the west; Orange on the east; Ash on the North and Imperial to the south.

The city would acquire two or three land parcels fronting Brea Boulevard and transforming them into miniparks with walk throughs to the off-street parking areas.

Alleys would be resurfaced. In conclusion, the report notes that Group X "are not land planners, civic experts or architects.

"Which is probably why Good Old Brea will cost so little."

Group X would receive a professional fee of \$24,000.



WENT THROUGH OF PIECE OF OLD WOODEN TRUSS

SMOKESTOKE DOOR TO USED BRICK - ADD MOUNTAINS, THE SKULLCONE OVER BICOLORE. REMOVE WOODEN PACKING ON LOWER STORY AND USED BRICK FACADE TO MATCH IF NECESSARY - MATERIAL MIXTURES - WITH WOODWORK

ADD BRICK FACADE TO DETAIL TRAIL AS SHOWN - WOODEN WINDOWS, SILL, OR AT AS SHOWN -

UPPER STORY - ADDITIONAL TO REEF LINE TO 4-1/2" TRAIL BRICKS - ADD STUCCO 'BALCONIES', AND SILL, PAINT ALL OLD COLOR - INCLUDING WOODWORK

LOWER STORY - WOODEN, NEW DOOR, MOUNTAIN, FRUIT, SILLER & MOUNTAIN DETAIL. BRICKING - SILLER, PHOTO, NO BONA DECK. DETAIL DOOR & TRAIL BRICKS FACADES



RENOVATION SAMPLE — This is one of the renderings of half of the west side block of Brea Boulevard between the present Brea postoffice and the vacant lot just north of Sam's Bar, as proposed by Group X designers to a special joint City Council-Planning Commission meeting Tuesday. The photo on top is

what the area would look like when completed. The lower photo shows what it looks like now. Group X designers showed renderings of the block of Brea Boulevard between Ash and Birch (west side of the street). Owners and tenants have about 30 days to make up their mind what to do.

June 25, 1985

Community Business

holds onto its old-time charm

3-block-long business area surviving progress

By Francine McMillian
The Register

Strolling along Brea Boulevard at Imperial Highway, one quickly gets the feeling of having been transported back in time.

Signs printed with western-style lettering are affixed to old-fashioned brown, beige and rust-colored wooden store fronts. Combined, they give the area a small-town, turn-of-the-century flavor.

A banner spanning the width of the boulevard reads, "Welcome to Brea." It beckons visitors to walk along the city's original three-block-long downtown section north and south of Imperial Highway, known as Old Brea.

Locals call it Good Old Brea. "I think it's a neat community," said Dave Kendall, a letter carrier who has delivered mail along the Brea Boulevard route for the past year. "It has its own unique charm."

"I fell in love with this area when I saw it," said Maryann Herman, a sales clerk at The Little But Wise Book Store, 216 S. Brea Blvd.

"I think areas like this should be preserved," she said. "We need more of them. I like the new things, but I think we should respect the old times, too. It has its own warmth."

Old Brea differs dramatically from the modern Brea Mall area — with the modern glass-enclosed Civic Cultural Center and commercial and industrial developments — across town.

And if Old Brea is reminiscent of turn-of-the-century San Francisco, there is a reason.

Many of the store fronts along Brea Boulevard are original Bay area store fronts dating back to the early 1900s, according to Jim Deering, who has operated a photography studio at 139 S. Brea Blvd. for five years.

He said owners installed the store fronts several years ago to create the quaint atmosphere.

"San Francisco was renovating an area, but instead of destroying the store fronts, they were disassembled," Deering said.

Brea brought these store fronts to Orange County to make Brea Boulevard "look like an Old Main Street," he said.

The Brea Redevelopment Agency

"From a negative standpoint, it gives the area the appearance of being neglected and in some ways run down," said Gil Lerma, who has operated the Brea Boat shop on Brea Boulevard since 1976.

"From a positive standpoint, it has an antique view to it," he said.

Old and new meet again when it comes to the types of businesses on the street.

One can browse through vintage clothing at the Clothes Around the Clock shop, or purchase new yarn at That Frame Place. The strip is also the location of Brea Stationers, Hair Cut Naturally, Pawlack Tile and Supply, and Brea Hardware, which has been in business for 20 years, according to its owner, Earl Hills.

In all, there are about 60 businesses in the area, said Hills, who is a member of the Good Old Brea Committee, a group of entrepreneurs from the area.

Hills said despite the competition of the Brea Mall, businesses in Old Brea have continued to show good profits. In fact, he said, growth of the city and surrounding areas in recent years has benefited Old Brea.

"Since construction of the mall, business has picked up," he said. "In my case, it's increased 300 percent."

"That usually doesn't happen when you build a mall," Hills said. "Usually, it hurts downtown areas. But right now there are few vacancies on this street. Twenty-five years ago you could find 10 to 15 vacancies."

Hills said he is concerned that this situation will change if the city proceeds with redevelopment, which will eliminate on-street parking on Brea Boulevard.

The street, on both sides of Imperial Highway, has been declared part of a redevelopment area, and city officials are awaiting for a study on proposed capital improvements to the area from Forma, a Newport Beach-based urban planning consulting agency.

According to William Kelly, director of development services for Brea, improvements expected in the area will include modifications of building facades, landscaping, and street and sidewalk improvements. One proposal being considered is the addition of traffic lanes to Brea Boulevard by



Mary Anne Gotheridge

Dan Baigent, top, owns one of about 60 shops in Old Brea — Steam Genie Carpets on Brea Boulevard. At left, a shopper browses for antiques in the quaint three-block section that continues to attract spenders



Mary Anne Gotheridge

Dan Balgent, top, owns one of about 60 shops in Old Brea — Steam Genie Carpets on Brea Boulevard. At left, a shopper browses for antiques in the quaint three-block section that continues to attract spenders despite competition from the Brea Mall.



Strolling along Brea Boulevard at Imperial Highway, one quickly gets the feeling of having been transported back in time.

Signs printed with western-style lettering are affixed to old-fashioned brown, beige and rust-colored wooden store fronts. Combined, they give the area a small-town, turn-of-the-century flavor.

A banner spanning the width of the boulevard reads, "Welcome to Brea." It beckons visitors to walk along the city's original three-block-long downtown section north and south of Imperial Highway, known as Old Brea.

Locals call it Good Old Brea.

"I think it's a neat community," said Dave Kendall, a letter carrier who has delivered mail along the Brea Boulevard route for the past year. "It has its own unique charm."

"I fell in love with this area when I saw it," said Maryann Herman, a sales clerk at The Little But Wise Book Store, 216 S. Brea Blvd.

"I think areas like this should be preserved," she said. "We need more of them. I like the new things, but I think we should respect the old times, too. It has its own warmth."

Old Brea differs dramatically from the modern Brea Mall area — with the modern glass-enclosed Civic Cultural Center and commercial and industrial developments — across town.

And if Old Brea is reminiscent of turn-of-the-century San Francisco, there is a reason.

Many of the store fronts along Brea Boulevard are original Bay area store fronts dating back to the early 1900s, according to Jim Deering, who has operated a photography studio at 139 S. Brea Blvd. for five years.

He said owners installed the store fronts several years ago to create the quaint atmosphere.

"San Francisco was renovating an area, but instead of destroying the store fronts, they were disassembled," Deering said.

Brea brought these store fronts to Orange County to make Brea Boulevard "look like an Old Main Street," he said.

The Brea Redevelopment Agency wants to continue these early efforts with its plan to revitalize the area, specifically to expand the rustic Old Brea theme in the area north of Imperial Highway, according to Paulette Ramsay, redevelopment services manager.

"We want to preserve the character of Good Old Brea, but with thoughts toward parking, land uses, landscaping. . . ." she said.

Meanwhile, Brea Boulevard remains an area of interesting contradictions. While some merchants feel the quaint atmosphere is appealing, others say the incomplete look of the street — with modern buildings close by — detracts from the area.

ing neglected and in some ways torn down," said Gil Lerma, who has operated the Brea Boat shop on Brea Boulevard since 1976.

"From a positive standpoint, it has an antique view to it," he said.

Old and new meet again when it comes to the types of businesses on the street.

One can browse through vintage clothing at the Clothes Around the Clock shop, or purchase new yarn at That Frame Place. The strip is also the location of Brea Stationers, Hair Cut Naturally, Pawlack Tile and Supply, and Brea Hardware, which has been in business for 20 years, according to its owner, Earl Hills.

In all, there are about 60 businesses in the area, said Hills, who is a member of the Good Old Brea Committee, a group of entrepreneurs from the area.

Hills said despite the competition of the Brea Mall, businesses in Old Brea have continued to show good profits. In fact, he said, growth of the city and surrounding areas in recent years has benefited Old Brea.

"Since construction of the mall, business has picked up," he said. "In my case, it's increased 300 percent."

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According to William Kelly, director of development services for Brea, improvements expected in the area will include modifications of building facades, landscaping, and street and sidewalk improvements. One proposal being considered is the addition of traffic lanes to Brea Boulevard by eliminating on-street parking.

Representatives from the Good Old Brea Committee and the South Brea Boulevard Committee oppose the change in parking.

"For any business located on a through-street, parking is crucial," Hills said. "We need additional parking, not less."

Kelly said city officials and Forma representatives are discussing the proposed changes with Brea Boulevard merchants in an effort to alleviate some of their concerns.

The completed study will be reviewed by the Planning Commission and City Council, Kelly said.

bottom photo shows the actual condition of the stores on the west side of Brea Boulevard, while the top rendering shows how it would look if the improvement plan suggested by Group X were adopted.

Public Hearing Park Tonight

ent, but that all groups wishing to be heard will be heard.

Decision on the route is expected in a year by the seven member commission which is appointed by the governor, and which may hold other hearings. Public record on the hearing remains open for 30 days to take further testimony.

Under contention here are the route along Valley Home which the city of La Habra prefers but Lowell Joint School district does not want, and the route through La Habra along Walnut which the city of La Habra does not want.

City Ecology Set Tonight

Dolores Serna, Tim Lange, Phil Blurton, and Randy Bastlick. Ex officio nominees include Dale Kunkle, Jané Gordon and Mayor Ed Jackson.

Among the projects to come up at the first meeting were a half-way house for teenagers, a hot line and a family counseling service for anyone in trouble.

Mayor Jackson noted that at tonight's meeting a report will be made on "the main Brea needs noted to date." He also said that Officer Larry Baker of the Brea Police Department would present a model for a multi-purpose youth facility.

The mayor said he is hoping for an even larger turnout tonight for the meeting which he called "vital to the community."

City Traffic Accidents Down

LA HABRA — Traffic accidents in La Habra for the month of January were down 30 from the month of December, with a total of 87 contrasted with 117 for December.

There were no fatal traffic accidents as contrasted to one in December. Contrasts with January a year ago show 95 accidents in January 1970, with one fatality.

Tuesday, Wednesday, Thursday and Saturday top the high accident rate days during the month of January.

Number of persons injured in traffic accidents in January took a drop, from a total of 31 in December to 24 last month. Type of driver indicates double the number of male drivers to female drivers involved in all traffic accidents, with heaviest age concentration in the 20 to 24-year-old bracket.

The three chief causes of traffic accidents, by highest number of cases, are failure to yield the right of way, making an improper turn, and "improper driving."

Local Temps

BREA
High 69
Low 52

LA HABRA
High 68
Low 52

(For a 24-hour period ending at 7 this morning.)

The Weather

Fair and locally rainy today through Thursday. High in 60s and on Thursday night in 40s.

The plan, entitled "A New Look for Old Brea," was prepared for the city by an organization called Group X. It is comprised of three people who are basically design-oriented marketing men and marketing oriented designers who specialize in new product development and packaging.

Also in attendance at the meeting were various Brea city officials including the city council and planning commission. Both bodies sat in session to listen to the presentation.

Brea's City Manager Wayne Wedin began the program by explaining how the master plan would work.

According to Wedin, "A unique feature of the Group X concept for 'Good Old Brea' is its low cost. While the concept will give a totally new and different look to the downtown Brea area, it could be achieved at a total cost of \$165,000 including labor and materials front and back for all stores, design, construction supervision, and plans for a complete and continuing marketing effort. Average cost per store front was given at \$2,750," he said.

The proposal also calls for organization of a strong Merchants' Association to promote "Good Old Brea" as a specialty shopping center and to insure adherence to rigid standards of design, sign control and maintenance.

Involved in the project would be the approximately 60 stores on Brea Boulevard in the two and one-half block area. Also suggested in the report was the redesigning of the interiors of the stores.

"We would arrange with a design department at a college or university in the general area for the interior decorating of the stores to be done as class projects by good students. The college would receive an honorarium for the work, say \$50 to \$100 per store, the students would get the experience—and the merchants would get a good-looking store," the plan says.

Total cost for the project has been estimated near \$500,000. A third of that would come from private capital. The remaining money would be in public improvements and would come from the city. The public improvements would include new lighting and other street fix-

would have to spend around \$3,000.

The study, presented at Tuesday's meeting was only on the west side of Brea Boulevard, but it was pointed out that the whole street could be done easily.

The proposal calls for the retention of all present structures, except for acquisition of two or three properties. "These would be used to provide a small park and walkway to off-street parking areas, to the rear of Brea Boulevard, and give a convenient pedestrian access to all stores, regardless of location on a block," the report says.

If the proposal is adopted it calls for money from the merchants to be used for marketing and advertising of the area. "Heavy publicity coverage should be anticipated, particularly during Grand Opening Month. To achieve that coverage, we propose retention of professional public relations counsel to plan and execute publicity promotion work for the project," the report states.

A timetable included in the presentation calls for preliminary funding of the project by April 30 and starting work by July 1. If that schedule is met, a formal opening could be held in July of 1972, Wedin said.

Forms were handed out during Tuesday's meeting asking tenants and property owners for their signature to ask the city council to hold public hearings on the beginning of a "Parking and Improvement Area."

Nick Nichols, assistant city administrator for Brea, told the Star-Progress this morning that 26 of the forms had been filled out and turned in after the two-hour meeting. He pointed out however that not all the forms turned in were from merchants or property owners.

Feline Intruders

MEXICO CITY (UPI)—Four police cars sped to the Bank of London branch early today in response to a clanging burglar alarm in the city's Ermita Ixtapalapa district. They charged inside with revolvers drawn.

They found two cats had set off the alarm. The intruders were taken to a precinct headquarters, given a pint of milk and released.

OR: A RETURN TO PAST

Master Plan Is Presented

By VERN PERRY

Star-Progress Staff Writer

BREA—A return to the past will give hope for the future of downtown Brea according to a master plan for revitalizing the commercial area presented to the public for the first time Tuesday night.

Presented before an audience of 110 including merchants, property owners and residents, the plan calls for a complete facelift in the style of the early 1900s but no structural changes to the two and one-half blocks of commercial stores between Imperial Highway on the south and the Pacific Electric railroad tracks on the north.

"For the most part, the changes involve painting, a new signing, awnings and certain additions of light-weight facades to give a silhouette to the buildings and break the monotony of line. In a few cases, more extensive remodeling is needed," the plan indicates.

The plan, entitled "A New Look for Old Brea," was prepared for the city by an organization called Group X. It is comprised of three people who are basically design-oriented marketing men and marketing oriented designers who specialize in new product development and packaging.

Also in attendance at the meeting were various Brea city officials including the city council and planning commission. Both bodies sat in session to listen to the presentation.

Brea's City Manager Wayne Wedin began the program by explaining how the master plan would work.

According to Wedin, "A unique feature of the Group X concept for 'Good Old Brea' is its low cost. While the concept will give a totally new and different look to the downtown Brea area, it could be achieved at a total cost of \$165,000 including labor and materials front and back for all stores, design, construction supervision, and plans for a complete

tures plus new off-street parking places.

Mayor Jackson said the city's portion of the investment would be repaid from increased sales tax revenue generated by businesses in the area, plus increased value of the property involved.

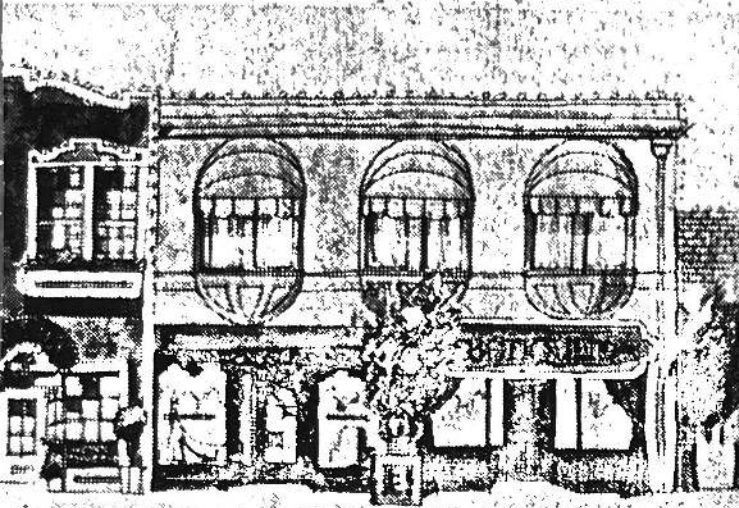
Wedin told the merchants and property owners in the audience that the city is set to begin on the parking by acquiring property in the alley behind the east side of Brea Boulevard. He indicated that this would entail some residential homes, but he would not say in what area. He did indicate that the city feels the area needs approximately 400 new parking places.

The Group X representatives, Don Kracke, Fred Martin and Ben Templeton, estimated that the cost per store owner for the improvements would be \$25 per month over a 10-year period. The average per store was \$2,750, but Wedin said some stores could get by for as little as \$900 and others would have to spend around \$3,000.

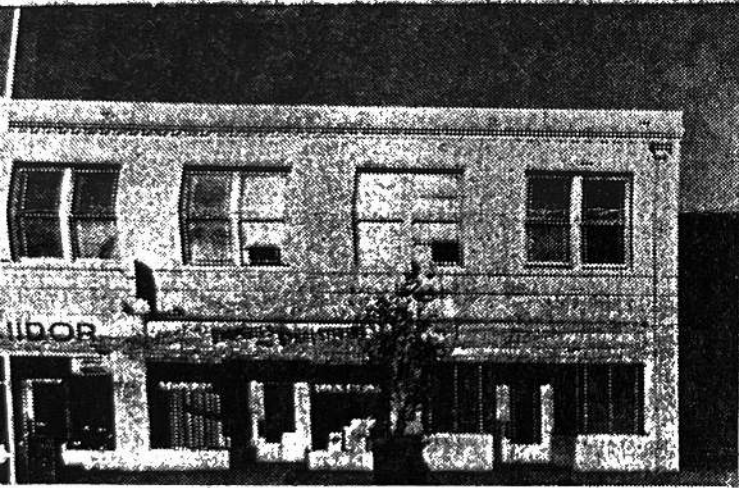
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Architectural rendering of a restored building facade with arched windows and awnings.



bottom photo shows the actual condition of the stores on the west side of Brea Boulevard, while the top rendering shows how it would look if the improvement plan suggested by Group X were adopted.

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Tuesday, Wednesday, Thurs-



DAILY STAR-P

60TH YEAR — NO. 23

ONE 213-697-1734 or (714)-529-2144

BREA COUNCIL OVERRU

Okay Given For Downtown Project

Wind Bag

BREA — The wheels for the beginning of the Good Old Brea project for revitalizing the downtown section of Brea were put into motion Monday night when the members of the city council heard a report that approximately 75 per cent of the businessmen in the area are in favor of the project.

Dan Keiserman, a downtown property owner representing the businessmen in the area, told the council that in excess of 45 downtown businessmen are in favor of the project. He said he expects that eventually 90 per cent will favor the project.

The city, when the Good Old Brea concept was announced in March, said it could do nothing unless a clear majority of businessmen were in favor of the project.

City Manager Wayne Wedin said that if the businessmen undertake four steps the city will go ahead and concentrate on the problem of downtown parking. The city agreed to work on the parking problem if the businesses agreed to the revitalizing project.

The four steps Wedin was referring to are that the businessmen in the area form a strong merchants association, that a specific promotional outline be made, that complete design work be made to assure completion of the project and that the businessmen appoint

someone from their group to work with the city council.

The Good Old Brea project calls for repainting and redoing the front and backs of the downtown businesses to make the whole area into one unified area. The project was suggested by Group X, a firm hired by the city to see what could be done with the downtown area.

A public presentation of the project was made on March 30.

In other action Monday the council:

—Approved a recommendation from the planning commission for adoption of an ordinance amending the zoning ordinance relating to the principal permitted uses and uses permitted under conditional use permit in the M-2 zones.

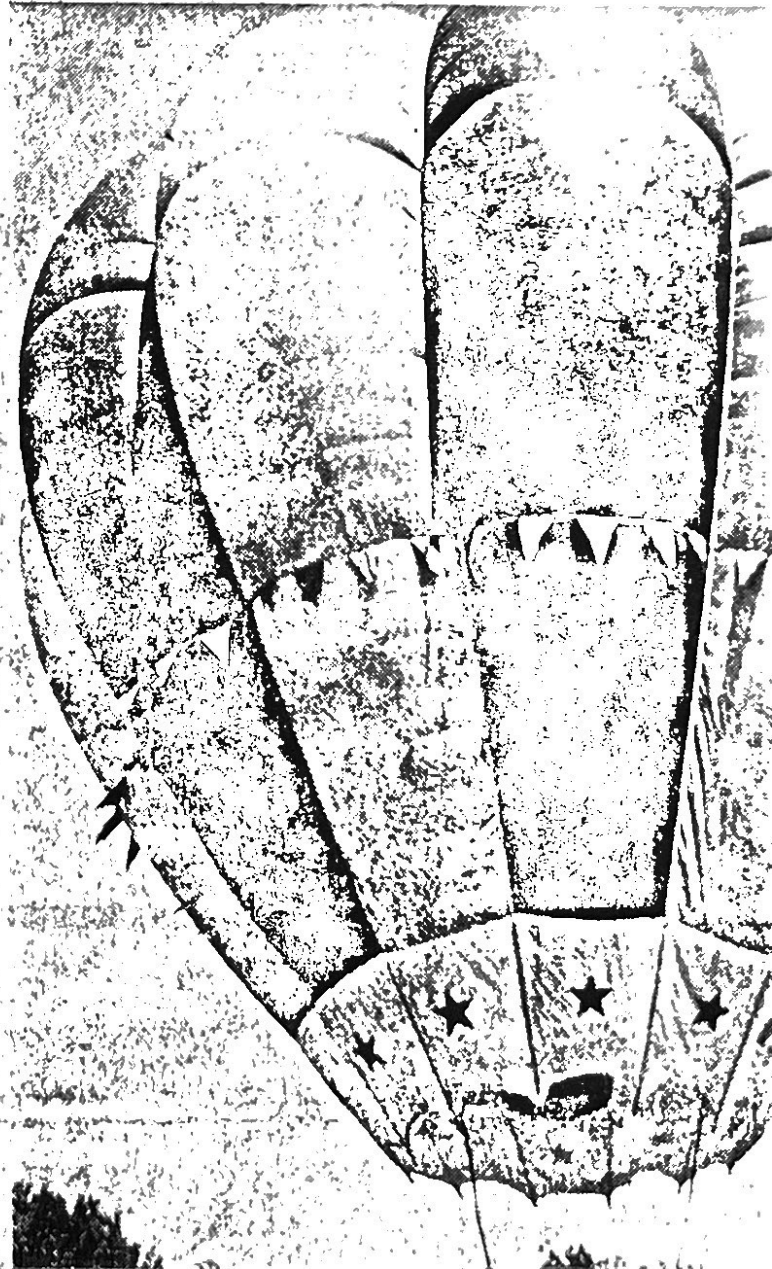
—Passed an amendment to the city's animal control ordinance.

—Passed a resolution authorizing the appropriation of funds for construction projects.

—Approved a resolution authorizing the city's participation in the voluntary cooperative purchasing program of Orange County.

—Approved a resolution directing the city clerk to advertise for an opportunity for a design public hearing for proposed TOPICS projects.

—Approved an amendment to the Brea Redevelopment Agency general survey area.





— Dean Millen, left, auctioned off equipment last weekend at his orange grove, 3300 W. Imperial Highway. His 10-acre

grove is slated to become an industrial park. Shown with the long-time Brea resident is fellow rancher Richard Basse. (Star-Progress Photo)

Gas Station-Car Wash Will Follow 'Good Old Brea' Theme

BREA — Brea Planning Commission adopted a resolution Monday night that approves a conditional use permit for the development of a combination gas station-car wash covering a one-block area between Brea Boulevard and Walnut Avenue on Imperial Highway.

The applicant is Standard

Oil of California, and the proposal is that the current abandoned Standard station at Brea Boulevard and Imperial be leveled, and that the car wash-gas station facility be constructed on that property and land which runs to Walnut Avenue to the west.

The planners read through a list of conditions for more than two hours before finally coming to a unanimous vote on the facility.

The station facility is to be constructed in a design appropriate to the "Good Old Brea" downtown revitalization project.

Plans call for an "attractive" median sign to be placed on the property at the corner of Brea Boulevard and Imperial announcing the entrance to "Good Old Brea."

The planners also adopted an environmental impact report on the project stating that the facility will not be a detriment to the surrounding area.

The facility, to be located on property owned by Brea's legislative advocate Ted Craig, would be primarily a "slumpstone" building with a tile roof, Standard representatives said. Appropriate trees, shrubs and greenery is to be included.

The station-car wash would have an entrance on both Brea Boulevard and Imperial Highway, with an exit on Walnut by way of an alley. The existing alley will have to be routed by Standard out onto Walnut from its present course onto Imperial.

In other commission action, the planners did the following:

ZONE CHANGE: Voted to prepare a resolution denying a zone change from single-family

residential to multiple-family residential on a half-acre of property at Central Avenue and De Jur Street.

Applicants Cavanaugh and Buehlman proposed 10-13 unit apartments for the site, but residents want the property maintained for individual homes.

The commission voted to deny, 3-2, with Commissioners Dick Basse and John Sutton opposing.

SET HEARINGS: Although no definite dates were set, the commission asked public hearings be set up on both "home occupation" and "unusual uses" sections of city codes. The latter is a proposal as a catch-all in being added to conditional use permit proceedings.

RESOLUTIONS: The commission approved three resolutions. One allows a zone change on R-3 I (multiple family residential) property at Pine Street and Imperial. The new zone would be C-P-P.D. (Commercial professional) with the McMichael Co. of Fullerton planning a professional office building.

A lot split application on property at the intersection of Copa de Oro and Lilac Lane was approved. Also the denial of a conditional use permit that would have allowed U-Haul truck rentals at a service station at 3300 W. Imperial was completed through a vote on a resolution.

Local Temps

BREA	
High	72
Low	48

day for the acquisition of acres of park land at Regional Park, Fullerton. presentation ceremonies to place in the Board of Supervisors Chambers at 515 N. Sycamore in Santa Ana during the regular session of Board today.

Senator James E. Whetm (R., Fullerton) presented check on behalf of the State California to Supervisor Ray A. Diedrich.

"It gives me a great deal pleasure," said Senator Whetmore, "to be able to present this check to the County of Orange. The money is derived from the State Park Bond which was authorized by voters at the 1964 General election. Under this act, \$40 million was made available to local governments for the acquisition and development of outdoor recreation areas."

Other dignitaries present at the ceremony included Ron W. Caspers, Chairman of

Final LeCoque Programs Air

BREA — Brea Art Association's television program, "Art for Everyone," will feature the works of post-impressionist painter LeCoque this week. The program will be shown three times on Cablevision channel 10.

The program will look at the current retrospective exhibition at Fullerton's Muckenthaler Cultural Center. LeCoque and his biographer R.A. Goldman will tour the gallery and discuss works, according to program producer - moderator Pat MacLean.

The weekly series will show at 8:30 a.m. Wednesday, 4 p.m. Friday and again at noon on Saturday.

The 82-year-old artist is currently exhibiting his works at the Muckenthaler through May 20. The exhibit covers from 1913 to the present, and deals with his times in Paris, Italy, Chicago, and his native Prague.

LeCoque currently paints in his Beverly Hills studio. His art is in collections of museums in Prague, Paris, Oklahoma, Los Angeles, and Israel.

In 1966, LeCoque was awarded the gold medal by the Societe des Arts Sciences et Lettres in Paris.

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Brea Students Will Present Asian Papers

BREA — Two Brea residents are among five Cal State University, Fullerton, students who will present papers next month at the biennial Asian Conference of Southern California.

The conference is set for May 14 - 15 at California State University, San Bernardino, and will draw speakers who are all professors except for the five Cal State Fullerton students.

The Brea students are senior Joan I. LeBaron and junior Philip T. Young. They will join a panel chaired by Cal State professor of economics Dr. Sidney Klein. The topic is "Economic Development of Asia."

All five students are enrolled in Dr. Klein's class on Economic Problems in Asia. Several other members of the Cal State Fullerton faculty will take part in the conference, which includes panels on "The Future of Indochina" and "Culture and Politics of South Asia."



p.m. in City Hall Park. The fair, by the Brea-Olinda High School, will feature ceramics, leather crafts.

(Star-Progress Photo)

rn About egulations

ing the regulations, "I will request the staff to direct city council to file a law suit against the EPA and the federal government."

City Manager Wayne Wedin echoed the mayor's comments,

GOOD OLD BREA TO BE UPGRADED

BREA — Officials from Johnson House, a California partnership and design firm, announced they have now purchased 70 per cent of the land in the Good Old Brea area, for the purposes of upgrading it as a specialty shopping district.

Robert Cory, a specialist in interior design, made the announcement before a group of downtown area merchants at a meeting Thursday. Buildings owned by the partnership include, the Brea Village Store, the Brea Theater, the Brea Hotel, and the Brea garage.

Winter Art Fair Slated

BREA — A Winter Art Fair, sponsored by the Brea - Olinda High School Art League will be held Saturday in City Hall Park, 10 a.m. to 5 p.m.

The show will feature all types of art work including crafts, paintings, ceramics, leather work, jewelry and homemade holiday foods all for sale, in 26 booths.

The high school drama department will perform pantomime skits throughout the day.

Funds from the art fair will go towards the art league scholarship art fund.

Cory explained the rejuvenation work in the area, will continue along the theme of turn of the century design, and added that is important for a designer to have control over the total concept so that buildings will tie in with each other.

"We want co-operation, and don't want people to be negative," Cory said. "Unless everybody is together in this thing, it won't work," he emphasized.

The designer said his overall purpose in upgrading the area, is to "generate people onto the streets."

He explained the project, when completed would have the potential of attracting people who would bring money into the city.

Although specific design plans have not been completed, Cory explained he wants to rebuild the area with authentic antiques and old pieces representing the turn of the century.

The firm has bought a number of houses near San Francisco, and will use the "gingerbread" decor for outside trim on the shops and stores, and is planning on buying real wooden floors to place inside the buildings.

Cory stressed the importance of keeping the Good Old Brea theme universal both on the inside and the outside of the buildings so that customers would not lose the feeling of

turn of the century days when they entered the store.

He said his total concept is similar to that of Main Street U.S.A. in Disneyland, adding he would like to put in an old time ice cream parlour, a barber shop and show old time movies in the theater.

"I would like to introduce three wheeled bicycles so that people could exercise and meet other people," Cory said, adding he has already found the manufacturer for the bicycles.

Cory said he has had generally good results in his contact with the Good Old Brea merchants, and many are now seeing ways his concept could be beneficial.

Many of those present at the meeting, indicated they were anxious for the project to begin, and seemed to feel the project has dragged in the last few years.

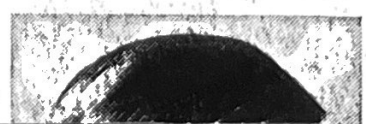
The Good Old Brea project was originally conceived four years ago.

"All it can do is help people and their businesses," Cory said. "With co-operation, I think completion of the project is not too far away."

Cory said he would like to have 75 per cent of the buildings finished by 1976, the time when Sears moves into the new regional shopping center.

He praised the Brea City Council and the city management staff, particularly City Manager Wayne Wedin, as being "people who are dedicated and advance minded."

Nixon Exemptions To Be Reviewed



Parcels sent by air, should be sent no later than Dec. 11 and cards mailed airmail should not be sent after Dec. 16.

Although it is generally not feasible to put a ZIP code or similar number on mail going to Europe, zip codes should be used for the return address.

Phillips wants to warn customers against sending cash and valuables in mail.

Although every effort is made to insure safe delivery even if mail does contain money, it is a dangerous practice to insert valuables or money into Christmas parcels.

Money orders and registered mail letters should be used when sending valuables.

mn



at difficult to study as Droog. He named the dog after a park Orange."

YOUTH COMMISSIONER GETS PARK TOUR — Denise Buhr, newly appointed youth commissioner to the Parks and Recreation Commission, is given a tour of the City Hall Park by Commission Chairman

Ron Molendyk. Here, Molendyk points out the kinds of trees and foliage in the park. Denise was appointed to the commission by Mayor Don Fox.

Denise Buhr Appointed To Youth Panel

BREA — Denise Buhr, a 17 year old senior at Brea-Olinda High School has been appointed youth commissioner for the Parks and Recreation Commission by Mayor Don Fox.

Denise will sit on the commission as a regular voting member exchanging ideas with present members. Head of the commission is Ron Molendyk.

Denise is an active high school co-ed, and is a member of the Girls Athletic Association, sits on the executive council of Girl's League, and was a co-ed princess.

She enjoys sports and likes

to bike ride. Her future plans include a college education but she doesn't know where.

When asked about her new position, Denise said she is enthusiastic she was appointed.

Mayor Fox made the appointment upon recommendation of the high school.

Denise has three sisters, Debbie 20, Lisa six, and Jennifer, four.

Mideast POW Exchange Continues

By THE ASSOCIATED PRESS
Egypt freed another 28 Israeli prisoners of war and Israel sent 294 Egyptians home this morning on the second day of their prisoner exchange.

Premier Golda Meir tearfully kissed the returning Israelis as air force Phantom jets swooped

low over Lod International Airport to welcome them home.

The exchange is to take about a week and is arranged so that the last Israelis will leave Cairo simultaneously with the departure of the last Egyptians from Israel.

Firm Promises Good Old Brea Assistance

BREA — Johnson House, a California general partnership, has announced that it is in the process of acquiring a number of properties in the downtown "Good Old Brea" business district.

Johnson House is a recently formed partnership comprised of Norman Kort, a business manager, and Robert Cory, owner of an interior design firm. Both of their businesses are in Los Angeles.

"We currently have closed escrow on two pieces of property," said Kort, "and we have several more in escrow or in the negotiation stage. We anticipate that when these transactions are complete we will own enough property to make a substantial contribution to the Good Old Brea area," he added.

Kort added, he is pleased that relationships with local brokers and property owners have gone well enough that the partnership could make a formal announcement.

"Our intent is to bolster the quality of the downtown area which we understand is the

goal of the city's Good Old Brea Project," said Cory. "We're currently completing the design concept."

Cory added, "We believe the success of the area will depend upon two things the transition of the area into a specialty shopping district that will complement rather than compete with the regional shopping center that will be constructed, and the design integrity of the Good Old Brea area."

The two said they intend to work with the Good Old Brea Merchants' Association as well as all the individual businessmen in the area to achieve their goals and to strengthen business in the area. They added the design phase of the work should be completed by January 1974, however, no specific date for completion of the designing has been firmly set.

"We want to work with all of the local businessmen toward improving trade in the area, and we're already looking for tenants for buildings that are currently vacant," said Kort.

City Manager Wayne Wedin also expressed enthusiasm over the announcement saying

the "actions of Johnson House greatly enhance the efforts the many merchants have already taken to achieve the basic goals of the 'Good Old Brea' project."

He explained the purpose of the Good Old Brea project has been to upgrade the downtown area and turn it into a specialty shopping area.

"The willingness of one organization to express this much interest and to devote this much time, energy and money to the downtown area is a further indication that Brea in general and Good Old Brea in particular, has the ability to attract the type of quality of investment that our community needs to accomplish the upgrading of the downtown area," Wedin said.

Wedin added, it will be the city's intention "to work with Johnson House just as we have already worked and will continue to work, with all the merchants and businessmen in the Good Old Brea area to bring the downtown renovation to a successful conclusion."

More details concerning the Johnson House project are expected in the near future.

,000 1972

fire calls through August of last year.

Brea rescuemen used resuscitators and administered first aid 24 times in August. The department also had three "miscellaneous" calls, seven public assists, answered four smoke scares, had two false alarms, and one police assist.

The department's fire prevention division conducted 99 inspections during the month, turning up 202 violations.

Of this amount, 101 violations were corrected during the month. Some 800 inspections this year have netted 1,355 violations in commercial and industrial facilities and schools. A total 666 of the violations were corrected through August.

There was no injury or death due to fire during August. The injury total in this year's fires is at eight, compared to five last year for the same period. There have been no fire-related deaths this year in Brea.

Two-Year-Old Gets 'Beaned'

• BREA — Kids often seem to have problems all their own, and a two-year-old Brea child typified this situation Thursday night when local firemen responded to a Birch Street apartment to remove "a pinto bean" from his nose.

Rescuemen arrived at the apartment at 10:39 p.m. and worked for more than 10 minutes with a pair of forceps in an effort to remove the food particle before transporting the youngster to Brea Community Hospital.

"It was quite a ways in there, but you could see it," said one fireman. Attendants in the hospital's emergency room removed the bean in short order, and there said the

Spiraling Work



LIGHT DRILL — Workmen are drilling holes up and down Brea Boulevard this week in preparation for installation of "Franklin-style" street lamps, hopefully next week. The lamps (60 of them) are being installed downtown as part of the

Good Old Brea project, and will add to the old-time theme of the business district. Here, A and B Electric's Sam Valdez gives the drilling apparatus a shovel assist.

(Star-Progress Photo)

Center Enables Many County Youths To Bypass The Courts

By MARTIN HIRIGOVEN
Star-Progress Staff Writer
BREA — Girls are

ferrals from all of North Orange County's police agencies. "The police can counsel the offenders

center is now looking for support from the communities it serves. This is both financial

Waterbed Springs Leak

A — It was bound to happen. Firemen responded to the call of Mr. and Mrs. Jim Grohwell, 226 S. Poplar, Tuesday night to pump 50 gallons of water out of a good waterbed of the residence.

What was the problem? The Grohwells' waterbed sprang a leak, releasing water throughout two bedrooms. In a hallway, the bathroom, the kitchen and a closet. The fire department reports indicate that a garden hose was used to extract some of the water before the departments' water vacuum soaked up an additional 50 gallons.

The incident was reported at 11 p.m., and firemen were on scene for an hour-and-a-half before cleaning up after the accident.

Bloodmobile Visit Friday

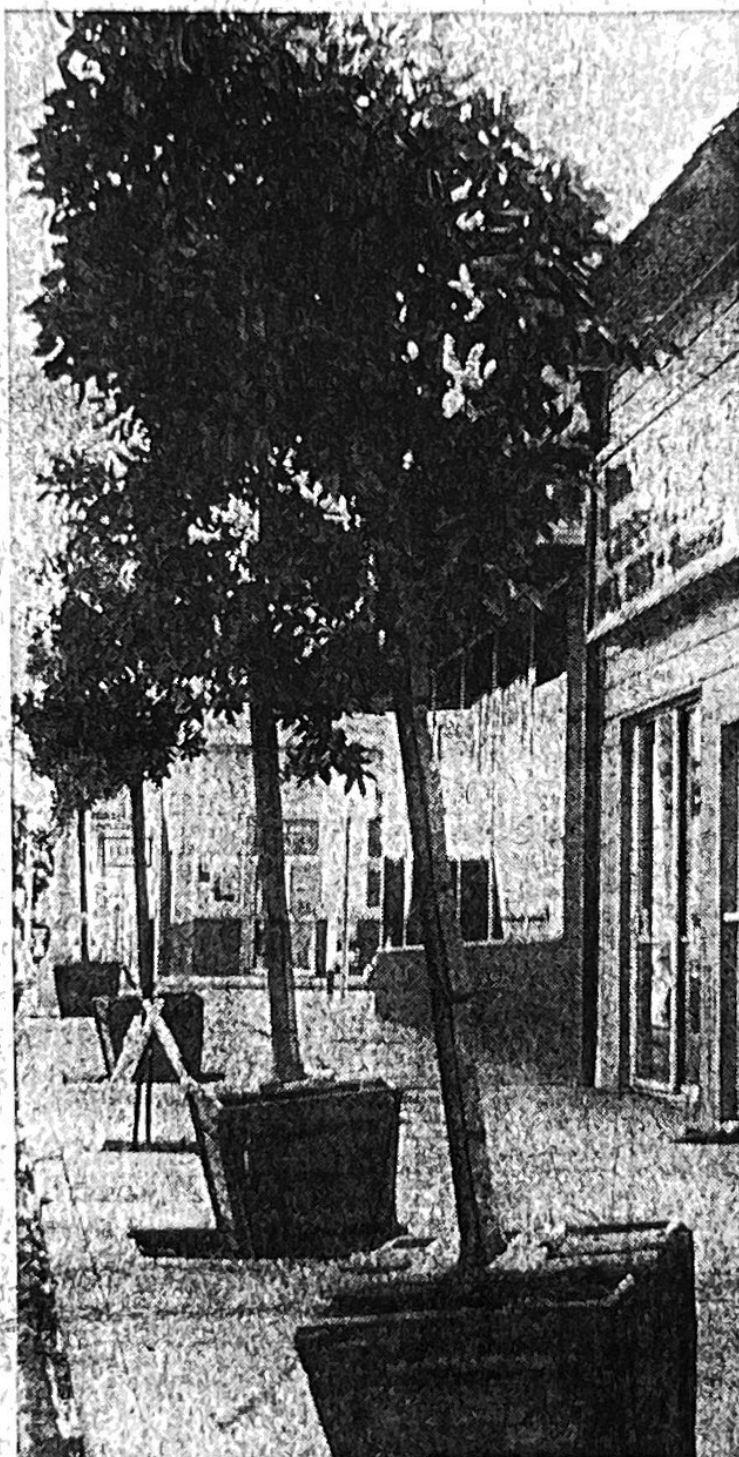
A — An American Red Cross bloodmobile is scheduled to visit Brea Community Hospital from 2 to 6:30 p.m. on Friday. Prospective blood donors are urged to contact the hospital auxiliary to schedule appointments or to obtain information on the program.

If you are interested in taking part, you should call the Brea Community Hospital at 529-0211. The hospital is located at 380 Central Ave.

Groups or individuals wishing to replace blood that has been used by patients or who wish to donate to the credit of the hospital are urged to participate, but appointments are still necessary, according to Sherrie Heed, director of volunteer services.

Companies or organizations wishing to start group accounts should call the Orange County Chapter of the American Red Cross at 835-5381.

'Tree-Lined'



GREENING — Brea Boulevard is beginning to take on a greener look this week, as trees are being planted up and down the thoroughfare in the area of the Good Old Brea revitalization project. Numbering 78 in all, the trees will soon be joined by old-style "Franklin" street lights and park benches, giving the area between Imperial Highway and the Pacific Electric railroad tracks spruced-up old-fashioned look.

(Star-Progress Photo)

SISTER CITY SETS V Red Carpet

By MARTIN HIRIGOYEN
Star-Progress Staff Writer

BREA—It's official! A party of 12 or 13 citizens from Brea's sister city of Lagos de Moreno, Mexico will be visiting here Oct. 3-7, and officials are preparing to roll out the red carpet in their honor.

Mayor Don Fox is asking Brea residents to volunteer their services as members of several committees that are being established to help the city prepare for the visiting delegation.

"We'll be setting up seven or eight citizen committees and asking them to set up and coordinate various activities scheduled for the visit," Fox said.

Fox said he wants Brea residents to take part in the program in order to bring about as much community involvement as possible.

"I hope to name a committee chairman late next week, but right now we need people to work on the committees," the mayor said. "The visit is only about three weeks away and we'll have to move quickly

once the committee is organized."

Mayor Fox will lead the delegation to the sister city of Lagos de Moreno for five days in Brea, California.

Mayor Fox and Jackson and Lagos de Moreno's August trip were established by Flores' government as sister city program activity for the past several years.

Fox and his wife, with glowing reviews and its people, said what Fox and his wife did for their stay. The invitation for the visit was made at that time.

The October visit is the first ever to the community miles north of Brea in the state of California. Jackson and Lagos de Moreno are part of the program. There are 12 Brea has been

Approved Range F

BREA — Teachers and other certificated personnel in the Brea-Olinda Unified School Dis-

business executives as would be the same as those who have

Hall. The purpose is to gain input from both the council and planning commission on both topics in an effort to determine the city's direction in each area, City Planner Ron Eggertsen has indicated.

Input on the sign ordinance is directed towards formulating an "update" of the current code governing signs and billboards in the city. The current ordinance has been termed

those and covers of sign space.

The discussion on industrial development standards comes at a time when many industries are planning construction of facilities in the city.

The discussion session, open to the public, precedes Tuesday's regularly-scheduled planning commission meeting at 7 p.m.

Youths Lead Police On High-Speed Chase

BREA — Numerous complaints have been recommended against two Brea motorists after they led police on a high-speed chase early today that reportedly reached speeds up to 120 miles per hour.

Cited by the Brea police are Michael Martinovich, 19, of 432 S. Brea Blvd., and Dennis Baldwin, 24, of 262 Madrona. The two were allegedly competing in a drag race down Puente Street at 2:40 a.m. today.

Police reports indicate that the two drivers were lined up on northbound Puente Street above Imperial Highway and took off towards Lambert Road at a high rate of speed after being started by a third youth.

With police in pursuit, the two reportedly sped towards Lambert, and then turned east on that route. Reports indicate that the pursuing police unit was using lights and siren to make them stop.

Speeds reportedly reached 100 miles per hour as the two vehicles crossed Berry Street without stopping. After this, Baldwin's vehicle reportedly turned down Madrona Avenue, while Martinovich's car continued east on Lambert.

Police said that the speeds climbed to 120, and that Martinovich failed to stop at State College Boulevard. The pursuit finally ended after the driver turned onto the northbound Orange Freeway.

Because of the reported chase, police are recommending complaints of "speed contest," "exceeding the maximum speed limit," "failure to stop at a stop sign," "failure to stop at a traffic signal," and "evading police" against Mar-

tinovich. All but the last charge is being recommended against Baldwin, reports indicate.

The incident is now being investigated by the department's traffic investigator.

Police said that parts of the motorcycle were scattered all around the scene, and that Wiggins' body was found 170 feet from the point of impact.

Witnesses told police that it appeared that the cycle's front tire might have blown out, but a check of the tire proved negative. Wiggins reportedly flew from the machine, hitting the wall and then colliding with the power pole.

One witness described the event by saying that the cycle "just sort of exploded," throwing its rider into the air.

In another accident this weekend, three people were injured in an accident at Lambert Road and State College Boulevard Saturday afternoon. This one involved three cars, but all injuries were sustained by the passengers in one vehicle, police report.

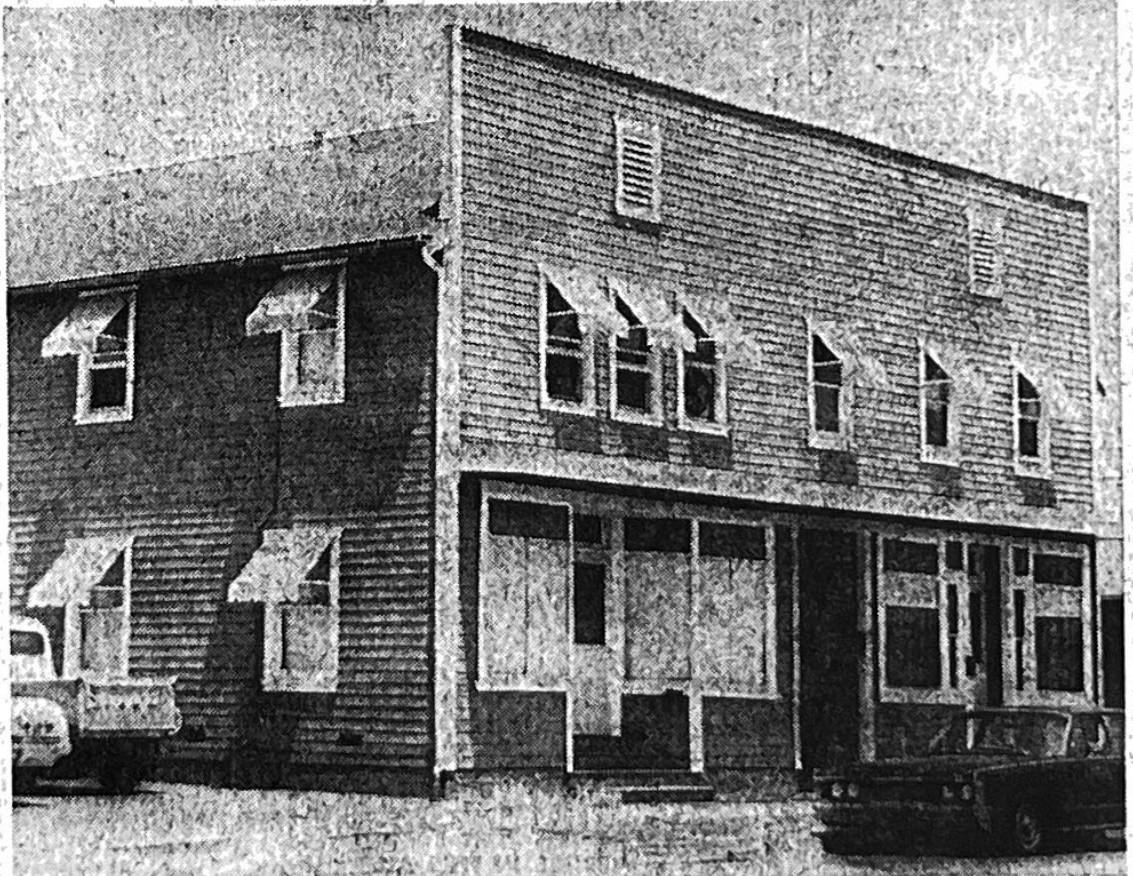
Injured were William Nofts-

Hijackers Prepare Jet For Takeoff

DUBAI (AP) — Hijackers of a Japan Air Lines jumbo jet with 143 persons aboard prepared for takeoff this evening, and told the Dubai control tower, "From now on, we are to be known as the 'Mt. Carmel Martyrs.'"

It was not immediately known whether the hijackers were planning some kind of suicide mission or simply referring to the death of a female accomplice killed in a grenade explosion when the plane was diverted Friday.

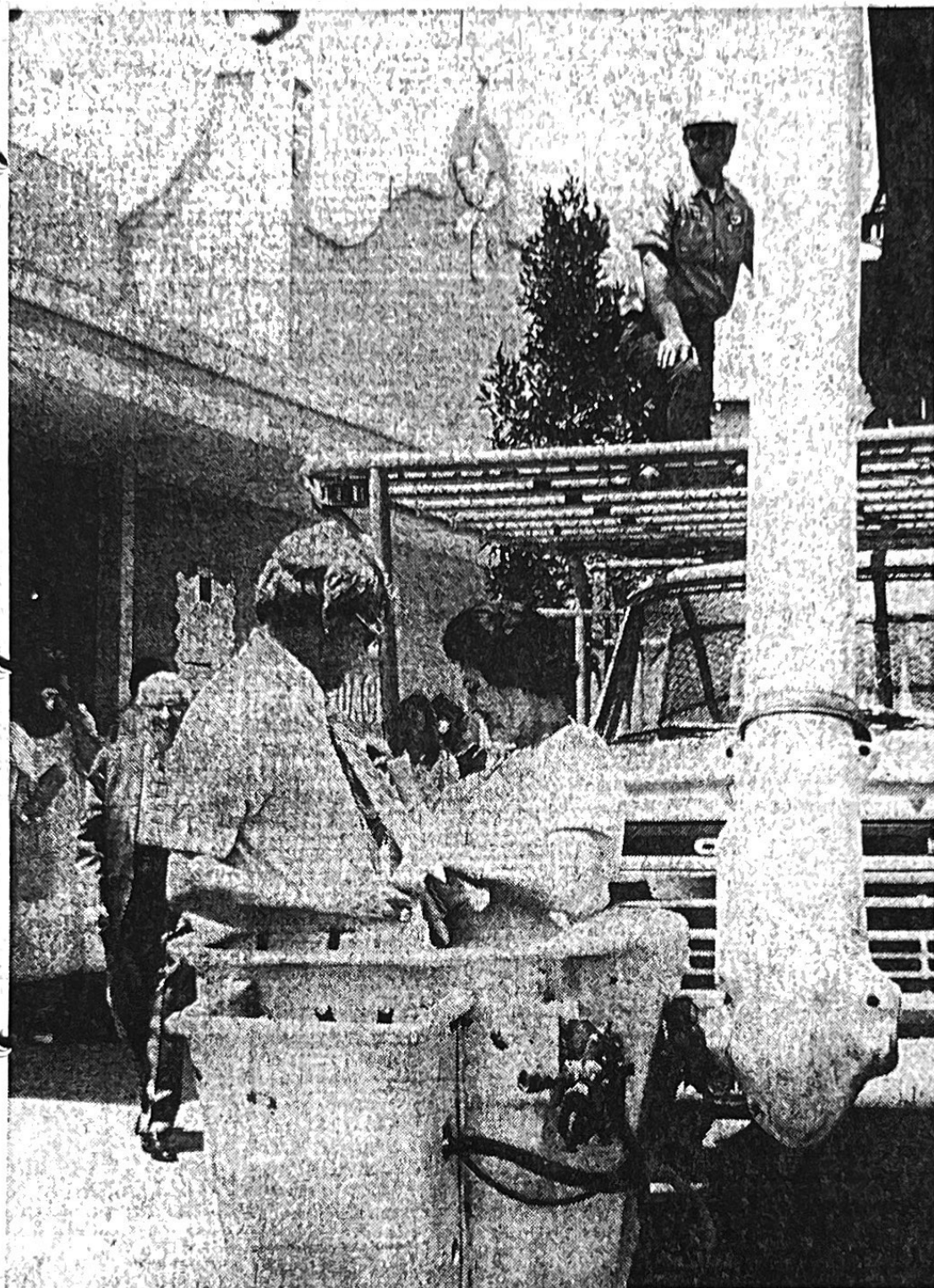
A coded message originating in West Germany told the hijackers earlier to kill the passengers immediately or let them go without delay.



NEW LIFE — Drawing much praise from city administration is this apartment house on Ash Street, just off Brea Boulevard. Formerly showing its 50-plus years of age, the building has recently been painted gray with white trim, and yellow awnings have

been added to greatly improve the looks of the old building. Contracts will be awarded at a special session of the city council tonight on improved street lighting and more parking space in the Good Old Brea area.

(Star-Progress Photo)



TO THE ROOF — Mayor Don Fox joins Jeanne's Yardage owner, Jeanne Gladden in a city bucket as they ready for a trip to the top of the store where a pink flag was raised marking the completion of the

building's refurbishing under the Good Old Brea concept, and the beginning of much more improvement in Brea's old downtown business district.

(Star-Progress Photo)

BREA

BREA — Like almost all Southern California communities, Brea suffered through record heat Wednesday with the mercury reaching the 104 degree mark.

A check of records at the Brea Fire Department indicated that Wednesday's edition of the current heat wave topped all June 20s in the city's modern history.

More of the same was anticipated for today, but it should

Chamber H

BREA — "We're in pretty good shape for 1973-74, but we could be in trouble by 1975."

This is how Southern California Edison Company representative Ken Witt put it to a meeting of the Brea Chamber of Commerce Wednesday.

The subject was the "energy crisis."

The comment came during questioning after a talk by television personality John Milton Kennedy at Brea's Imperial Golf Course. Kennedy voiced Edison's contention that the nation is fast using up its supply of fossil fuels and must put more emphasis on the development of nuclear power plants for the future.

"In the last three decades of this century, the United States will use more electrical power than it has consumed in its entire history," Kennedy said.

He added that the earth's known supply of natural gas will be down to its last 10 percent by the year 2000. He emphasized that such facts are the reason that more power sources must be developed immediately.

City Recognizes Store For G

Charles Johnson has painted the front of his two structures, one of which houses the Brea Village Store, and is now working on cleaning up the rear of the property. Paul Wallach has completed inside work at the Good Time Parlor and reports a new exterior in the design stage.

Carl Brandis and Glenn Canning have repainted and redecorated Canning's Hardware Store. Ed Pawlack, owner of Ed Pawlack Tile Company, is remodeling the interior of his store and has had a program for the outside approved.

Ed Henry of Creative Composition has interior work completed and is planning the exterior remodeling. And finally, Albert Mills has completed work on the Brea Hotel and Charlie's Clock Shop.

While the business community has been active on its part of the project, the City too has been working hard to wind up the preliminary work on its share of the plan.

Already two prototype street lamps have been placed in front of Jeanne's Yardage along with three sample trees. By July or August, real activity should take place as street lights are installed along with the trees, benches and trash containers. Other work by the City you can expect to see underway this summer includes the paving of six lots just purchased by the City for parking in the downtown area, and the resurfacing and lighting of alleys in the area. In dollars, the City's present commitment to Good Old Brea is \$350,000.

The City plans to earmark some federal revenue sharing funds for work on residential property adjacent to the Good Old Brea project. City officials are also looking forward to the future removal of overhead utility lines along Brea Boulevard to improve the appearance of this major street.

We might also remind anyone who is planning on starting work on their redecorating that the final coat of paint for each building in the Good Old Brea area is being made available through the cooperation of the Dunn-Edwards Paint Company. Glenn Canning of Canning's Hardware is the man to contact.

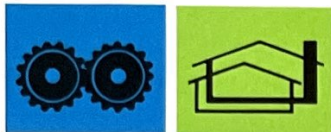
Since the start of the Good Old Brea project, there has been an encouraging degree of cooperation and mutual assistance rendered by the Good Old Brea Merchants in order to strengthen the merchandising effort available in the area.

Another optimistic note is that special advertisements and coordinated sales designed to capitalize on the Good Old Brea theme are now visible.

As we said at the beginning of this report, the Good Old Brea Project is getting better...and better...and better, and more and more people are becoming actively involved all the time.



*CITY HALL/401 South Brea Boulevard
Brea, California 92621
Telephone/529-4951/Area Code 714*



GOOD OLD BREA PROGRESS REPORT

The Good Old Brea Project is getting better all the time. The Project, started in 1971 to renovate the downtown area through the cooperation of the property owners, local businessmen and the City, while keeping costs reasonable, is beginning to shape up. While businessmen have been active in renovating their stores along Brea Boulevard, the City, through the City Council and the Parking Authority, has moved toward fulfilling its responsibilities toward the project.

A summary of activity by businessmen shows the following steps have already been taken to make Good Old Brea a reality. The Standard Oil Company recently had a remodeling program approved by the Planning Commission for their Chevron Service Station at Brea and Imperial. Lloyd Phillips of Phillips Garage has a new sign up and painting of the structure has been done. Dan Keiserman has removed an old building from the lot at 211 S. Brea Boulevard and has begun interior and extensive exterior changes in his building.

Milt Klein, the Brea Goldsmith, has accomplished a great deal of redecoration of his business in keeping with the Good Old Brea Theme. Robert Basbas has repainted the exterior of the rear of the Brea Vacuum Service Store while Richard and Jeanne Gladden have begun extensive remodeling work on the exterior of Jeanne's Yardage. James Cook has completed work improving the parking for five businesses located in his buildings.

Tom Brashear redecorated the Maple Shoppe in keeping with the Good Old Brea Theme, and then did the same thing all over again after a fire swept through the store. Mack Jenkins is installing wood-grain-design aluminum siding in front of Jenkins Products and Olenski's Upholstery. Jamie Tiscarena has repainted and cleaned up the Guadalajara Imports building.

Lydia Templeman, owner of the Brea Travel Agency building, has repainted that building and promises more work as soon as the dust settles from the construction of the Pacific Telephone building. Douglas Sharp has repainted major portions of his two buildings, including the Sharp Plumbing store. Forest Emard has also done much redecorating on P.J.'s Rent-A-Darkroom and JRM Printing.

James and Betty Stephenson have completed work on the exterior of the stationery store. Bill Young, new owner of Brea Stationers, is active in the Good Old Brea Merchants' Association.

NOTICE

IMPORTANT MEETING OF THE GOOD OLD BREA MERCHANTS ASSOCIATION
MAY 15 --- City Council Chambers --- 7:30 P.M.

ISN'T IT EXCITING TO SEE GOOD OLD BREA TAKING SHAPE ? !

The enclosed report from the city will bring you up to date on activities --- so now --- its up to us, the PROPERTY OWNERS and the MERCHANTS to make plans for the completion of building projects, and --- most important of all --- plan out our promotional and publicity campaign.

We now need the help and cooperation of each and everyone of you to make this the success we know it can be.

TWO IMPORTANT STEPS NOW:

#1 -- 100% membership in the Good Old Brea Merchants Association.

\$10.00 dues now payable for 1973. Make out checks to the Good Old Brea Merchants Association, P. O. Box 303, Brea.

#2 -- Plan full scale publicity and promotion towards an early fall target for completion and "The Grand Unveiling".

WE NEED INTERESTED, ENTHUSIASTIC "VOLUNTEERS" TO WORK ON BOTH PROJECTS

This is YOUR TOWN and your opportunity to be a part of something both exciting and promising. PROMISING a brighter business future for all of us. Help the Association help you.

We'll be expecting you Tuesday night the 15th.

Your Board of Directors,

Isabelle Rhymes, President
Jack Semless, Vice President
Bill Young, Secretary/Treasurer
Jeanne Gladden
Glen Canning

1973

*SECTION 249.500

"GOOD OLD BREA" DISTRICT

INTENT AND PURPOSE:

The "Good Old Brea" District is established to preserve the historical features of the downtown area and promote the revitalization of a traditional town center combining compatible retail, service, light manufacturing, office and residential uses.

SECTION 249.510

USES PERMITTED

A. PRINCIPAL PERMITTED USES

Administrative or professional offices

Retail commercial uses:

- Antique store
- Apparel store (specialized item or variety)
- Art gallery
- Art studio
- Art supplies
- Automobile sales and service
- Bakery
- Barber and beauty shop
- Book store
- Bicycle sales and service
- Boutique
- Candy store
- Craft sales and production (specialized item or variety)
- Craft supplies
- Delicatessen
- Feed and tack store
- Florist
- Gift shop
- Hardware store
- Home furnishings (specialized item or inclusive)
- Hotel
- Ice cream parlor
- Interior decorating studio
- Jewelry store
- Liquor store
- Music store
- Needlework store
- Pharmacy
- Photographic equipment sales and service
- Photographers studio
- Plant store (outdoor displays limited to potted plants)
- Office supply
- Restaurant, tearoom, cafe, including eating places with
on sale liquor
- Senior Citizen Housing
- Specialty food store
- Stationery store

Retail commercial uses (cont'd):

Tobacco store
Wallpaper and paint store
Wine store
Yarn and yardage shop

Production and service establishments related to the above:

Furniture refinishing and repair
Picture framing
Upholstery

B. SECONDARY USES

Residential uses secondary to the operation of principal permitted uses

C. USES PERMITTED SUBJECT TO A CONDITIONAL USE PERMIT

Any principal permitted use in the M-1 Zone
Service stations
Specialty retail uses not specifically permitted
Private schools and clubs

D. USES EXPRESSLY PROHIBITED

All uses not specifically permitted

E. NON-CONFORMING USES

Section 403 of this Ordinance shall apply.

PROPERTY DEVELOPMENT STANDARDS 249.520

A. LOT AREA

No requirements

B. LOT DIMENSIONS

No requirements

C. BUILDING HEIGHT

Maximum of thirty-five (35) feet above ground level. Heights above the maximum may be permitted by conditional use permit subject to the provisions of Section 504

D. DISTANCE BETWEEN BUILDINGS

No requirements

E. OFF-STREET PARKING

No additional parking spaces are required to occupy an existing building.

Parking for new buildings to be reduced to forty (40) percent of zoning requirement. Senior citizen parking as determined by Site Plan Review.

F. FENCES

Wrought iron or approved equal, masonry or combination of these materials.

G. SITE PLAN REVIEW

The provisions of Section 503 shall apply.

SECTION 249.530

DESIGN CRITERIA

INTENT AND PURPOSE

To create a quality image in a setting preserving and recreating the downtown area as prior to 1930. It is further the intent of the following items to comply with Uniform Building Code and Uniform Fire Code, and when conflicts occur said codes shall prevail.

A. BUILDING DESIGN

Buildings shall be compatible with adjacent buildings and the area in terms of form, mass, materials, and color. Architectural design shall reflect styles developed in California prior to 1930: late eclectic fretsaw. Detailing, i.e., wall, window and door treatments, shall include side and rear elevations of buildings.

B. MATERIALS

The use of the following natural materials is recommended:

Wood products
Textured plaster
Brick

Shiny, hard reflective surfaces, e.g., ceramic tile, shall be used only for small accent areas. Metal used for trim or window hardware shall be of anodized matte or similar finishes. Glass areas shall be broken up with wall detailing appropriate to the style of the building, e.g., wood or masonry dividers, columns, trellises, awnings, second-story overhangs. Tinted glass shall be compatible with the color of the building. Reflective glass shall not be used except when utilized for solar energy purposes. Any one building shall use one form of general purpose glass for the entire structure or confine any changes to building levels.

C. COLORS

Glaring distracting colors (e.g., chartreuse, bright yellow) or pure bright colors (e.g., primary red, primary green) shall be used only in small areas for trim, orientation graphics, traffic signs or warning signs.

A monochromatic color scheme, such as all green or earth tone is not considered appropriate to the eclectic spirit of the district. The colors of a structure shall be appropriate for the chosen materials (e.g., natural wood stains, stains for rough sawn wood, blues or yellow for smooth wood finishes), appropriate for the architectural style and compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, the combined effect of the colors and style shall take precedence over historic authenticity of colors when the latter do not conform to the overall image of the area.

SECTION 249.540

LANDSCAPING AND OPEN SPACE

The relationship of buildings to open space shall preserve the intimate old town character. All buildings (separate structures or groups of buildings) shall be oriented, in terms of their interior and exterior spaces and their circulation patterns, to a continuous pedestrian system. The system shall consist of sidewalks, patios, arcades and walkways between buildings or group of buildings.

Open spaces developed as part of existing or new uses shall be in the form of plazas, arcades, gazebos, patios or courtyards that are of demonstrable use for seating areas, sidewalk cafes, exhibits, or other day-to-day uses. Any such open spaces shall be landscaped in a manner appropriate to the use including, but not limited to, planter beds and borders, trellised or espaliered plants, window boxes, hanging baskets and free-standing containers.

Existing and future uses that do not include open space areas because of their nature shall use container plants including window boxes and hanging baskets where feasible (e.g., in or next to entryways, between window areas, under windows).

SECTION 249.550

SIGNS AND GRAPHICS

1. Lettering shall be in these three styles:

Chisel
Goudy Bold
Playbill

Similar styles may be utilized if approved by Site Plan Review.

2. The use of natural wood materials shall be encouraged. The use of other diverse materials, such as the various kinds of tile, stained glass, wrought iron should be explored where appropriate with the design and use of the building.
3. Hanging signs shall be permitted where
 - 1) they are integral with the design of the building, or
 - 2) typically associated with the use, and
 - 3) do not block or conflict with other signs.
4. Non-flashing neon tube signs shall be permitted where appropriate to the design of the structure.
5. Signs shall be used as a basis for identification of the type of business, rather than for mere advertising purposes.

6. Blinking or rotating signs shall be prohibited.
7. The number of signs shall be limited to:
 - a) One vehicular-oriented sign per street frontage.
 - b) One pedestrian-oriented sign per street frontage.
 - c) In the case of buildings with more than one tenant, one vehicular-oriented sign identifying the total building complex shall be permitted. Each tenant will be permitted one pedestrian-oriented sign.
8. All signs shall be subject to Site Plan Review procedures in accordance with Section 503.

SECTION 249.560

IMPLEMENTATION

SCOPE OF JURISDICTION

Prior to issuing a permit for any development within the "Good Old Brea" District, and whether a new structure or the alteration, enlargement, or relocation of an existing one, said development shall be subject to site plan review. After review, the Site Plan Review procedure shall be followed in accordance with Section 503 for approval, approval with conditions, or disapproval of the plans being submitted. Control over the construction, alteration, enlargement or relocation of any signs, whether or not a part of any development, should also be processed by Site Plan Review procedures as stated above.

ITEMS OF CONSIDERATION

Site Plan approval of each submitted plan will be granted when finding that the location, size, architectural features and general appearance of the proposed development plans are in conformity with the development standards and purpose and intent of this zone. In making such findings, the following items shall be considered:

1. Height, bulk and area of building.
2. Setbacks and site planning.
3. Exterior materials and colors.
4. Type and pitch of roofs.
5. Size, spacing, and type of windows, doors and other openings.
6. Towers, chimneys, roof structures, flagpoles, radio and television antennae.
7. Landscaping, parking area design and traffic circulation.
8. Location, height and standards of exterior illumination.
9. Location and standards of utility installations.
10. Location and appearance of equipment located outside of an enclosed structure.
11. Location and method of refuse storage.
12. Physical relationship of proposed structures to existing structures in the District.
13. Appearance and design relationship of proposed structures to existing structures and possible future structures in the District.
14. Proposed signing.

The applications for review shall be made on forms provided by the Development Services Department, and together with twelve (12) full working drawings, should be submitted to the above department at least ten (10) days prior to the day on which the staff meeting is to be held. This can allow the Planning Staff time to thoroughly check the plans and clarify any problems.

When final plans are being submitted for approval, in the manner as first stated above, they shall include:

1. Dimensions and orientation of the parcel.
2. Location of buildings and structures, both existing and proposed, and their heights.
3. Indication of the proposed use of the buildings shown on the site.
4. Elevations of the proposed buildings.
5. Indication of the types and colors of all exterior construction materials.
6. Location of walls and fences, their height, and materials of construction.
7. Location and type of exterior lighting standards and fixtures.
8. Location and type of exterior signs.
9. Location and type of landscaping treatment indicating size, quantity and names of plants (Latin and common); including detailed irrigation plans, if applicable.
10. Any other architectural and engineering data as may be required to permit necessary findings that the provisions of the Zoning Code and the adopted Design Criteria, are complied with.

Low-Cost Loans Are Possibility For Shops

350

By JIM MARXEN
News Tribune Writer

BREA — Financial help for merchants in the Good Old Brea section of the city may be forthcoming following action taken by the city's housing development committee.

At its meeting yesterday afternoon, the committee decided that low-cost loans to shopowners in the area may be a possibility in the future. Money from the loans would have to be used for building rehabilitation.

The committee will now have to develop guidelines for eligibility and present them to the City Council. The council will have final say in the matter, possibly sometime next year.

The loans are made possible through Housing and Urban Development funds channeled through the County of Orange.

Brea is expected to ask for \$298,000 in the fifth year of funding. Last year the city received \$180,000.

Members of the committee also included in their recommendation to the council a request that rental homes be included in the project.

Currently, the city-run program allows loans for owner-occupied homes in the downtown target area. Rental units have not been included in the program.

The committee also discussed the possibility of expanding the downtown target area to include Walnut Way. Under the guidelines of the program the city can use some of the money for public improvements.

A report to the committee indicated that \$100,000 of the \$298,000 asked for has been earmarked for public improvements. The money is expected to be used for improving streets, alleys, sidewalks, curbs and gutters.

Property owners along Walnut Way might be happy with the proposal because of recent concerns issued over the deterioration condition of the street.

Public improvement funds will also be used for the BREAL senior citizens project at Orange and Ash. Approximately \$50,000 has already been set aside for public improvements around the site.

The committee also looked into a "limited acquisition" proposal that will enable homes which cannot be modified to meet city codes to be demolished and rebuilt using a "relocation payment." The committee stated it would allocate only a small portion of the funds for the proposal.

The City Council will hold hearings on the proposals of the committee during its two meetings in November.

Development prospects for Brea good as gold

The city of Brea was bypassed for many years in the rapid development of Orange County. Now, it is seen as one of the best places in the county to live and work. Land development is booming.

In the past ten years the population has more than quadrupled yet the city has managed to keep a small town atmosphere.

"I think the healthy development of Brea is due to an excellent city government," said realtor and developer Don McBride, "and the manner in which they have planned the growth of the city."

McBride has lived in Brea since 1956 and he has noted that the "city fathers" have always been interested in a balanced and selective development of the city.

"The City Council and the Brea Redevelopment Agency, composed of council members, has tried to maintain a good industrial mix to gain a reasonable tax base and more employment opportunities," he said.

One of the first things the city council did to help insure the

future growth of the city was to annex the unincorporated land to the east and north of the city in 1960.

This land makes Brea potentially one of the largest cities in the county with 33 square miles of land. With the boundaries completed, a master plan for development was set by the city.

"The building of the Orange Freeway is possibly the biggest reason for Brea's industrial growth," said McBride. "Now there is quick and easy access to the rest of Orange and Los Angeles County."

But the Redevelopment Agency has not lost sight of the real attraction of Brea. "The majority of people move to Brea," said Darwin Manuel, of Olinda Realty, "because where they were living before was becoming too congested. They see Brea as a small town."

McBride agreed. "In spite of the growth, the city, the merchants and the people are trying to keep the small town atmosphere of 'Good Old Brea.' That's why people want to live here."

"Brea offers high quality housing in all price brackets, a

reasonable tax structure and an excellent school system," Manuel said. "Almost all of the residential areas in the city are nice, well kept houses. It's unfortunate there's not more."

That seems the only problem Brea has, no more new single dwelling houses. Almost all of the land not owned by the oil companies has been developed. The result is that property values have zoomed and owning a home in Brea is considered one of the best investments a family can make.

"A house that sold for \$10,000 in 1956," McBride said, "is worth \$23,000 today. With current economic trends the value of even the oldest homes in Brea can only go up."

Manuel sees the key to further development of houses coming from the oil companies. "Union Oil Company is probably the largest owner of vacant land in Brea," he said. "More housing projects will come as Union sells off its holdings."

He also sees the development of the hillside land in the northern part of the city as potential housing area. "The hillside area of Brea could be the Beverly Hills of Orange County if the city could develop an economical program for development," said Manuel. "With environmental effects taken into consideration, the current plan is not practical. The cost is too high."

The city government is helping street lighting, landscaped parking areas and underground utilities.

But the city has not forgotten 'good old Brea' either. It is also assisting in the redevelopment and improvement of the old downtown business district north of Imperial Highway on Brea Blvd. The main merchant section will be restored to its turn of the century atmosphere. The shops will specialize in merchandise and services that the regional shopping center will not offer. The recent involvement by Johnson House, a partnership of Robert Cory, noted building designer and Norman Kort, an accountant should spur the completion of the Good Old Brea project. They have acquired or are in process of acquiring 31 downtown properties, all of which will be restored and leased to create a truly unique downtown shopping area.

Brea has done what few cities have been able to do. Promote the development of land for industry and housing while successfully maintaining the cities biggest asset, its small town character.

He said he sees the development of northern Brea coming within the next five years. In the meantime the apartment, condominium and the townhouse

seem to be the answer to housing demands. In Brea there is a vacancy rate of apartments of less than two percent, which is considered phenomenal. The condominium and townhouse are enjoying similar success.

Brea's continued development is predicted by both Manuel and McBride.

"The regional shopping center will be a big attraction for Brea in the years to come," said Manuel. "It will bring more jobs and people to Brea."

Indeed, the center is one of the biggest things to come in Brea's future. Located on State College Blvd. and Imperial, the center is estimated to be within 20 minutes driving time of approximately 1,500,000 people.

*Brea's
Good News
paper*

Dec. 19, 1973-Jan. 1, 1974

Johnson House meets with local businessmen

BREA — First there was a fear of change, but now that attitude is changing according to Norm Kort, Johnson House partner

Kort and his co-partner, Robert Cory talked to local businessmen last week to convince the merchants that the "Good Old Brea" project would help, not hurt the downtown area.

The Johnson House officials announced that they now own 70 percent of the land in the Good Old Brea area.

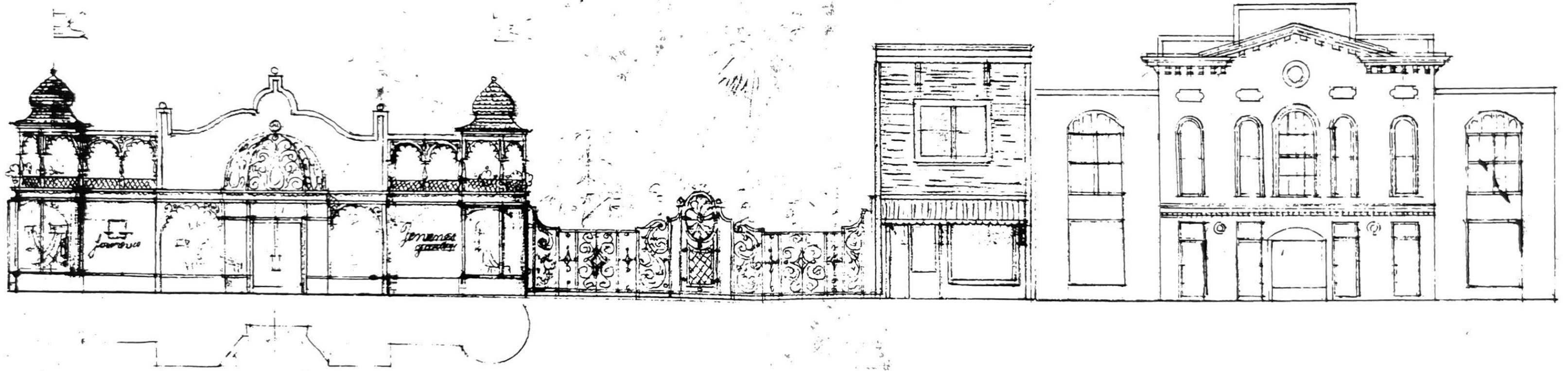
The purpose of the project is to upgrade downtown Brea and redesign it to fit the turn of the century. The Johnson House designing firm now owns the Brea Village Store, the Brea Theatre, the Brea Hotel and the Brea Garage.

Cory stressed cooperation with the mer-

chants in the project. "We don't want people to be negative," he said. The design will be something like that of Main Street in Disneyland and Cory feels it will generate people onto the streets. He said the new design would have potential in attracting people who would bring money to Brea.

Conceived four years ago, the Good Old Brea project is just finally making headway. Cory hopes to have 75 percent of the buildings completed by 1976. "With cooperation I think completion is not too far away," he said.

Besides the new concept in design, Cory would like to make a new atmosphere on the inside. He would like to have an old-time ice cream parlor, a barber shop and show old-time movies in the Brea Theatre.



Tomorrow: "Good Old Brea" . . . things to Come?

Brea's Good News Paper

December

The stuff from which dreams are made Johnson House initiates project

The city of Brea was inconspicuously incorporated in 1917 as the eighth city in Orange County. It may now well be on the way to setting an example for cities all over the nation who are seeking ways to rejuvenate their downtown areas. What many will be watching is the ambitious downtown restoration plan known as the "Good Old Brea Project."

Begun over 4 and a half years ago, the plan was designed as a joint project between the city and downtown merchants to rejuvenate the old buildings, stimulate downtown shopping, and create a period look. The plan was started by a massive city improvement program of off street parking, installation of "gas-light" type street lighting, and a self-improvement campaign on the part of merchants. Although the street and lighting improvements were completed, and many of the

What began as idle curiosity, has evolved into plans that Cory and Kort feel will transform downtown Brea from obscurity to national attention, and give the people of Brea a downtown shopping area that exudes warmth, originality and pride. "Our intent is to bolster the quality of the downtown area which we understand is the goal of the city's Good Old Brea Project," said Cory. "We're currently completing the entire design concept." The design concept envisioned by Cory is very much like the original plans formulated between the city and merchants. It follows the "Turn of the Century" theme, and instead of tearing down and rebuilding, requires only restoration to original beauty and function.

The only difference in the two plans is described by Cory as "Total Concept." Instead of a "mish-mosh" of one restored

with the City Manager, Wayne Wedin, of whom Cory says "Wayne Wedin was the one who really inspired us, this man was hired to come in and do some good things for the city, and he has done far more than that, I think he's done great things so far." After meeting with Wedin, and finding out more about the "Good Old Brea Project," Cory started having personal feelings about getting involved in the design end. One week later Johnson House was formed. There were three partners originally, but after their first meeting in city hall, the third partner spent all his time trying to think of a name for their company. On the way back to Los Angeles that night Cory and Kort decided to drop the third partner. Later that same night, they were sitting in Cory's design studio, and the two of them decided on the name

...ive remodeling, the project appeared to be at least temporarily stalled.

three months ago strange things began to happen.

But a little over 3 months ago, strange things began to happen. Downtown properties that had been boarded up for sale less than a year ago, began to receive offers to purchase. Almost overnight, the word spread throughout the city that someone was buying up "Good Old Brea." Rumors were rampant. Some merchants said they had heard that Japanese money was behind a blitz to buy the city of Brea; others feared wealthy developers were buying the downtown area to be levelled for massive redevelopment plans that were being carried out in secret. Still others went so far as to talk of underworld money. All that was known for sure was that much of the downtown properties were being acquired by a single source. Prices of the buildings rose, but the sales continued. Finally, the mystery was solved.

None of the above turned out to be true. Downtown Brea had indeed been the target of an acquisition "blitz." But for none of the above reasons. Instead of some special interest group, the buyers turned out to be a general partnership, called Johnson House. Johnson House is a 4 month old partnership comprised of just two men, Norman Kort, a CPA, and Robert Cory, owner of an interior design firm. Both of their businesses were in Los Angeles. They are both now firmly involved in the City of Brea.

In just over 95 days, Johnson House has purchased, or has in escrow, 33 properties in the downtown area; over 70 percent of "Good Old Brea."

House plans a restoration so complete that the closest thing in comparison would be "Main St. U.S.A." of Disneyland fame. It was in order to be able to achieve this total concept that control of the downtown area was necessary. And thus the acquisition of so many properties. "The reason we bought so many buildings," said Cory, "was that from the beginning, Norm and I sat down and agreed that unless there was control of this thing, as far as the design, the project just wouldn't be successful. There would be no way to get 60 businessmen or building owners, (some of them absentee landlords), to agree on a mutual design concept. It would be endless."

"I'm no longer in the incoming business, everything is outgoing."

Although the design phase is not yet 100 percent complete, Johnson House has already started work on one of its buildings, the old Haddads Mens Wear, which is also their temporary headquarters. No specific date for completion of the entire project has yet been set, but, "We want to work with all of the local businessmen toward improving trade in the area immediately. In fact we're already looking for tenants for buildings that are currently vacant," said Kort.

When asked how Johnson House got involved in such an ambitious project, Robert Cory responded with enthusiasm. "About 95 days ago, I heard about a place named Brea, and came down here with a friend of mine, (Norman Kort) to investigate. Numerous buildings were up for sale. We came back a week later, and all the properties were bought up. Except one, Haddads Mens Wear, which we bought."

...goner to be my life!

Johnson House, after an old lighted sign Cory had picked up at an auction. The name stuck.

"My feelings on this project, and Brea, have gone far beyond doing a unique Disneyland like concept. I have found the means of really expressing myself, and what I want to do, and what I've been wanting to do for a long time. That's to make a lot of money, and make a lot of people happy at the same time. I've given up my business, I've closed up my studio, I've given my clients to another designer. I'm no longer in the incoming business, everything is outgoing. I've put myself and my family, my homes, my car, everything in hock to keep this thing going, because I really believe in it. And the beautiful part is that there are really a lot of people who believe in the same thing."

Robert Cory is 36 years old. He is typically proud of his wife Judy and 10 month old daughter, Jennifer. He is a successful businessman, with all the trappings of that success. Two beautiful homes, one in Los Angeles, the other in Mill Valley, expensive antique cars, which include a Rolls Royce Estate Wagon, Circa 1936 which he takes great pride in driving about town on occasion. Robert Cory is also a very unique individual. He really cares about people. He, like his

Continued on Page 3

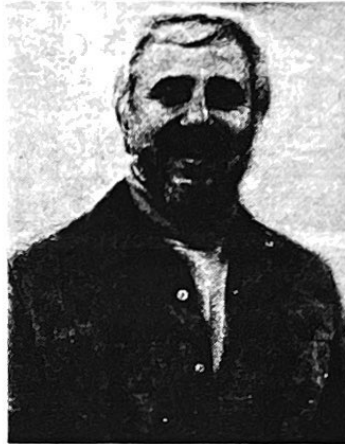
... others talked of underworld money.

Johnson House plans renovation of Brea

Continued from Page 1

partner Norm Kort, considers himself an idealist. He believes there is a basic goodness in everybody. He has a dream, and Brea is the culmination of that dream. As Cory talks, his enthusiasm is contagious, "This project has gotten to be my life. From the beginning of time, it's taken positive thoughts. Nothing was ever accomplished with negative thoughts. And I'm not saying that people should give up what they believe in, and follow me, but what I am saying, is give me a chance to express myself, to do these things, because I feel that there's a purpose for me here on earth. True, I like to make a lot of money, and from all of this I'll make a lot of money, but I'll also make a lot of people happy. There are some people who object to our ~~all these properties because we stand to make a lot of money when "Good Old Brea" is complete; but no one ever objected to Sears coming in and making a lot of money, because it was a necessity, a real need. No one ever put down General Motors for making billions of dollars selling autos. Because it was a necessity, a real need. It's the same for Robert Cory, for Johnson House, I think a beautiful city is a necessity, a real need.~~

"This City, this project, this



NORMAN KORT



ROBERT CORY

is what I want to do. I've given up a lot, I've struggled for 13 years. I came out with no education, I never went to school for design, or architecture, or anything else, I just had a dream. I had a belief, I knew I could do it, I had the desire, and that's what it really takes. Now, 13 years later, I am a successful businessman. I've got some nice habits, hobbies, antique car collection, but I'm willing to give it all up for this dream; I really believe in this thing, and I believe if you want to do something, you have to put all your energies you have to channel them into one direction. This is what I want to do, this is the start of something. I'm not a politician, and I've never got involved in politics. I don't know whether one guy is better than the other or anything like that. I want to contribute to this country. I want to do something. I think that's what it takes. . . one person. I love this city. I think this city and its people can set an example. That's my dream."

Robert Cory and Norman Kort can best be described as "Idealistic Capitalists." They expect to be watched and welcome it. If their accomplishments of the past 90 days are any indication, Good Old Brea is finally on the way.

Johnson House Project Outlined

Brea To Have 1890's Look

Johnson House developer Robert Cory said last week that his firm would like to help restore Brea in an effort to establish a trend that would help preserve historical landmarks that are of value to the nation.

Cory, a partner in the firm that is participating in the "Good Old Brea" downtown project, said his feeling was that "when we go to look back to our past, it won't be there." He said that there are historical landmarks all over the country that are being destroyed with little concern about the preservation of the country's past.

For the past few months, Johnson House has been transferring parts of old Victorian houses in San Francisco to Brea for use in Brea's turn of the century project. The houses, dating back to the late 1800's have been destined for destruction by a San Francisco redevelopment project. In an address before the local Lions Club, Cory expressed the hope that society "can grasp some of it (the turn of the century flavor) back again." The architecture then, Cory said, was done on a very "expressive motif because that's the way people felt, open and sharing."

Cory said that one of the attractive features of Brea that caused Johnson House to come to the city was the "group of five councilmen who really and truly wanted to help their city."

"We (Cory and his partner Norman Kort) were impressed with the fact that they all took their jobs seriously and put in more than their share of hours to accomplish it: "this is rare with five people working towards one goal," Cory added.

Cory said that he and Kort had heard about Brea and its sparsely settled downtown environment from a friend. He had been involved in projects around the world before, but this was potentially the biggest. "Something told me that we should do it," he said.

As for the people who would be involved in the project, Cory said that he would like to have local people to get the first opportunity to get into the business of the downtown project. He said that there have been also inquiries from parties in Maine, Florida and Hawaii.

"We're looking for participation from people who own shops and from investors as well." CORY SAID.

"Now is the time to do it, because this project could go on for a very long time, he concluded."

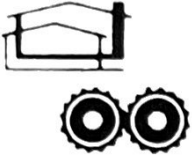
Owning 100 per cent of the downtown area is not the goal of Johnson House, but instead to have 100 per cent of the design control. "One shop owner could ruin the design," Cory noted, "it would be crazy to make an investment and then have one or two (shopowners) not go along."

Cory added that part of Disneyland's beauty is its 100 per cent controlled design.

"As the project went along, I began to see the cooperation we were getting. Now my feelings are deeper than just financial, to the extent where this is a chance to make a contribution to my fellow man," Cory recalled.

Cory said he would like to bring a sense of togetherness to Brea, where there would be a model of the turn of the century creativity and friendliness that could spread to other areas as well.

"Why change Disney's concept," he asked. "It's been successful and people have come from all over the world to see and experience it. It's something that pumps blood into the heart a little bit more," he added.



City of

*We have 500 of these —
hope you like it.*

brea

*Looks good
to me*

Development

GOOD OLD BREA PROGRESS REPORT

The City of Brea has taken another major step forward by reclassifying the General Plan designation for Brea Boulevard from Imperial Highway north to the railroad right of way. The new General Plan designation provides for a new category, "Downtown Theme Area". This is to promote a 1920, late eclectic style.

The reclassification will enable procedures to continue with an eventual zone change procedure to allow the establishment of a distinctive theme and the specific standards necessary to carry out the intent of the area.

Since the last progress report, the City has installed approximately 75 "theme" street lights and street landscaping. In addition, approximately 150 parking spaces have been created and alleys have been upgraded. In all, the City has expended \$600,000 on this project to date.

Not only has the City worked to preserve and enhance Good Old Brea, but the private interests have also been hard at work to upgrade the theme area.

Brea Florist is in the process of renovating the front of their building. The front of four tenant spaces located at 129-137 South Brea Boulevard is receiving complete renovation in conformance with the Good Old Brea theme (see attached elevation). The Horizon Building is in the process of interior alteration of approximately 2,400 square feet of area for a new tenant.

The Chamber of Commerce has moved into the Good Old Brea area on 107 E. Ash Street, and the building is presently being upgraded. A gazebo and landscaping are proposed for the vacant lot adjacent to the Chamber's new quarters.

The City Council has accepted the donation of an antique clock affectionately known as "Charlie's Clock". It is 14-feet tall with a face three feet in diameter. It is to be located in Good Old Brea possibly on the corner of Ash Street and Brea Boulevard.

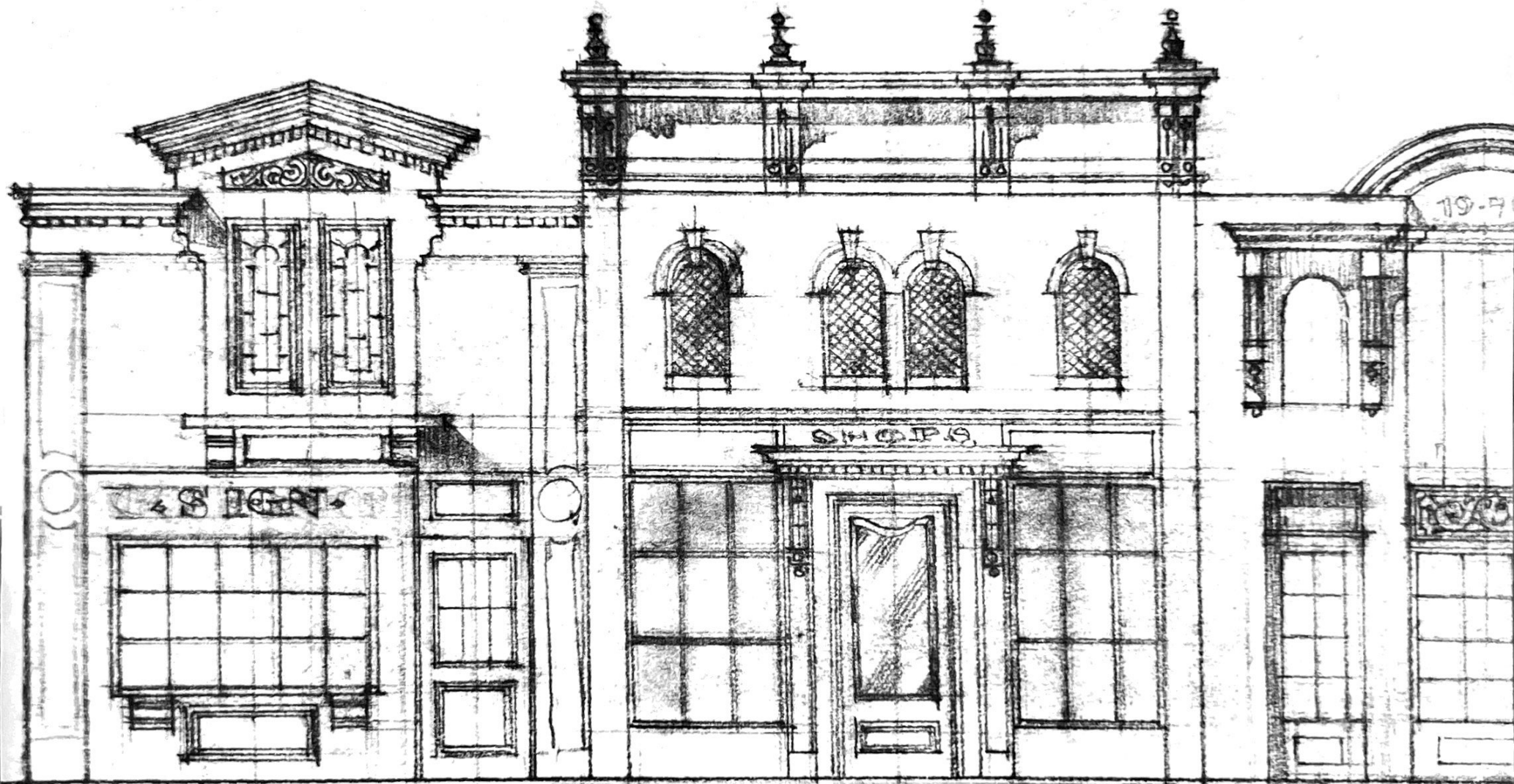
Bill Young has opened a business machine repair service located at 220 South Brea Boulevard.

(over)

The Cottage Gift Shop, 200 S. Brea Boulevard, has painted and erected a small sign in conformance with the theme.

The Winchel Building in the 100 block of Brea Boulevard has been repainted, and a business front replaces the former driveway into the building, removing the driveway approach.

New interest has occurred due to new owners such as Edkar Pope of Newport Beach and Mr. Robert Gould, Beverly Hills, replacing Johnson House, former owner of a considerable amount of property in Good Old Brea. Consequently, optimism of great success of the "Downtown Theme Area" continues.



ATTACHMENT TO GOOD OLD BREA PROGRESS REPORT OF 3/11/75

DAILY STAR-PROGRESS

PHONE (213)-697-1734 or (714)-529-2144

WEDNESDAY, MARCH 31, 1971

4 SECTIONS—32 PAGES 10 CENTS

NEW LOOK: A RETURN TO PAST

Master Plan Is Presented

By VERN PERRY

Star-Progress Staff Writer

BREA—A return to the past will give hope for the future of downtown Brea according to a master plan for revitalizing the commercial area presented to the public for the first time Tuesday night.

Presented before an audience of 110 including merchants, property owners and residents, the plan calls for a complete facelifting in the style of the early 1900s but no structural changes to the two and one-half blocks of commercial stores between Imperial Highway on the south and the Pacific Electric railroad tracks on the north.

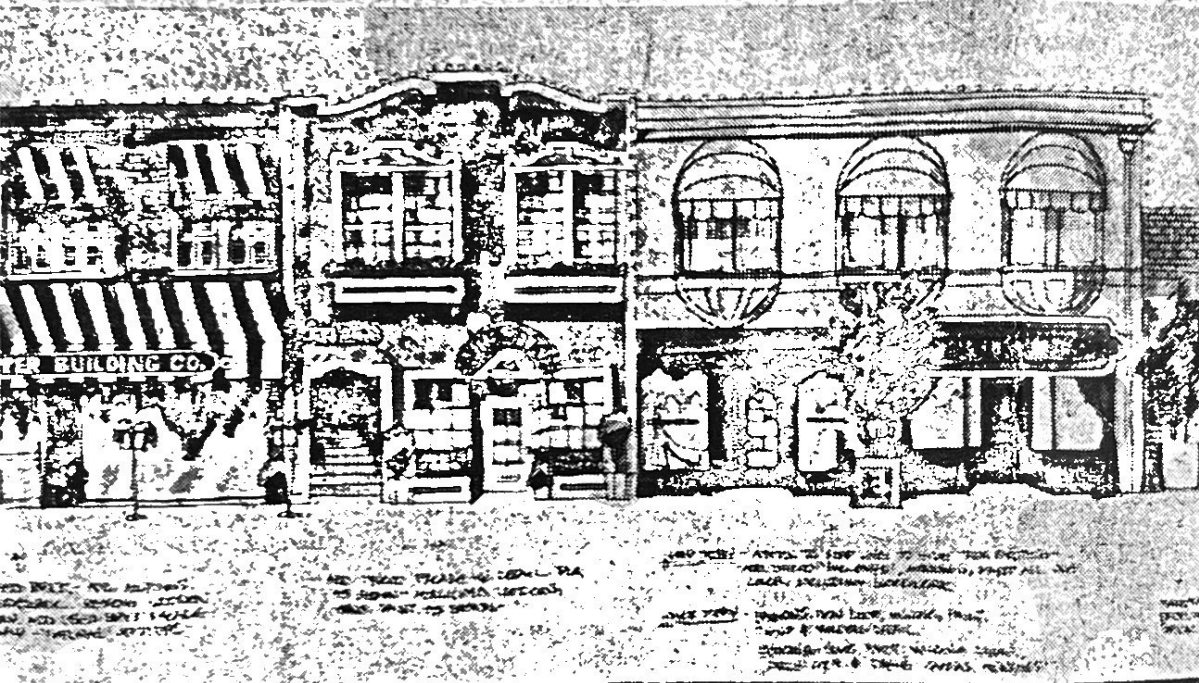
"For the most part, the changes involve painting, a new signing, awnings and certain additions of light-weight facades to give a silhouette to the buildings and break the monotony of line. In a few cases, more extensive remodeling is needed," the plan indi-

tures plus new off-street parking places.

Mayor Jackson said the city's portion of the investment would be repaid from increased sales tax revenue generated by businesses in the area, plus increased value of the property involved.

Wedin told the merchants and property owners in the audience that the city is set to begin on the parking by acquiring property in the alley behind the east side of Brea Boulevard. He indicated that this would entail some residential homes, but he would not say in what area. He did indicate that the city feels the area needs approximately 400 new parking places.

The Group X representatives, Don Kracke, Fred Martin and Ben Templeton, estimated that the cost per store owner for the improvements would be \$25 per month over a 10-year period. The average per store was \$2,750, but Wedin said some stores could not pay for



BREA'S NEW LOOK: A RETURN

Ultramodern Equipment For Phone Users

BREA — The Pacific Telephone Company announced today that land has been acquired to construct a new facility in Brea to house almost \$4 million of ultramodern electronic switching equipment, office space and mechanical facilities.

Local Pacific Telephone manager John Pope made the announcement. "The site selected by the company for its new development is located in the downtown Brea area near Imperial Highway and Orange street and represents our confidence in the ability of the historic area of Brea to maintain its economic strength and viability," he said.

Located on a parcel of land 140 feet by 150 feet in size, the structure will include a new single-story-with-basement building of approximately 1,260 square feet. The structure, being designed to be compatible with the "Good Old Brea" theme presented Tuesday night, will accommodate a portion of an all-electronic switching machine and the latest call-switching system it uses by the Bell System.

The system is initially being designed for a capacity of 14,500 main telephone lines. Enough equipment capacity will be installed to last until at least 1



BREA'S NEW LOOK? Before and after slides of a portion of Brea Boulevard between Ash and Birch streets show suggested improvements made by Group X consultants and presented to the public at a meeting Tuesday night. The

bottom photo shows the actual condition of the stores on the west side of Brea Boulevard, while the top rendering shows how it would look if the improvement plan suggested by Group X were adopted.

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