

VERDANT VIEW: Pastoral quiet and clear skies dominate this overlook of Pauma Valley Country

Club, with guest cottages and pool in foreground, golf fairway and then varying hues of

green from orange, lemon and avocado groves on valley floor, with the mountains beyond.

—San Diego Union Photos by Al Sund
Except for golf course, this view is typical of scenes from many points on the valley's rim.

Pauma Valley: San Diego's Shangri-La

By CLYDE V. SMITH: The San Diego Union's Real Estate and Building Editor

Maybe it is the Shangri-la of San Diego County.

In searching mental processes for fitting ways to describe Pauma Valley, without getting ridiculous with overworked superlatives, the story by author James Hilton keeps flashing through memory — his novel *Lost Horizon* is about a charmed, perfect place where people live almost forever.

Pauma Valley undoubtedly is not a perfect place. But its beautiful, peaceful pastoral appeal is about the next thing to it.

Like Shangri-la, it is a mountain-rimmed, verdant valley, remote and somewhat isolated in terms of modern access, an idyllic hideaway.

But unlike Shangri-la, Pauma Valley is no imaginary land. It is very real.

The valley snuggles close to Palomar Mountain, 26 miles inland from the coast, 48 miles northeast of San Diego's City Center, and just 99 miles from congested, smog-choked Los Angeles, the metropolitan giant.

Take Cole Grade Road from Valley Center, north of Escondido, and as the highway drops down the steep moun-

tainside, along about the third or fourth turn of many twisting curves, the spectacular valley view unfolds.

There, sometimes in the mist but more often in air crisp and clear, is green Pauma Valley, an emerald gem of many hues. There are easier ways to get there, but you would miss the impressive, dramatic introduction to this picturesque land which has been blessed by nature.

Colors range from bright greens of pastures and meadows — and now, golf courses, too — on the valley floor to the deeper shades of citrus groves and the even darker gray-greens of avocado orchards on slopes that rim the valley.

The San Luis Rey River, paralleled by State 76, slices the five-mile-wide valley in the middle. Cattle herds graze here.

It is a quiet community of country homes with about 1,000 residents. The orange, lemon and avocado groves annually gross about \$2 million for ranchers and farmers.

Most of the residents would like to keep their valley just about the way it is now, so much so that they have

brought about creation of a district that tightly zones the area and nearby Palomar Mountain against industry. So far, growth has been at a slow pace in Pauma Valley. Most of the property is in large acreages and, until recent years, the owners have not been inclined to sell any part.

Actually, the area lacks in many, many things that normally attract growth. Recreation and consumer facilities are limited. Residents must do most of their shopping in Escondido or San Diego. There are no spectator sports or other public entertainment, and little in the way of cultural activity.

When you get right down to it, there is not much to do in Pauma Valley. Except some important things. Relax and enjoy the peaceful life, breathe deeply of the refreshing clean air, enjoy the quiet and beauty of the countryside, play golf, ride horses, go fishing and boating, play tennis, hike along nature's trails, or if hunting is desired, the wilds with small game are nearby, plus opportunities galore for sightseeing in nature's grandeur.

This, then, is the real magnet.

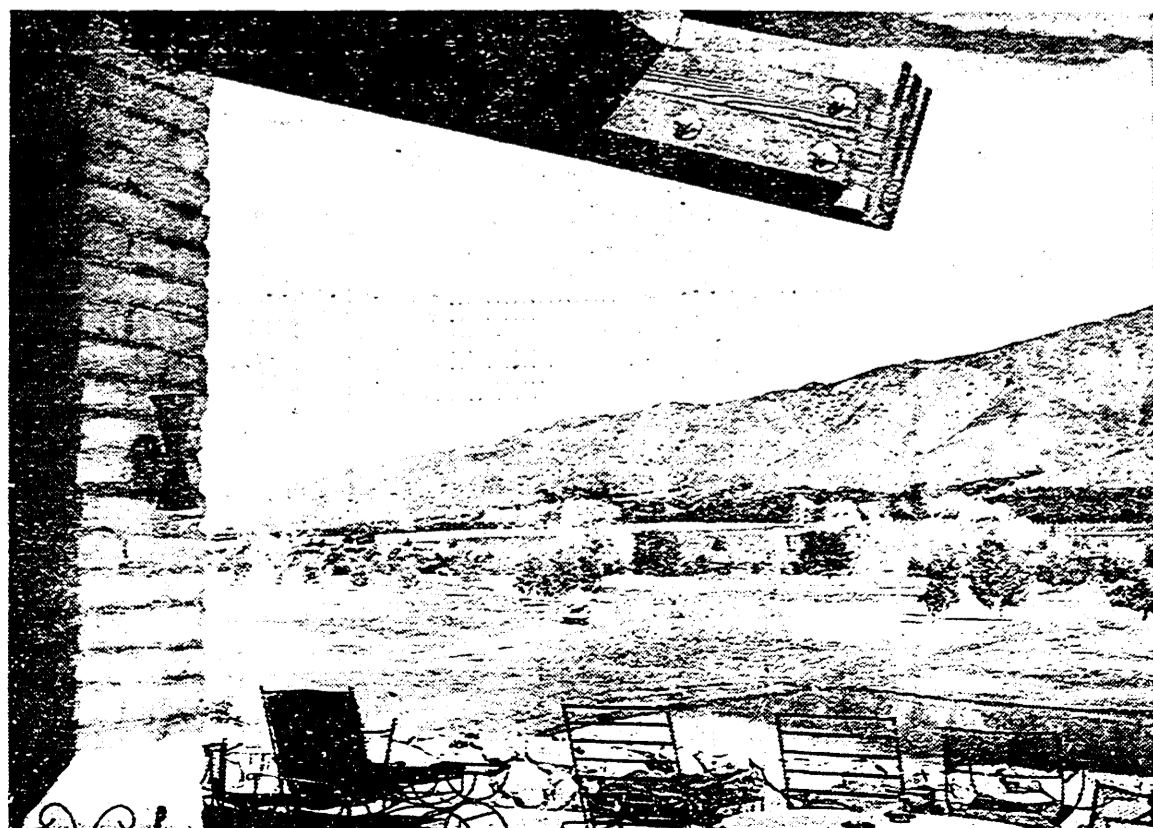
People from other areas pass through and like what they see. They want to share the life of a modern Shangri-la. They, too, want to escape city turmoil, including industry, traffic and crowds.

So things are beginning to stir in Pauma. The potential is not in industry or business development or even in expanse of agricultural activity, but in resort and vacation attractions, in second and retirement homes.

Already there has been a significant trend in this direction, so far limited and mostly confined to wealthy refugees from frigid eastern and mid-western climes or from polluted atmospheres of metropolitan California centers.

(Continued on F-8, Col. 1)

PROJECT SITE: Hank Corbett, caretaker at 548-acre Wilderness Gardens, pulls boat off lake that is to become golf course hazard and double for fishing, boating in the recreation project.



EXCLUSIVE: Framed by clubhouse, at left, threesome tees off at Pauma Valley Country Club, so exclusively private it doesn't exchange reciprocal privileges with other clubs and is limited strictly to members and guests. However, another course is included in a \$2.5 million

recreation complex now being planned along a lake in Wilderness Gardens, at lower tip of valley. Above, herd of Santa Gertrudis, only beef cattle breed ever developed in the United States, grazes at Circle S Ranch in Pauma Valley, owned by Ellsworth M. Statler of the hotel family.