

The new freeway which will dispossess most of Scotts Valley's roadside stands marks the eastern side of the town to the right. The original Highway 17 curves off to the left

# Scotts Valley

By Dilys Jones

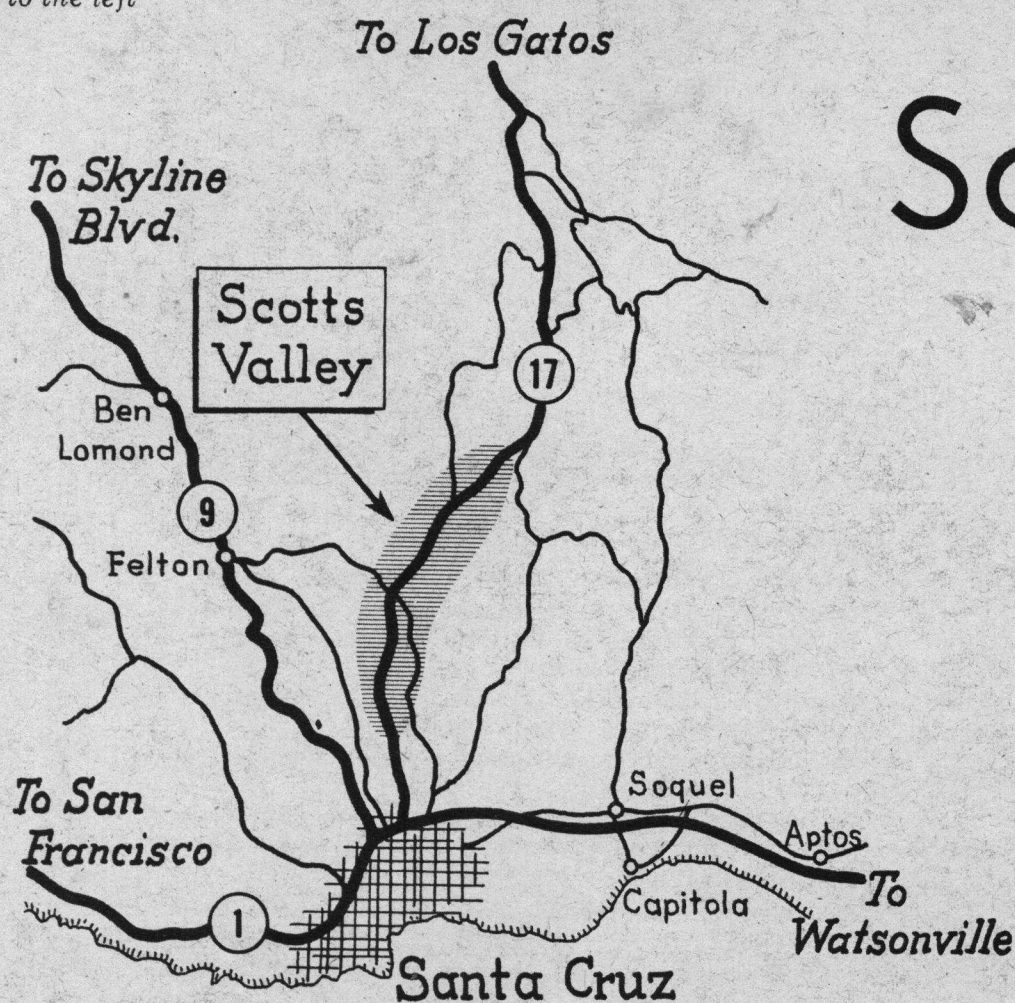
Much of the essence of southern California can be found in a small northern California valley measuring five miles by two miles which nestles amongst the mountains just north of Santa Cruz.

Known as Scotts Valley, it is an unincorporated area that offers a balmy climate, (its slogan: "Sunny Scotts Valley—Climate Best By Everybody's Test") plus a remarkably large assortment of the Alice-in-Wonderland attributes that attract tourists to the Hollywood area.

Within the confines of its five mile length along Highway 17 can be found a wax museum with images of greats like Clark Gable, Rudolph Valentino and Lillian Russell; a "tree circus" with trees twisted into the shapes of hoops, hearts and even more intricate patterns (why? because "the thought just came" to their trainer 36 years ago); and a Santa's Village with pink-thatched houses which features items of Disneyland's ilk such as candy cane sleighs, a "wee puppet theater" and storybook characters like Mother Goose and Jack Pumpkinhead.

Studded, too, on the highway are innumerable curio shops with everything on sale from living redwood burls to comic signs

*continued*







*Retired Army Col. Burton Willis and his wife are enthusiastic bird watchers and feed a fox nightly at their Scotts Valley home. They love it but, says Mrs. Willis, "I'm going a little nuts with nature"*



*The trees Axel Erlandson has carefully caused to twist are typical of the unusual attractions which line the main drag of Scotts Valley*



*Contractor Bill Graham doubles in brass as Scotts Valley's Chamber of Commerce president. Owner of one of the area's most beautiful homes, he moved to the valley as a boy*

PHOTOGRAPHY BY JOHN GORMAN



## Land of Blueberries, and

like "Kwitchurbelyakin" and "It Starts When You Sink In His Arms—And Ends With Your Arms In the Sink." The shops are flanked by fruit juice stands.

(At the moment, the existence of these establishments is threatened by a new freeway which will bypass them, but few of the proprietors are seriously concerned. Some will move closer to the freeway, others will wait patiently until the day when, they feel, the increased demands of traffic will bring fully half the motorists back to their highway.)

Scotts Valley has one celebrity—but the residents see little of him. He is suspense master Alfred Hitchcock and he uses his isolated house there as a retreat. He makes reservations at local restaurants under assumed names to avoid publicity and observes: "When I moved here in 1939 there wasn't much of a town—but I suppose these people have to make a living too."

Industry in Scotts Valley is nearly as varied as the items on view along the main drag.

There is, for example, an annual and magnificent crop of blueberries. The combination of climate and sandy, acid soil makes the locale ideal and as a consequence Scotts Valley boasts the State's major blueberry harvest.

Then there is an electronics plant devoted to the manufacture of specialty vacuum tubes. Its head, Ray Stewart, brought his firm and his family to Scotts Valley because it reminded him of the lake country in his native Michigan and because he wanted his delicate work performed "in a natural atmosphere of unhurried, accommodating serenity." Local residents regard Stewart's firm as the first of many anticipated small industries.

There are also several gravel and sand firms, dairies and lumber mills.

Real estate is a thriving industry, inasmuch as the population is soaring. (The present population is 6,500, and the bulk of the total appeared in the last seven years.) Numerous commuters to Sunnyvale's Lockheed plant and the IBM installation in San Jose already make their homes in Scotts Valley and

## Bible Colleges

### Bird Watchers *continued*

others are being lured by the fact that "real country living" prevails there. Property is worth \$2,000 to \$20,000 an acre now.

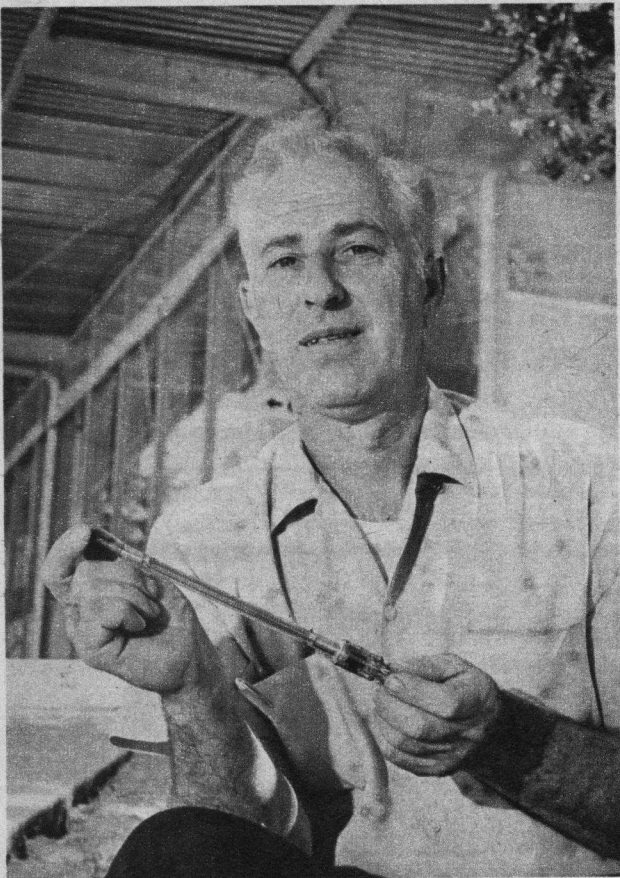
The same serene atmosphere that appealed to electronics executive Stewart has drawn religious groups to the area. The Bethany Bible College is located in Scotts Valley and half a dozen other denominations have conference grounds or headquarters there.

Motorists have, in fact, been bemused by seeing the college's signboard reading: "The Wages Of Sin Is Death"  
*continued*



*Alfred Hitchcock flies to his retreat in Scotts Valley to get away from Hollywood. He stays away from local residents, too, is reputed to have police dogs guarding his house*





*Ray Stewart, brought his family and his electronics firm to Scotts Valley because of its "natural atmosphere of unhurried, accommodating serenity"*

## "Nothing Much but Chicken Ranches," Thirty Years Ago *continued*

right across the street from the gayly pink fantasy world of Santa's Village.

Homes in Scotts Valley range from the simple to the sumptuous.

Amongst the grander is the home of Chamber of Commerce president Bill Graham, a building materials supplier who has both a lake and a swimming pool in his front yard. Graham moved to Scotts Valley when he was a youngster,

when his father brought him there from Idaho. "That was in 1929," says Bill Graham, "and Scotts Valley was nothing much but chicken ranches then.

"The town really began to grow about seven years ago and it's beginning to boom now. When U. C. moves to Santa Cruz, we'll probably get even more people."

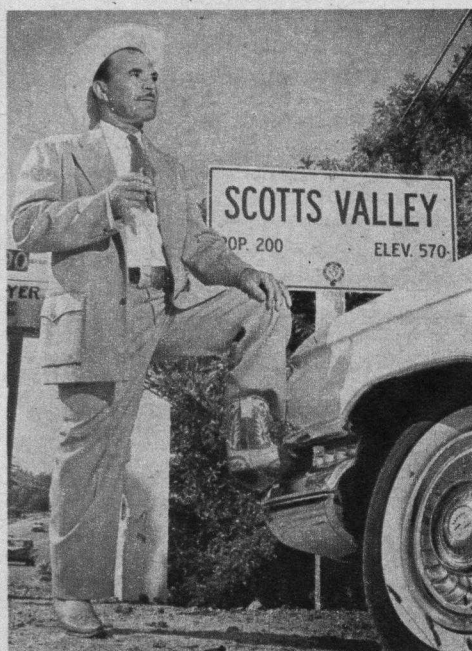
Another beautiful home is the mountain top abode of retired Army Colonel Burton Willis, chairman of the Santa Cruz County Planning Commission.

Willis and his wife are enthusiastic bird watchers and spend a good deal of their time with binoculars on a veranda which has a sweeping view of both the valley and the Pacific Ocean.

Says Mrs. Willis, "Deer and wildcats come up to our door and every night I feed a fox by my porch. Living by ourselves up here we find ourselves talking to ourselves and the animals and I'm going a little nuts with nature. But it is lovely—we searched up and down the coast before we found this place fourteen years ago."

Says the colonel: "It's the most beautiful place I've ever seen except maybe Cuernavaca."

Neither is averse to the anticipated population boom in Scotts Valley and the colonel, who takes a "there's plenty of room for everybody" tack, happily predicts a population of 14,000 "in a very few years."



*Don Santos, unofficial Mayor of Scotts Valley and a currently unofficial Scotts Valley sign.*