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County

Perfect Pauma Valley Is A Picture Postcard

North County Version Of Shangri-la Draws Beauty Lovers

By JOHN BERHMAN
Staff Writer, The San Diego Union

PAUMA VALLEY — Pauma Valley is that old-time picture postcard of Southern California brought to life.

You know the one: The giant oranges hanging on a tree and the rows and rows of citrus trees in the foreground, and the nearby Palomar Mountain with clear blue skies in the background.

Located east of Interstate 15, south of the Riverside County line, the picturesque valley eludes the passing freeway motorist.

Pauma Valley also is a place of famous persons and the wealthy — most of whom prefer the seclusion and privacy of their North County community.

Perhaps one of the most famous names ever associated with the valley was actor John Wayne. According to local sources, Wayne and another actor friend began building two adobe houses in the valley in the 1930s.

ADOBES SOLD

The story further goes that just before the adjacent adobes were built an argument ensued and both sold their adobes in the valley.

Now, those two houses are occupied by employees who tend the Pauma Valley Country Club golf course.

Another noted name from the past was Manchester Boddy, the late Los Angeles newspaper publisher. Boddy made a more lasting impression on the community, developing the beautiful Wilderness Gardens as a commercial camellia farm at the western tip of Pauma Valley during the 1950s. Wilderness Gardens now is a county park.

A contributor to the community in other ways, too, a marker at the community hall here notes Boddy's donations to Pauma Valley as "an eloquent gentleman, a true nature lover, a friend to all." The marker was erected in 1968, one year after Boddy's death.

TWO OTHERS

Two other noted names and part-time present-day residents are evangelist Billy Graham and singer Dorothy Kirsten, who has a home here with her husband Dr. John French of the UCLA medical staff.

Mrs. Shirley Pettis, widow and successor of Rep. Jerry Pettis, the Republican congressman from San Bernardino who was killed almost a



— Staff Photos by Jerry Windle

The picture postcard appearance of Pauma Valley in North County is mirrored here by the plush Pauma Valley Country Club golf course. The mountains in the background provide a perfect, protective frame for the valley

year ago in the crash of his plane, also has a home here.

The list of retired or semi-retired executives and corporate heads read like a Who's Who of the business world. Among them: Roland Eckis, former president of Richfield Oil Co. before it merged with Atlantic Oil Co. to become ARCO, and who also serves as president of the Pauma Valley Country Club Association; John DeLorean, a vice president with General Motors and general manager of the Chevrolet division; Gilbert Fitzhugh, retired board chairman of Metropolitan Life Insurance; James S. Kemper Jr., president of Kemper Insurance; R. A. McMahan of McMahan Furniture; and Mark Scudder of Scudder Products.

But in addition to the names, there are plenty of extra physical features to fill this scenic valley. Joining the green, perfectly patterned orange, lemon and grapefruit groves on the floor of the valley are the climbing avocado groves — all now challenging the brooding, brown mountain-side for places in the sun.

There is the tall, stately line of eucalyptus trees along Cole Grade Road, and California live oaks, pepper trees, sycamores and other trees spot the landscape. The expensive and private Pauma Valley Country Club offers some of the most beautiful and spacious homes anywhere, and its picturesque golf course is called one of the best in the country.

POINTS OF INTEREST

There also are a community hall and ball diamond, a tiny, but neat commercial center, a restaurant, a typically small town schoolhouse, a health clinic, a travel trailer camp and several historical points of interest.

And, of course, there are the people of Pauma Valley.

There are about 2,000 of them — despite the little green and white signs that say the number is 1,050 — according to one long-time, knowledgeable resident.

But the Pauma Valley people offer a wide cross-section: The extremely wealthy, and for the most part retired or semiretired, who live around the country club; the fairly well-to-do citrus and avocado growers, although many of the groves have absentee landowners; the other whites who have ranches, businesses or work

in the shops or garages; the Mexican-Americans, who labor in the groves or around the club; and, the Pauma Indian band, small in size and influence compared to its brothers the Palas and Rincons.

MIDDLE GROUP

One of the persons who fits in the middle category is Betsy Bartkowski, part owner of the Rancho Corrido Travel Trailer Park and a native daughter of Pauma Valley.

Mrs. Bartkowski's father, Jack Adams, came on horseback from Kentucky to California, and after a short stay in Los Angeles he traveled to this valley in 1912.

"There were only about a half dozen white men in the valley at that time, one telephone and all dirt roads," Mrs. Bartkowski recalled. "My father brought the first car into the valley."

Her father raised wheat, hogs and cattle on his ranch here; and her mother, Jean, who is still alive and the other part owner of the park, ran black Angus cattle on what is now the country club.

"This valley had some of the best Aberdeen Angus ranches in the country," Mrs. Bartkowski said.

Over the years, her father prospered and he came to own a goodly share of the acreage in the valley, she said. But he also was still a southern gentleman and a man of his word dealing with men who were not always so noble and much of the acreage was lost.

But Mrs. Bartkowski and her mother still have about 200 acres, including the 25-acre park, and the years here have been good to her, she said.

Another person who thought he saw the promised land in Pauma Valley was Jack Thornburg, an airplane company executive and pilot who believed he saw heaven and home from the air.

PICKS SITE

As the story goes, Thornburg, some 20 years or so ago, was flying from Los Angeles to South America, and he passed over Pauma Valley. It was then, the tale continues, that he decided to make this valley his home.

Shortly thereafter, as realtor and long-time resident Fielder D. Fitzsimmons recalls it, Thornburg bought a home here and joined with a couple of fellows named John Dawson and Jimmy Hines. Together they decided what this valley really

needed to make it perfect was the perfect golf course.

Thus was born the Pauma Valley Country Club — not that the trio exactly wanted it to turn out the way it did.

They apparently were golf purists and even talked Robert Trent Jones, the noted golf course designer, to draw up the course design.

MONEY REQUIRED

But golf courses and clubs take money to build and maintain, and most often, alone they cannot fly financially.

Money interests thus convinced Thornburg and friends to sell residential lots around the plush course.

Disillusioned, Thornburg, on another flight — this time from Palm Springs to San Diego — flew over Mesa Grande near Santa Ysabel and moved there.

Although the eliteness of the country club remains to this day, there are new owners: The residents themselves.

CLUB SOLD

Thornburg and financial friends turned the club over several years ago to Utah Construction & Mining Co. of San Francisco, which later became Utah International, Inc.

The firm reportedly was losing money on its ownership and operation of the club, but kept it for tax writeoff purposes, until its value for that apparently dissipated.

So last year, club residents reportedly purchased the club property for \$2.5 million, and also took over its operation.

The purchase by the approximately 300 club members included the 163-acre, 18-hole golf course; the clubhouse; a 46-acre airport with a 2,700-foot strip capable of handling the small commercial jets some of the residents own; 22 acres of horse stables, riding rings, paddocks and pasture; several guest cottages; three tennis courts; and, about 116 acres of undeveloped land.

GROWTH PREDICTED

Realtor Fitzsimmons, a former club member himself who withdrew for other reasons, said he believes the club is financially healthy and that it will continue to flourish and grow.

Although Pauma is a small, closed community and most of its varied population appears to thrive in this inland valley, each appears to go pretty much his own way and at his own pace.

FOR POWAY

Cityhood Called Key To Identity

By LINDA KOZUB
Staff Writer, The San Diego Union

SAN MARCOS — If Poway residents vote in favor of incorporation, that community would be able to maintain its own identity in the North County, San Marcos City Mgr. William Bradley said.

However, he said if incorporation proponents are not successful in their attempts on election day to form a city of Poway, the City of San Diego probably would annex that area in the future.

Although Bradley said the City of San Marcos would not be interested in persuading any community to incorporate, he did point out advantages to such a move — including a small-city alliance in the North County area.

Bradley said in an interview the collective voices of several small united cities could be a boon in dealing with the county Board of Supervisors, the Comprehensive Planning Organization and the City of San Diego when regional matters are discussed.

Without incorporation, Poway, and other areas around the county which are located on San Diego's boundaries, could lose their rural identity and become just sections of a large metropolitan center, he said.

One advantage for Poway would be that residents would have more control of planning, growth, and zoning, he said. The county has estimated that Poway could generate about \$300,000 in sales tax revenue.

Bradley said the Town of Poway (that name has been proposed and will appear on the June 8 ballot) probably could generate more than that amount, if businesses are encouraged to come to the area.

55-Cent Tax Rate

It has been recommended by the Local Agency Formation Commission (LAFCO) that the city begin with a 55-cent tax rate and contract for certain public services, including law enforcement.

Recently, at a public meeting in Poway, Bradley urged that if Poway becomes its own city, that city leaders concentrate on ways to save money when operating such departments as Public Works.

For instance, the city can save money while building up its Public Works equipment by purchasing used equipment — such as Army surplus — as the city of San Marcos has done.

In addition, when putting a public works staff together, Bradley said a city can save money by hiring less-experienced workers, and having them work with an experienced contractor on street jobs to learn how it is done.

"I would advise them also, rather than looking for a planning consultant, to hire an extra planning staff to work on any changes in the general plan."

A planning consultant, to help the city in making planning policies, could cost three times as much as hiring a regular staff person for one year to do the work, he said.

"The first thing the new City Council would have to do is get into a budget-setting session for the upcoming fiscal year," Bradley said. "It is at this time that such savings could be made, when developing departments and starting policies, he said.

Urged To Invite Industry

Bradley said he would advise, also, that if a city of Poway is created, the city leaders encourage industry to come to the area to provide jobs for the community. This would prevent local residents from traveling away from the community. The encouragement of shopping centers would keep sales revenue in Poway as well, he said.

"They should not depend on property taxes to operate the city," Bradley said. He estimated that this revenue would account for less than 25 per cent of the city's budget. In the case of San Marcos, property taxes are about 8 per cent of the \$3 million budget.

He said he could think of one disadvantage to Poway if it incorporates — and that is the loss of about \$600,000 in street maintenance work which the county has provided in the past. It has been estimated by the county that Poway, with its 50 miles of roads, could have a street maintenance program for \$258,000. However, Bradley said that number could climb rapidly as the population rises and streets require more upgrading.

It would be unwise for a new city to try to form its own police department at the beginning, he said. It would be better to contract for that service.

"If Poway becomes a city, it becomes a community that would be eligible for grants. The county is not looking for grants for Poway," Bradley said.

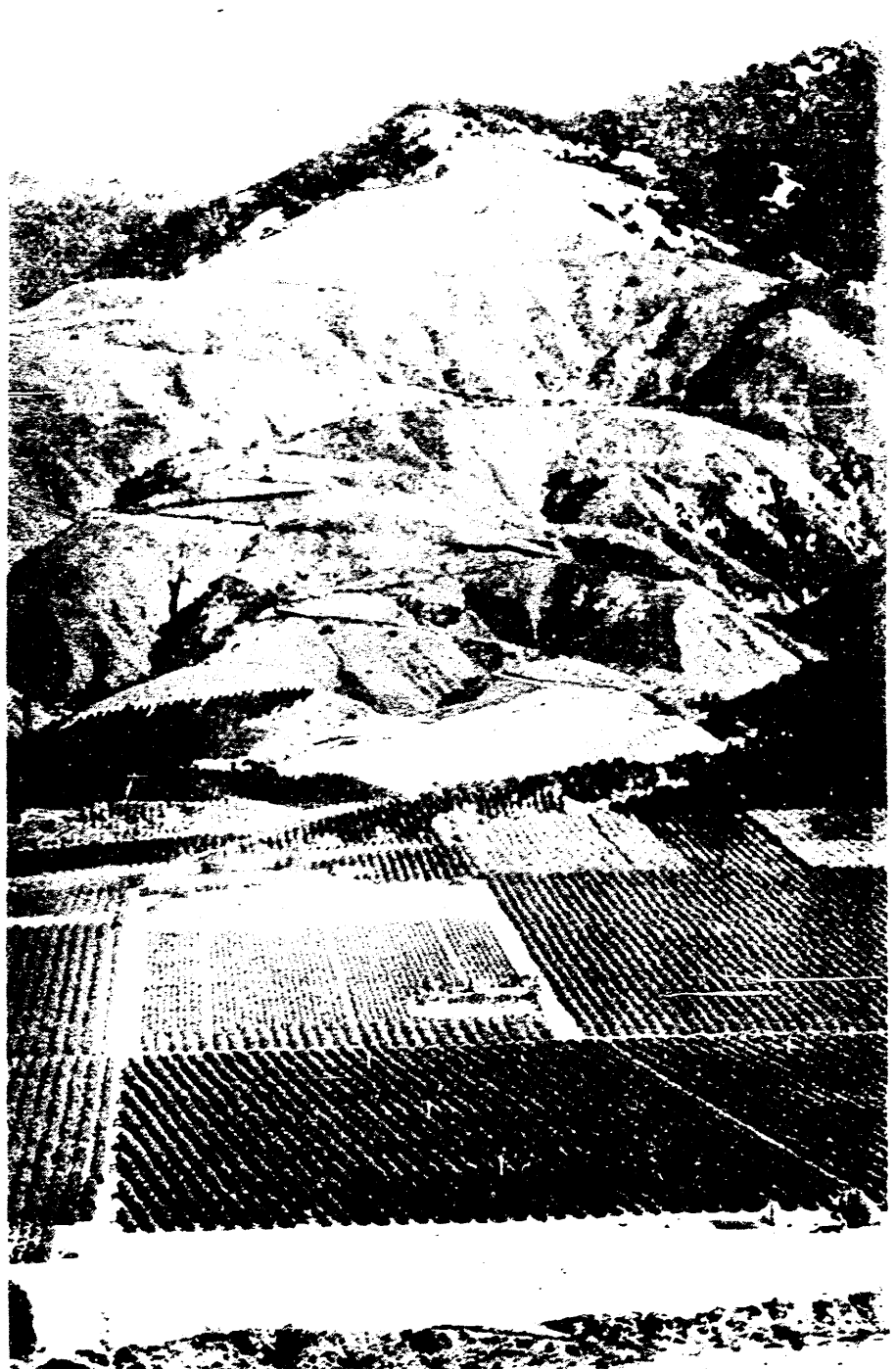
Bradley said incorporation probably would mean greater citizen participation in local government.

"State law is moving toward mandating that urbanized areas become cities. I don't think the state law is too far away from dictating areas to join cities, if there is a certain population level," Bradley said. "On that basis alone, I would say go ahead and incorporate — before San Diego gobbles the land up, and they lose their community identity," he said.



Grazing cattle in the foreground and the increasing popularity of growing avocado trees on hillsides also are typical

sites in Pauma Valley. Quiet, rustic setting is one of the major advantages residents like about their peaceful valley.



Straight row upon row of citrus trees — including oranges, lemons and grapefruit

— is another dominant scene in Pauma Valley.