The Finding Aid of the Pauley Family Collection 0035

Rob Strauss and Alex Dan
The processing of this collection and the creation of this finding aid was funded by the generous support of the National Historical Publications and Records Commission.
California State Polytechnic University, Pomona. Special Collections and Archives
September 2018
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The Pauley Family Collection

Creator: Pauley, Clarke

Identifier/Call Number: 0035

Contributing Institution: California State Polytechnic University, Pomona. Special Collections and Archives

Language of Material: English

Physical Description: 6.33 Linear Feet (11 boxes)

Date (inclusive): circa 1900-2007

Abstract: The Pauley family is known for its ties to the oil business and the University of California, Los Angeles. The family also has a decades-long involvement with plans to redevelop the site of the historic winery in Guasti, California and the surrounding area near the Ontario International Airport. Clarke Pauley, grandson of oil magnate Edwin W. Pauley, served as general manager for Guasti Plaza, managing operations of tenants in converted buildings at the site. Guasti Plaza was also the name of the redevelopment effort that Clarke Pauley oversaw at the site. The collection contains photograph albums, brochures, clippings, business records from Guasti Plaza; and historic wine ephemera and digitized pamphlets and photographs from the Italian Vineyard Company. There are also photographs and audio recordings of Edwin W. Pauley and other members of the Pauley family.

Sponsor

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Conditions Governing Access

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Preferred Citation

[Box/folder# or item name], Pauley Family Collection, Collection no. 0035, Southern California Wine and Wine Industry Collection, Special Collections and Archives, University Library, California State Polytechnic University, Pomona.

Immediate Source of Acquisition

Materials in the collection were donated to California State Polytechnic University, Pomona by Clarke Pauley in 2008 and 2011, by Maria Gonzalez in 2007 (Gonzalez worked with Pauley at Guasti Plaza), and gathered from Special Collections' Southern California Wine and Wine Industry Collection files.

Biographical / Historical

Edwin W. Pauley was born on January 7, 1903 in Indianapolis, Indiana to Elbert (1874-1950) and Ellen (1874-1949) Pauley. His father, Elbert, worked in the oil business and formed the Pauley Oil Company, a firm that Edwin Pauley also worked at until it was sold in 1927.

Edwin Pauley first attended Occidental College before transferring to the University of California, Los Angeles, where he earned a bachelor's degree in business administration. In 1928, he founded the Petrol Corporation and served as its president.

Edwin Pauley married his first wife, Norma Barrett in 1924. They had one son, Edwin Pauley, Jr. (1925-2001). The circumstances of his first marriage are unclear. In 1937, Edwin Pauley married his second wife, Barbara "Bobette" Jean McHenry (1914-2002), a graduate of the University of California, Berkeley.

Edwin and Barbara Pauley had a daughter, Susan, and two sons, Robert and Stephen. In 1946, Edwin Pauley, his brother, and two other men purchased an island off the coast of Oahu called "Coconut Island." The Pauley family would use it for family vacations in the following decades. Edwin Pauley also helped establish a marine lab on the island, which eventually became known as the Hawaii Institute of Marine Biology. Stephen Pauley and his wife have remained involved with the island, which now fully belongs to the state of Hawaii.

In 1958, Edwin Pauley incorporated Pauley Petroleum. In addition to working in the oil business, he was an adviser to several presidents, including Harry S. Truman, and served as a University of California Regent from 1940 to 1972. Edwin Pauley donated one million dollars for the sports arena at the University of California, Los Angeles that would end up bearing his name: The Edwin W. Pauley Pavilion.

In the 1950s, the Pauley family started its involvement with the land at Guasti, California, which was home to the Italian Vineyard Company winery from 1900 to 1945 and, later, Garrett & Company. Pauley joined with two partners to form Viña Vista Venture, with the intent of building a planned industrial community near the Ontario airport. Viña Vista bought 31
acres of land at Guasti from Garrett & Company. Winemakers Philo and Frank Biane later bought 13 acres of land in Guasti that was not included in Viña Vista's original purchase from Garrett & Company, including the buildings used for wine production. The Bianes operated the winery as the Brookside Vineyard Company. The Pauley family eventually bought the remaining land in the early 1980s and began an effort to redevelop the site as Guasti Plaza.

Edwin Pauley died in 1981. His grandson, Clarke Pauley (son of Stephen Pauley), served as executive director of Guasti Plaza from 1996 to 2008. However, the redevelopment plan did not happen and the Pauley family sold the land to San Diego real estate firm Oliver McMillan in 2006.

Edwin Pauley's son, Robert Pauley, was a businessman who co-founded Sonoma National Bank and also founded an exports company. He died in 2005.

Scope and Contents
The collection contains photograph albums, brochures, clippings, and business records from Guasti Plaza and historic wine ephemera and digitized pamphlets and photographs from the Italian Vineyard Company, which operated at the Guasti site in the early 20th century. The wine ephemera includes metal tags from the Italian Vineyard Company.

There are also photographs, films, and recordings featuring Edwin W. Pauley and the Pauley family. The recordings include an audiotape of the dedication of the Edwin W. Pauley Pavilion at the University of California, Los Angeles in 1965.

Arrangement
The collection is organized into the following series: Series 1. Guasti and Italian Vineyard Company Materials; Series 2. Pauley Family Audiovisual Materials.

Related Materials
Joseph Filippi Winery Collection, Collection no. 0028, Southern California Wine and Wine Industry Collection, Special Collections and Archives, University Library, California State Polytechnic University, Pomona.

Donald Galleano Collection, Collection no. 0073, Southern California Wine and Wine Industry Collection, Special Collections and Archives, University Library, California State Polytechnic University, Pomona.


Southern California Wine and Wine Industry Ephemera Collection no. 0013, Southern California Wine and Wine Industry Collection, Special Collections and Archives, University Library, California State Polytechnic University, Pomona.

Southern California Wine and Wine Industry Oral History Collection, Collection no. 0024, Southern California Wine and Wine Industry Collection, Special Collections and Archives, University Library, California State Polytechnic University, Pomona.

Processing Information
The collection was processed by Rob Strauss in September 2018.

Subjects and Indexing Terms
Guasti (Calif.) -- History
Italian Vineyard Co.
Ontario (Calif.)
photographs

box 1-5, 9-10

**Series 1: Guasti and Italian Vineyard Company Materials circa 1900-2006**

**Scope and Contents**
The series contains photographs, pamphlets, historical information, wine ephemera and other materials from Guasti Plaza; from the Italian Vineyard Company, an historic winery that operated out of the community of Guasti in the early 20th century; from the Joseph Filippi Winery, which operated a tasting room in Guasti; materials about Viña Vista, an industrial community that had been planned for the Guasti site in the 1950s; and a draft section that Clarke Pauley wrote for a book that was originally titled Ontario: An Illustrated History. The actual title of the book when published was Ontario: Gem of the Foothills.

**Arrangement**
The series is arranged alphabetically by folder title in the finding aid but does not reflect physical arrangement.

box 1

**Centrelake Business Park - Promotional Material before 1992**
box 1

*Grape: Drinks and Desserts* - Pamphlet (Digital Copy) 1928 September 1

Physical Description: (One compact disc)

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box 1

Guasti - Biographical Accounts of Grape Workers circa 1998

Guasti - Clippings 1995-2006

box 2

Guasti - Family History Written in Daily Planner (Photocopy) before 1990

Guasti - Fire Truck 1998 June 28

box 9

Guasti - Photograph Album 1987 May

box 2

Guasti - Photographs circa 1900-2005

Physical Description: (Photographic prints, negatives, and two compact discs)

Scope and Contents

The file contains digitized images, along with reproduced photographs and printed thumbnail images of Guasti and the Italian Vineyard Company. Some of the photographs are duplicates from the Guasti (Italian Vineyard Company) photograph album in the Don Galleano Winery Collection, Collection no. 0073.

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box 3

Guasti - Photographs - Panoramas (Digital Copies) 1932-1937

Physical Description: (One compact disc)

box 3

Guasti - Photographs - Schenck and Schenck (Digital Copies) circa 1900-1945

Physical Description: (Four compact discs)

box 3

Guasti Buildings - Photographs before 2006

Physical Description: (Photographic prints)

box 3

Guasti History - Clippings and Powerpoint Presentation circa 1969-1996

Guasti History - Photograph Album circa 1907-1945

Guasti History, Guasti Family, Biane Family, and Pauley Family - Photograph Album circa 1907-1953

box 3

Guasti LLC - Legal Documents 2003-2006

box 3

Guasti Plaza - History 1897, circa 1996-2004

box 3

Guasti Plaza - Photographs (Digital Copies) 2002 February

Physical Description: (One compact disc)

box 3

Guasti Plaza - Property Files (Digital Files) 1998-2003

Physical Description: (One compact disc)

box 4

Guasti Plaza - Specific Plan 1996

Guasti, Secondo - Photograph (Photocopy) before 1927

Guasti Site - Aerial Photographs 1999 January 28

Physical Description: (Photographic prints)

box 4

Guasti Site - Historical Designation and Redevelopment Documents 1988-2001

Guasti Site - Photographs before 2006

Physical Description: (Photographic prints)

box 4

The Historic Guasti District - Brochure circa 2007

Italian Vineyard Company - Correspondence 1913 November 4

Italian Vineyard Company - Metal Tags circa 1900-1945

Italian Vineyard Company - Pamphlet (Digital Copy) 1915

Physical Description: (One compact disc)

box 4

It's Time for Wine - Brochure (Digital Copy) before 1950

Physical Description: (One compact disc)
Series 1: Guasti and Italian Vineyard Company Materials circa 1900-2006

- Box 4: Joseph Filippi Winery - Materials and Labels 1984-1996
  - Physical Description: (One compact disc)

- Box 9: Los Angeles Department of Airports - Brochure circa 1972

- Box 5: Ontario: An Illustrated History - Documents and Draft Pages 1997

- Box 9: Ontario Motor Speedway - Press Folder for Groundbreaking 1968 September 24

- Box 9: Ontario Motor Stadium - Design Blueprints 1968 July

- Box 5: Pauley, Clarke - Documents (Digital Files) circa 1996-2002
  - Physical Description: (One compact disc)

- Box 5: Strength of Fruit Industries (Digital Copy and Photocopies) after 1929
  - Physical Description: (One compact disc and photocopies of pages from the book)

- Box 5: Treasured Flavors Cookbook (1st Edition) - Front and Back Covers (Digital Copies) circa 1920-1929
  - Physical Description: (One compact disc)

- Box 5: Ontario Motor Speedway - Design Blueprints 1968 July

- Box 5: Ontario Motor Stadium - Design Blueprints 1968 July

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- Box 5: Treasured Flavors Cookbook (1st Edition) - Front and Back Covers (Digital Copies) circa 1920-1929
  - Physical Description: (One compact disc)


Scope and Contents
The series contains photographs, 16mm films, and audio recordings of Edwin W. Pauley and other members of the Pauley family. The recordings include an audiotape of a speech that Edwin W. Pauley delivered at the University of Santa Clara's graduation ceremony in 1960 and an audiotape of the dedication of the Edwin W. Pauley Pavilion at the University of California, Los Angeles in 1965. The photographs contain images of Pauley family members and Coconut Island, an island off the eastern coast of Oahu that was bought by Edwin W. Pauley and a group of investors in the 1940s.

Arrangement
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- Box 5: Airport Jets circa 1966
  - Physical Description: (One 16mm film)

- Box 11: Amman, Jordan circa 1957
  - Physical Description: (One 16mm film)

- Box 5: Boat Landing and Boat Trip circa 1966
  - Physical Description: (One 16mm film)

- Box 6: Daily Recording 1992 November 14-16
  - Physical Description: (One videocassette)

- Box 11: Drilling in the Holy Land circa 1957
  - Physical Description: (One 16mm film)
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<thead>
<tr>
<th>Box</th>
<th>Title</th>
<th>Physical Description</th>
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<tr>
<td>6</td>
<td>Ducks circa 1966</td>
<td>(One 16mm film)</td>
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<tr>
<td>6</td>
<td>Edwin W. Pauley Pavilion Dedication - University of California, Los Angeles</td>
<td>(One 1/4 inch audio tape)</td>
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<td>6</td>
<td>Graduation Part I 1965 June 11</td>
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<td>6</td>
<td>Food and Packing Labels circa 1968</td>
<td>(One 16mm film)</td>
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<td>6</td>
<td>Grauman's Chinese Theater Premiere of The Carpetbaggers 1964</td>
<td>(One 16mm film)</td>
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<td>11</td>
<td>The Holy Land 1957</td>
<td>(One 16mm film)</td>
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<td>6</td>
<td>Lodge - Interior and Exterior circa 1962</td>
<td>(One 16mm film)</td>
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<td>11</td>
<td>King Hussein of Jordan circa 1957</td>
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<td>11</td>
<td>Mexico circa 1957</td>
<td>(One 16mm film)</td>
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<td>7</td>
<td>Owl's Nest Camp - Bohemian Grove Campground (Monte Rio, California) - Photographs before 1981</td>
<td>(Photographic prints)</td>
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<td>7</td>
<td>Pauley, Bobbie - Photographs circa 1960-1980</td>
<td>(Photographic slides)</td>
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<td>7</td>
<td>Pauley, Edwin W. - Speech at University of Santa Clara Graduation Ceremonies 1960 June 4</td>
<td>(One 1/4 inch audio tape)</td>
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<td>7</td>
<td>Pauley Family Christmas Photographs circa 1960-1980</td>
<td>(Photographic negatives)</td>
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<td>7</td>
<td>Pauley Family - Coconut Island - Photographs circa 1960-1980</td>
<td>(Photographic prints)</td>
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<td>8</td>
<td>Pauley Family - Photographs circa 1960-1980</td>
<td>(Photographic negatives and slides)</td>
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<td>8</td>
<td>Rose Bowl Bus Trip - Photographs circa 1971</td>
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<td>Unidentified Film Reel circa 1960-1970</td>
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<td>8</td>
<td>Venice circa 1966-1967</td>
<td>(Four 16mm films)</td>
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