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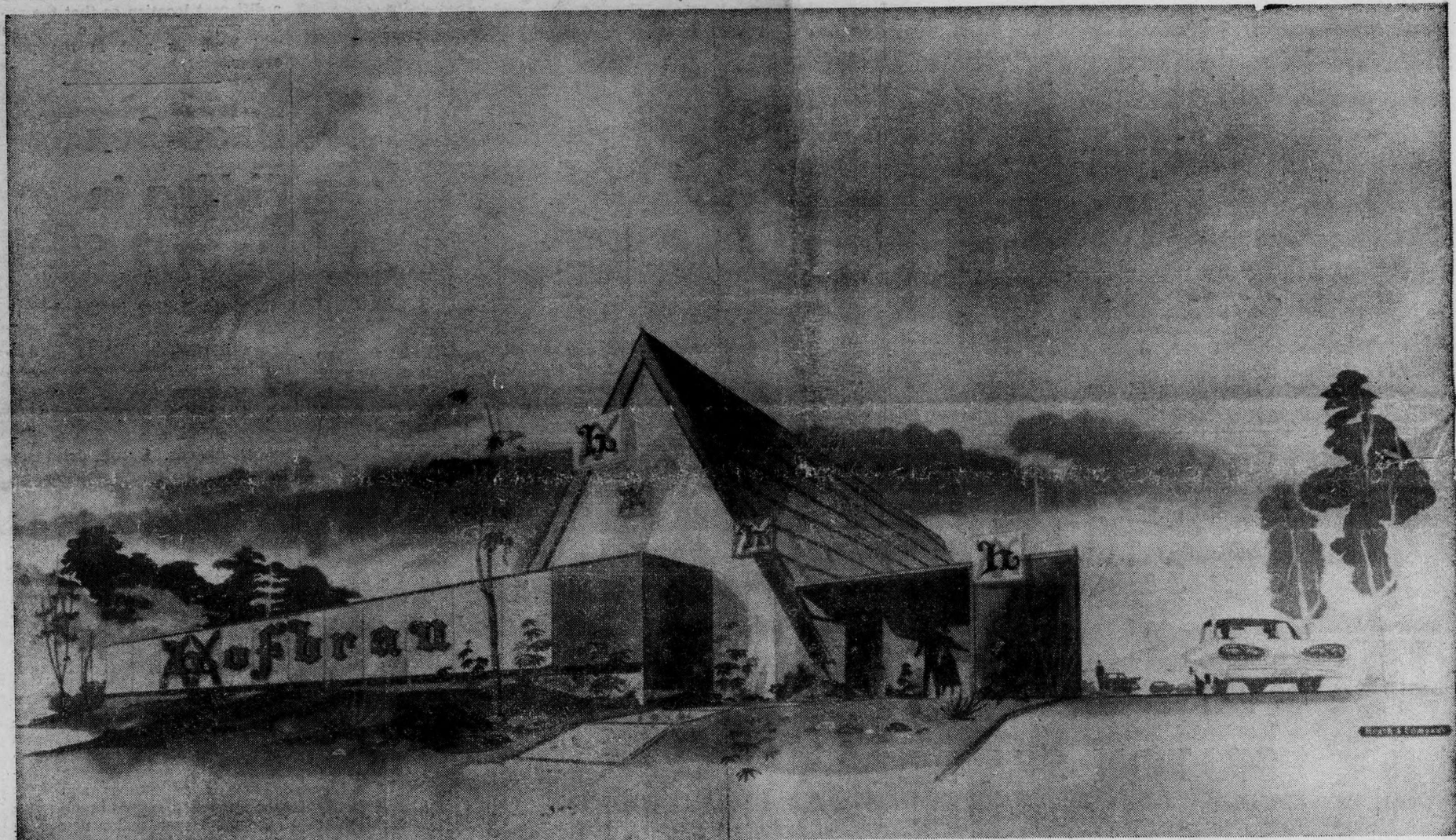
The Salton Seafarer

Vol. I No. 10—The SALTON SEAFARER

February 1, 1959

20 cents per copy

Beautiful Hofbrau to Open in February; Restaurant Will Accomodate 100 Guests



HOFBRAU TO OPEN—Approximately Feb. 7 will see the opening of the first Restaurant in Salton City when the beautiful "Hofbrau" is opened to the public. With a seating capacity of 100, the Hofbrau will be open for breakfast, lunch and dinner, seven days a week and will have a personnel of two chefs and six waitresses, and be personally managed by Mr. Ed Thrasher. The Hofbrau's outstanding new design,

by Hudson and Hanson of Beverly Hills, and interior decorations by Jamie Ballard, also of Beverly Hills, is a welcome addition to Salton City and shows the investment of approximately \$110,000. Radar oven equipped, the Hofbrau will feature relatively low cost meals and Budweiser draught beer and will have a daily special of some outstanding favorite food.

Sea May Become Busiest Body of Water in United States

"The Salton Sea may be one of the busiest bodies of water in the State, or possibly the United States," remarked H. G. Stevens, of the State Small Boats and Harbors Department, Sacramento, at the recent meeting of the Salton Sea All-Year Commission held at the Salton Riviera Administration Building, Salton City, for the purpose of discussing Salton Sea water safety and determining the first steps toward its accomplishment.

Mr. Stevens stressed the importance of preventing the Desert Sea's acquiring the reputation of being a "wild-west" waterway and strongly urged attention to boating rules and their enforcement. According to the speaker, a uniform State act, setting up certain standards for counties to follow in their control of boat traffic, would give a basis upon which the different counties or areas could elaborate to suit their needs. He advised that proposed Bills AB5 and AB4 regarding registration, opera-

tion and equipment of boats, will be presented at the State Legislature in its 1959 regular session and warned all those interested to acquire copies of the Bills through their Senators and study them before they are presented. "If passed these Bills will supersede all local Ordinances and do call for careful inspection by those concerned," said Stevens.

Uniform Rules

Judge Hilton McCabe, Indio, Moderator, acted as moderator at the meeting. He introduced Carl Whitefield, Salton Sea State Park Supervisor, who emphasized the rapid growth of the Salton Sea area, and its fast-increasing number of visitors and boats. He compared 1954's 3,053 visitors to the Park with last year's 222,533, stating the serious need for uniform boating rules and their enforcement on the Salton Sea.

Jim Marable, District attorney, El Centro, was called upon, and he, especially noted the friendly

and co-operative feeling at the meeting, expressing his interest in the subject at hand and his willingness to be of assistance in any way possible.

Mr. Marable was emphatic in pointing out the importance of examining the proposed Bills AB4 and AB5 and the counties' getting together and discussing desired regulations to be presented at the Legislature, saying he would be glad to help with the writing of the legislation and getting it into Sacramento.

Imperial County's Sheriff Herbert Hughes reported that for several years his office has been supplying assistance in protection at Salton Sea and they are now studying and working with those living and in business along its shores in an effort to determine the required water safety laws and the method of their enforcement.

Regulations Urged

Sam Hoffman, Indio Sheriff's Department, suggested rules be

made up as soon as possible.

Other speakers stressed advisability and willingness to work together toward safety on Salton Sea. Some of these were Tom Boley, Supervisor, Imperial; Jack Bedwell, Fish and Game Warden; George Berkey, Supervisor, Indio; representatives from the Department of Fish and Game; William Stadler, Imperial Irrigation District.

Harold Haskell, of the North Shores, opened the meeting, explaining to newcomers the origin and purpose of the newly formed Commission, Salton Sea Safety being first on its program.

Chairmen Named

Four Committees and chairmen were named: Safety regulations and administration, Carl Whitfield; Organization and Extension, Harold Haskell; Activity Calendar, Helen Burns; Public Relations, Publicity, Frank Malters; Ways and Means, Trav Rogers. It was determined that each chairman

should organize his own committee and report at a meeting on February 10th. Volunteers are needed to serve on the committees.

In answer to Cal Brown and Bob Otis's questions regarding availability of technical advice to private enterprise, Mr. Stevens said they could give technical assistance in engineering, etc., but that cities, counties and districts only are eligible for loans. Mr. Brown asked whether an improvement district would be eligible for a loan and Stevens replied that it would. According to Mr. Stevens, nine million dollars will be available for cities, counties and districts; six million dollars will be available for specific projects.

Others Present

Others present at the meeting were Mr. and Mrs. Hil Johnson, Salton City. Mr. Johnson is Tract Manager for M. Penn Phillips development there; Jack Bryant, Supervisor, Calpatria; Sgt. Kyle

(Continued on Page 4)

First Annual Fishing Derby to Start Feb. 15

Rod and reelers, polish up those lures and dig out the old' camp frying pan for the first Annual Salton Sea Fishing Derby to commence the 15th of February! Thousands of plump, delectable corvina abound in Salton's waters today and many trophies and

prizes await the lucky anglers catching the largest corvina, sargo or other species weekly; the first limit to each entry station; largest of each species monthly; and the season grand prizes; for the Derby extends through July 15th!

Weighing stations established to date are: Hi Ho Cafe, Niland; Nite Spot Cafe, Niland; State Park, Dick Sinclair; Paul's Post, North Shore; Rogers and Ryan, North Shores Yacht Club; Leon's Market, Mecca; Valley Liquor and Sporting Goods; Indio Boat Works; Desert Shores; Max Fadler, Sundial; Helen's Beach; Bill Newell's Marina, Salton City; Bill Dehn, Salton Sands; Roy Burton, Oasis Garage. Bait and licenses will be available at many of the stations.

Don Hughes Sporting Goods, a sponsor, will also have a weighing station.

Fishermen need not register be-

fore fishing but register at the time they bring in and weigh the fish.

Boosters and sponsors for the Derby continue to increase. The following are now taking an active part in the fast-approaching Salton Sea Derby celebration; Moffitt and Wells, Thermal; Valley Lumber, Indio; Joe Pon, Desert Sea Ranchos; Rogers and Ryan, North Shore Yacht Club; Harold Bromley, Mecca; Imperial Yacht and Ski Club; Harold Gaston and Dale Wilson, Niland; Dick Sinclair, Carl Whitefield, State Park; Paul Julian, North Shore; Ace Escobar, Mecca; Leon's Market Mecca; Roy Burton, Oasis; Kirby

Hester, Coachella; Frank Malter, Indio; Bill Lehman and Carl Harvey, Desert Shores; Helen Burns, Salton Sea Beach; Max Fadler, Sundial; Bill Newell, Bill Dehn, Hill Johnson, Earl Igoe; Thayer-Watson; Cal Brown and Ed Jorgenson, Salton Sea Beach.

Write Seafarer

Those wishing to contribute to the Derby with special events, prizes, or service on committees are asked to write to the Seafarer or to any of the Committee Chairmen.

The Beaches will be alive with activities planned to make this first Spring Annual Salton Sea Fishing Derby a time of much festivity. When the spring calendar is completed it will be found that each exciting spring weekend at Salton Sea will bring the spotlight's color, and direction to a different location so that the entire area surrounding old Salton will have its part in the gala events.

Victory Sporting Goods

Official Weigh-in Station for Salton Sea Corvina Derby

Bait

Tackle

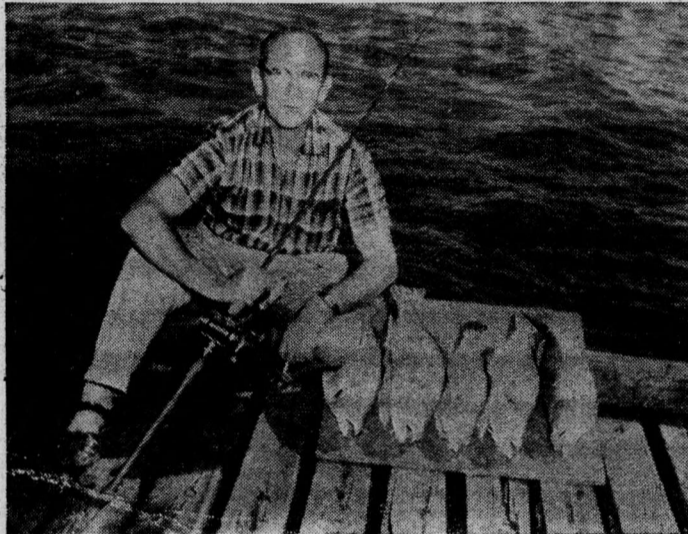
Liquor

Mercury Outboard

Sales & Service

Coachella

1668 Sixth Street



SEEING IS BELIEVING—Did you ever hear anybody say you can't catch a fish in Salton Sea? If they did, they are wrong! Here's a picture of Leo LaFlamme, Salton's ace fisherman, to prove it. Not just one, but three Corvina ranging from three to 8 pounds.

Deep-Sea Fishing in Desert? Sure

Deep-sea fishing in the desert? Sounds crazy. . . but it's true! Leave it to California to develop the incredible! The locale is the famous Salton Sea in Southeastern California, which scientists say once held enough fish to feed 100,000 Indians. But it dried up, then was flooded, as it now exists, in 1905.

For years fish and game people have scratched their heads over this new inland sea. They planted striped bass, silver salmon and anchovies without success. But finally biologists found a fish that seemed to thrive in this desert ocean. It is the sleek, tackle-tearing, short-fin corvina, transplanted from the Gulf of Mexico. And now, California has a big and exciting new sports fishery.

Pictures are shown in the February issue of Field & Stream Magazine as Jerry Ruhlow, veteran California news reporter, describes his adventures and tells other fishermen how to reach some of the most spectacular new fishing to come along in years. It's terrific!

OUT-OF-STATE SUBSCRIBERS

Out of state subscribers this month:

Jos Bednar, Jr., Fayette City, Penn.

Leon H. Heaps, Dyess Air Force Base, Abilene, Texas.

Ray B. Mara, Chico, Texas.

E. C. Davis, Albuquerque, N.M.

McCarl Co., Inc., Cleveland, O.

Merle H. Brock, Puallup, Washington.

J. M. Escojido, Salt Lake City, Utah.

J. C. Kelly, Spokane, Washington.

Gordon Selby, Phoenix, Ariz.

Weigh-In Station For Salton Sea Corvina Derby

The Beach House

SALTON SEA BEACH

DINING ROOM

COCKTAIL BAR

Open 7 A.M.—?

Open 9 A.M.—2 P.M.

SPECIAL

Salton Sea Corvina Dinner

Your Catch Cooked to Order

Award for Salton Sea Catching Over 20 lbs.

SNACK BAR

SOUVENIRS

BOAT LAUNCHING

CAMPING

Rte. 2, Box 213

MOTEL

Thermal

Established April 16, 1958
Published monthly by Salton Sea Publishing Company
Salton Sea Beach, California
Floyd Bilyeu, editor
Anne I. Aulgur, advertising manager
\$2.00 per year 20c per copy

Nite Spot Cafe

Open 24 Hours Every Day

Official Weigh-in Station

For Corvina Derby

TRY OUR FOOD!

Homemade Pies

Hiway 111 116-120 Lotus

Niland

Successful Fishermen Give Some Helpful Hints

Drift Boat One to Two Miles Out

Here are some last minute tips for hopeful entrants to the Grand Salton Sea Fishing Derby to open Feb. 15th. These helpful hints come from successful Salton Sea fishermen.

For boat anglers drift boat approximately one to two miles offshore in ten-foot water using live mudsuckers fished on bottom. Fish each drift for an hour, then if not successful start motor and move quarter of a mile farther and repeat drift. Continue to do this until the school is located.

Some Shallow

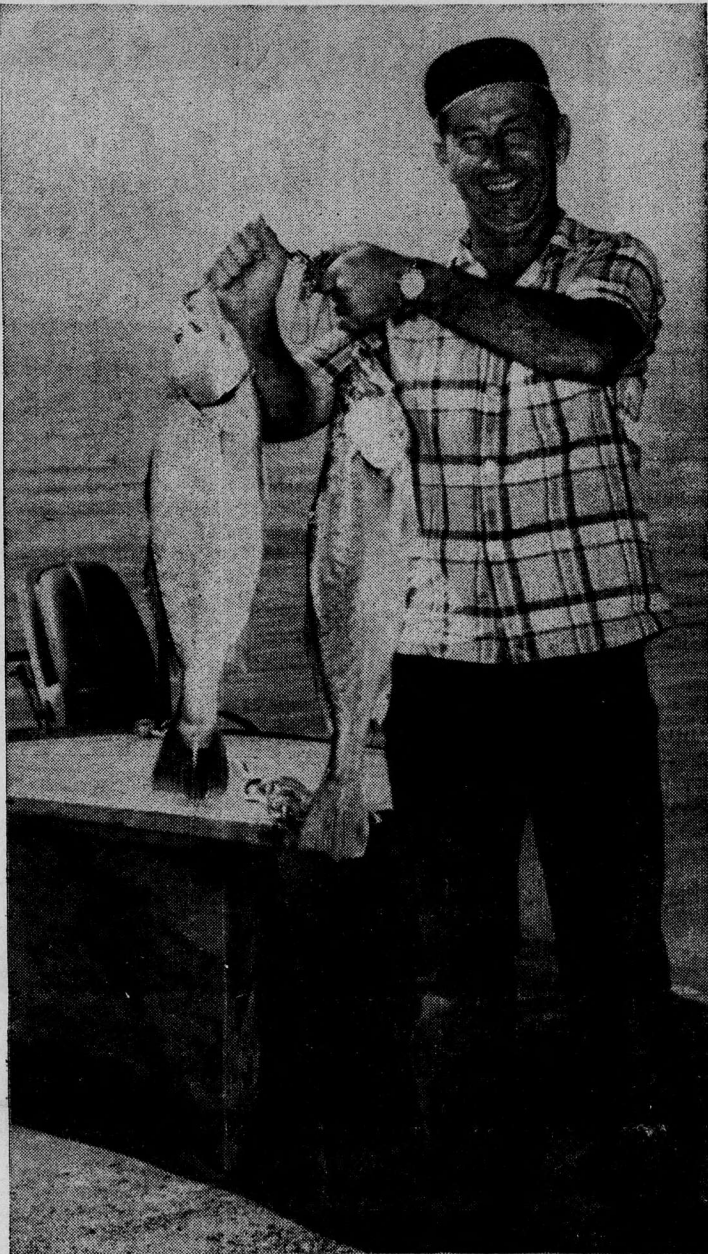
There is generally no surface activity that would aid angler in locating schooling Corvina. Occasionally large flocks of seagulls, massed and circling, will indicate bait minnows and subsequently, Corvina. Some Corvina schools have been sighted in shallow water areas in late evening. It is believed that the angler should expect to spend at least eight hours on the Sea in order to better his chance of "red-hot" Corvina fishing. It is suggested that a minimum of 12-lb. test mono-filament line be used when fishing for large Corvina.

The Corvina are present in considerable numbers in the following tested areas:

1. One mile north of Desert Shores Boat Basin, approximately 500-1000 feet offshore.
2. One half to one mile south of Helen's Place, approximately one mile offshore.
3. 200-700 feet offshore in Bombay Beach area.
4. 200-1000 feet offshore in area between Charlie's Place and State Park.
5. Two miles offshore directly from mouth of Whitewater River.

Terrific Angling

For shore anglers the use of large spoons of any heavy variety has produced "terrific" angling at times. Corvina have been taken recently on cut frozen shrimp, frozen mudsuckers and cut mackerel. The method of angling when using dead bait (also alive) has been to allow bait to sink to bottom, then reel in very slowly. Repeat this frequently and covering as large an area as possible.



GOOD SIZED, AND TASTY TOO—Harold J. Gaston, owner of the Nite Spot Cafe in Niland, displays a recent catch of corvina from the Salton Sea. Fish population is multiplying into the millions now. (Photo by Hugh Manessier)

Croaker and Sargo are taken on cut liver and shrimp in the same manner. Croaker are excellent when pan-fried.

When the fishing day is over and you're in a mood to swap stories or learn something about landing those Salton Sea Corvina, it is suggested fishermen look up any of the following: Harold Gaston, Niland; Bill Knights, El Centro; Leo La Flamme, Sandia; Roy Burton, Oasis Garage; Charlie Freeman, State Park.

LEON'S MARKET

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ROBERT & LILLIAN LEON

Hiway 111

Mecca

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PAUL'S POST

98971 Highway 111

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Dry Storage Picnic And Ski
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and

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(Look for Mr. Par.)

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Open 24 hours a day

Cocktails Off Sale Liquors

We Are an Official Weigh-in Station

For The Corvina Derby

Sportsmen's

Headquarters for Licenses

Hunting & Fishing

Supplies — Bait

Weigh In Your Derby Catch At
Desert Shores Resort

1st Resort on Hiway 99—25 Miles From Indio

RESTAURANT—COCKTAILS—MOTEL

CONCRETE LAUNCHING RAMP

TRAILER COURT

BOAT RENTALS—SKIING—FISHING

**'You Haven't Seen Anything Yet,'
 Indio Newsman Says of This Area**

The editorial found below was so good that we asked the writer Mr. O. J. Nordland, Editor and General Manager of the Coachella Valley Publishing Company, for permission to reprint it in its entirety in the Salton Seafarer. It expresses what we here at the Sea have been saying. It is reprinted from the January 8, 1959 issue of the Indio DATE PALM. Mr. Nordland has the floor.

Coachella Valley in 1959 will see the completion of a decade of tremendous, almost undreamed of progress.

You Haven't Seen Anything, Yet!

"Although 1958 was a banner year in almost every department, 1959 will be even a greater year . . . for if all indications are considered "you haven't seen anything yet!"

"Adventures of Queen Scheherazade" representing the Indio Chamber of Commerce in the Pasadena Tournament of Roses parade New Year's Day has set the pace for the new year.

"Weather permitting, 1959 will set an all-time high in Coachella Valley crop valuations considering the new acreages of grapes and citrus which will bear their first harvests. The year 1958 was the second highest crop year on record, second only to 1957, and every year has shown tremendous increases as acreages have expanded and cultural practices have improved.

"Coachella Valley's agriculturists are the most progressive in California and California leads

the nation in produce from its farms.

"The year 1959 should see Congress appropriating the nearly \$2,000,000 in repayable funds necessary to bring water to the 10,500 acres of Indian lands. These lands not now reached by the underground canal water distribution system, represent 11 per cent of the irrigable lands of the valley. This will stimulate agricultural expansion and harvests to the benefit of the entire valley.

"With an estimated \$40,000,000 invested in Coachella Valley during the past 15 months, this investment growth is expected to continue since it is just now getting underway.

"Interest in the valley by investors, subdividers, industries, recreational developers has been growing annually and 1959 will see no slowing down of the momentum gained in 1958.

"The Salton Sea developments are a case in point, with 1958 merely serving as the kick-off year for that recreational area.

"If plans already on the drawing tables for expansion in our educational programs including the new junior college, in Thermal airport's development, attraction of small industries, and building of subdivision and recreational developments all get underway in the next year or two, Coachella Valley's progress is more than amply assured.

"Our sunny, smog-free climate is our greatest asset along with our excellent underground water. We must continue to protect both of these assets.

"By remaining alert to our opportunities, by increasing our horizons, by maintaining our vision, by courageous leadership, we can meet the great challenges this new growth and development promise for Coachella Valley."—OJN.

**Sunset Book
 Will Cover
 Salton Sea**

Sunset Magazine's famed illustrated travel book entitled SUNSET DISCOVERY TRIPS IN CALIFORNIA will have extensive coverage of Salton Sea and Salton City, its editors have announced.

The report on Salton Sea will put special emphasis on the launching facilities along the south shore with particular attention to Salton City's two new Marinas.

Complete coverage of adjacent Anza-Borrego Desert State Park also is included in the big picture-filled book which is due on the news stands by Spring. Material on the Sea area was supplied to Sunset by Salton City Chamber of Commerce.

R. L. Sinclair Co.

Salton Sea State Park

Official Derby Weigh Station

BOAT RENTALS

Fishing—Water Sports—Pleasure

Fishing Equipment

Bait & Tackle Shop

LAUNCHING RAMP

Water Ski Supplies

Gas & Oil Service

22 Miles From Indio on the North Shore

Hiway 111



**Sponsors
 Salton Sea Corvina
 Derby**

AT SALTON SEA CITY

AT

SALTON CITY

INVITE YOU TO INSPECT

Salton Sea's Most Beautiful Homesites

General Sales Manager
BILL DEHN

Tract Manager
BUD MAYFIELD

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Gilbert 3-1338

Cumberland 3-7651

OR

Write us in care of The Salton Seafarer—Rt. 2, Box 213, Thermal

**Sea Safety
 Meeting . . .**

(Continued from Page 1)
 Jones, Sheriff's Dept., El Centro; Robert Anderson, Riverside County Administrative Officer; Joe Coombs, Treadwell Engineering, Salton City; S. J. Carey, Supervisor, Brawley; J. A. Engstrand, Mecca; Max Fadler, Sundial; Carl Harvey, Desert Shores; Mike Lester, Desert Shores; Hilma Lawrence, Sans Souci; John McCrory, Desert Shores; Mr. and Mrs. Arthur Neill (Mr. Neill is Road Superintendent), Desert Shores; Bob Otis, Sr., Indio; R. M. Otis, Indio; Ed Tinch, Salton City; Gus Eilers, Mecca; Charles Jones, Salton Sea Beach; Frank Trimmer, Salton City; Len Faulkner, Salton City.
 A 10-county joint meeting hosted by Imperial County in El Centro, will be held the 12th and 13th of February and the matter of safety on Salton Sea will be one of the topics on the agenda.

All wish to express their thanks to Mr. and Mrs. Hil Johnson for their presence and graciousness and appreciation to them and to Mr. M. Penn Phillips for their generosity in opening the Administration Offices, a halfway point between the two counties, for the Salton Sea All-Year Commission meeting.

KEEP IN TUNE

Drive sensibly on freeway access roads and use to good advantage the speed-changing lanes entering and leaving the freeways, urges the Automobile Club of Southern California. Remember to enter and leave the freeway at a speed in tune with the flow of traffic. Don't attempt to enter from a standing stop unless there is a posted stop.



Salton SEA BREEZE



Penn Phillips

A bellringer!
That's what the month of February will be in the history of Salton City.

Closest to my own interest is the fact that our own Marina will be filled and ready for boats on Feb. 14. That's the date! Feb. 14.

Our publicity department has already submitted some fantastic schemes to commemorate the event and one of them will probably do for the opening. In any case, we hope to make the opening of the 3 acre Marina a gala affair. You are, of course, invited to attend the festivities and your trip will also allow you to see the rapid progress Salton City, as a whole, has made in the past month.

The newly-opened ultra modern "Hofbrau" restaurant just off Marina Drive and Highway 99 would make an excellent place for you and your family to dine. The foods, appointments, and service are all excellent. This month will be the "Hofbrau's" first month of operation.

Just nearby, the \$50,000 Mobilgas Station should be under construction. As of this date (Jan. 20) final plans for the station have been approved by Imperial County.

The 6 lane wide Marina Drive has been paved from Highway 99 to the Sea. I think it is a better road than Hwy. 99, certainly it rides a great deal smoother. Paving of Harbor Drive has been started.

The electric company has begun the installation of poles to the homes on Harbor Drive; 55,000 feet of water lines were connected and have disappeared under ground; an additional 30 miles of roads have been graded; 2 other restaurants are under construction; all of the beautiful, modernistic sales buildings have been completed. Yes, in every direction Salton City is growing. Its growth is closely paralleling the rapid economic recovery of the entire nation. The future of Salton City seems boundless.

Don't forget the opening of the Marina on Feb. 14.

M. Penn Phillips

Marina Drive Real Smooth

Just like the popular cigarette, it's smooother!

Marina Drive that is! Compared to U.S. Highway 99, Marina Drive is the smoothest road in existence today. The Salton Paving Company is to be congratulated upon the job they did on Marina. The County, State or Federal Government responsible for maintaining 99 should ask the Salton Paving Company how they do it.



SPECIAL ATTRACTION—Dotty Coombs, Miss Salton Sea of 1958-59, happily poses before Desert Smoke Tree. A most deserved holder of the title, Dotty lives at Desert Shores, loves her life here in the Desert, enjoys boating and water skiing, trips to Las Vegas, Palm Springs, Los Angeles and Mexico, enters wholeheartedly into

activities at Salton Sea, and is a friend to all those in the community. Dotty will model spring Salton Sea sportswear in the March Seafarer. It has been a question of some dispute, this "what to wear in the desert by the Sea."

Albert Perry Joins Staff

Albert D. Perry, well known real estate broker, has joined forces with the Salton Sea Sales Company. Al, as he is known throughout the trade, brings with him a large sales force. At the present time he has offices in the San Fernando Valley, Glendale, San Diego, Los Angeles, Hollywood and at Oasis on Highway 99 in the Salton Sea area and plans on opening new offices throughout Southern California. All sales for the Salton Sea Sales Company are now being handled through Albert D. Perry.



SUNVIEW REALTY HEADQUARTERS — Here is a view of Sunview Realty, which broker Moe Rukasin announces is now exclusive sales agent for Salton Sea Estates. (Photo by Larry Moseley)

DON HUGHES SPORTING GOODS

84047 Highway 99

INDIO

Near Blythe Cut-Off

Weigh Station for Fish Derby

BAIT AND LURES

LICENSES

EVINRUDE MOTORS

Major Step For Sunview Realty Firm

Sunview Realty, one of the outstanding offices with the M. Penn Phillips Enterprises for several years, have taken another important step forward with Broker Moe Rukasin's announcement of their appointment as exclusive sales agents for Salton Sea Estates. With the following office managers, Earl Plumley, 211 S. Citrus Ave., Covina; Robert Varin, 1746 N. Highland Ave., Hollywood; George Porteck, 2959 5th Ave., San Diego; Robert Gruwell, 1250 E. Artesia Blvd., Long Beach, as a well established starter, Moe plans on expanding still further when the right brokers are available, adding to his staff of over 100 salesmen.

Sunview, always known as one of the friendliest offices in any locality, invites everyone to their "Open House" on Marina Drive, completion of their beautiful new office at Salton City with landscaping yet to be finished, is expected within the next 10 days.

Salton Sea Estates, Inc., of 444 N. Camden Dr., Beverly Hills, is headed by Richard H. Millen, president and Irvin Kahan, vice president.

SUNVIEW REALTY
SELLING
ALTON SEA ESTATES

We Are Presenting the Best Available Salton Sea Properties—

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Salesmen Needed, Wonderful
Opportunities as Sales Managers!

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Phones: ED 2-7518 ED 1-3907

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Marina Drive
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OPENING OF \$7,000,000 RECREATIONAL
COMMUNITY AT SALTON SEA'S NORTH SHORE
WILL ADD TO FISHING DERBY FESTIVITIES

GOOD LUCK, ANGLERS!

FROM

RAY RYAN-TRAV ROGERS

North Shore Beach Estates And Yacht Club

Highway 111—Salton Sea

MARINA—PIER
CLUBHOUSE

To Be Completed This Spring



This \$200,000 Clubhouse Is Now Under Construction on edge of Marina at North Shores Yacht Club. When Complete, It Will Have a Restaurant, Cocktail Lounge and Commodore's Room.

SALT 'N' PEPPER

My daughter, Dana, and I took a trip to Palm Springs last weekend, and on Saturday we decided to drive down to the Salton Sea and see what was being done there. We had been hearing so much about the developments in the area, and of course, we were curious to see for ourselves. It had been 20 years since I had been there and Dana had never seen it at all. We had a wonderful surprise, for we lost our hearts completely to the place, the Sea nestling between the two mountain ranges, some of them snow capped, simply breathtaking in their soft pastel colorings at that time of the day.

Although apologies were made to us for the day not being one of the best due to a few inconsequential clouds and haze, I do not see how it could be improved. The water so clear and tranquil, the sand so inviting to spend leisure hours upon that we wished we had more time but we wanted to look around and see how the city was being planned. There is no doubt that Salton Sea will be one of the most modern and beautiful resorts in the world, certainly with the most healthful climate. Marinas are being built, multi-million dollar hotels are about to be started, streets have been laid out and paving is being done in several areas, some across the highway, which with the mountains for a backdrop to the south, affords one of the most beautiful views in the world.

There are many natural rocks, beautiful for landscaping, to be found on the slopes, many of them rainbow-hued. There is the smoke-tree, growing only in the area and protected by the state, with their June and December blossoms of smoky lavender, when not in blossom a pale green, with no leaves, ever, just tiny spikes, sometimes seen in stores in the Christmas season, sprayed pure white.

We left for home with the conviction that we would return in the near future to explore further the unending vista around the Salton

Sea and to learn more of her history. Mrs. Claire Meeker and Dana L. A. Editor: We certainly enjoy all the news in the Seafarer as we have been going to the Salton Sea for six years and have many friends there.

Anne Aulgur made her first sale at Salton Sea Beach Estates when we purchased a lot from her in January, 1959. It was a good investment and has given us many hours of pleasure in the desert. Jean and Orland Curleo San Gabriel.

One of the largest marinas in Southern California, boasting a capacity of 400 boats, has come to the Salton Sea without benefit of advance publicity fanfare. It's part of the \$7,000,000, 1,000-acre residential and recreational community of North Shore Beach being developed by Trav Rogers and Oilman Ray Ryan. Ten miles of paved roads already grace the community.

In making this announcement, Rogers revealed that the marina is constructed and ready for public inspection. He also announced that North Shore Beach had started construction of Salton Sea's first clubhouse. Expected to be a social rendezvous for water sports enthusiasts, the \$200,000, 2-story clubhouse is scheduled for completion this Spring. It will be headquarters for the North Shore Yacht Club.

Commodore's Room
Designed by architects Frey and Chambers of Palm Springs, the clubhouse's 5,900 square feet of floor area will include a restaurant, cocktail lounge and Commodore's Room. Other facilities will be locker rooms, a swimming pool, private cabanas and tennis and badminton courts.

Rogers said he and Ryan had selected the close-to-the-sea 1,000-acre site, located on Highway 111 just east of Mecca, after carefully combing the area for several months. The site chosen, their survey revealed, is ideally suited for sandy beaches, homesites, and income and business lots and is unparalleled as a marine playground.

A strong factor influencing their decision in favor of the North Shore Beach property was the nearness of the State Park. Only a mile separates North Shore from the park on Highway 111. Explaining the absence of a publicity spotlight to date, Rogers declared that a full year of marine construction and land sub-division had preceded his announcement.

Homesites Near
Although North Shore seaside homesites are within walking distance of the marine and recreational area, their elevation provides the advantage of privacy and remoteness from traffic noises, together with a beautiful view.

There's no doubt that North Shore Beach's marina is the king of marinas. In addition to the 400 boats it can handle, it will feature new engineering principles to make boat launching easier. Five electrically powered hoists will expedite launching and save boaters from the usual wetting they experience during launching.

Engineers, headed by Consulting Engineer Jack Wooley, of Santa Ana, has provided the marina with

some startling innovations, including fibre glass pier construction. The pier will have a fibre glass top with floats resting on fibre glass pontoons. Night lighting will permit the pier's use 'round the clock and each slip will have a water faucet and electrical outlet. North Shore Beach's extensive facilities for mooring boats should provide unprecedented encouragement for Salton Sea sailboating enthusiasts. Their hobby is a little more intricate and calls for the special mooring available at North Shore's new marina.


Open to All
Memberships in the North Shore Yacht Club are not confined to property owners or boat owners. It is open to all sports enthusiasts. Included among the club's facilities will be boat servicing, both dry and wet, boat rentals, a dockside gasoline station and a complete marine supply store. So impressed is the boating world with North Shore Beach that one of the nation's leading boat designers, Larson Boats of Little Falls, Minn., has established an agency there. A Larson boat recently captured first place in a 50-mile race at Long Beach in which 40 different makes of boats participated. Locally the Larson boat is manufactured in Ontario, Calif.

There are over 2,000 passenger car dealers in California, reports the Automobile Club of Southern California.

Real Opportunity For Action Salesmen!!
Live in Model Homes at Desert Shores or Salton City. (Marina Drive and Riviera Circle). Ideal for a married couple. MOVE TO SALTON SEA!!

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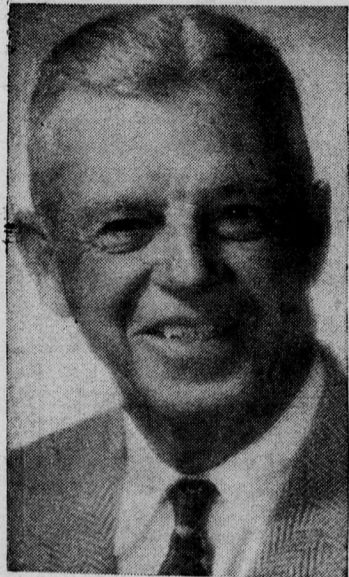
Check here if you have a business where you can display a Chamber of Commerce Plaque.

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Ralph Hunt New Man At Salton Sea Shores

New arrival at the Salton Sea Shores office is the assistant tract manager, Ralph A. Hunt, a veteran of 20 years experience in real estate.



RALPH HUN.

Formerly of Chicago, Ralph arrived in California 10 years ago and was semi-retired. With a background of honorary presidencies and active vice-president positions, the desire to be in the swing of things was too much for him, and while living in Upland, California, he became a member of the planning commission, then moved to Palm Springs where he was active in general brokerage.

During the years he was in Chicago, Ralph was a member of the Nelson, Hunt and Company, Mortgage Investors, where he held the presidency from 1929 to 1942, and also held the position of honorary president of the Chicago Mortgage Brokers Association during 1941 and 1942. He is a welcome addition to their outstanding staff and we look forward to hearing more about him at Salton City.

The "lane - straddler" is a major cause of driver annoyance, points out the Automobile Club of Southern California. Lane markings are on the road for a definite purpose and the good driver always uses the right-hand lane unless passing.

RIDERS TO HOLD MEET

The Palms to Pines Riders, composed mostly of business men throughout Southern California, will hold their annual outing commencing February 25th. Their permanent camp will be at the Jerry Engstrand Ranch. Here will be the trailers, accommodations, a picket line for horses. Exceptionally fine horse flesh will be there. "The best in the country," says Mr. Engstrand. Frank Vessells of Los Alamedas is a member of the Riders and will have his famous horses.

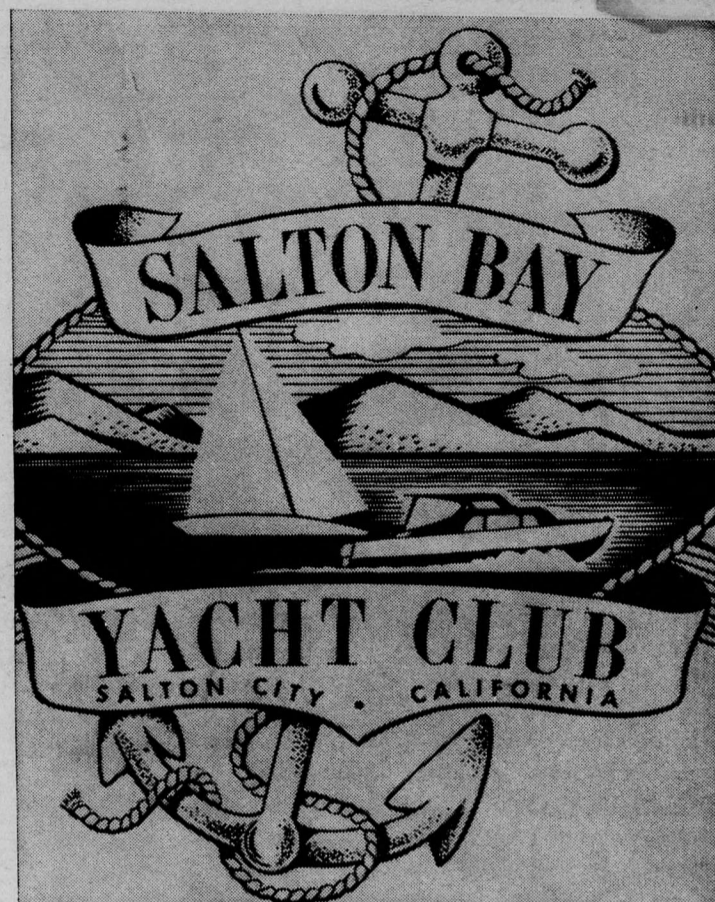
Their first ride, Wednesday, February 25, will be to the North Shores Estates Yacht Club and return, a trip of about 20 miles.

Thursday their ride will be to the colorful Mecca Hills. Over 100 riders and horses are expected.

Dinner dance at the El Mirador is scheduled for Saturday night, where food is catered by a Palm Springs organization.

Bob Mount and Don Lake, Los Angeles are Club president and secretary-treasurer, respectively. Also active in the "Riders" are Frank Bogart, Trav Rogers and Ray Ryan, Palm Springs. Each year the club rides to various points throughout the desert.

Most of them are also members of the Ranchero Club who ride at Santa Barbara every spring. This trip is from the Santa Barbara Mission to San Marcus Pass and St. Inez Mission, an eight-day ride.



OFFICIAL INSIGNIA—Boat owners using the new Marina at Salton City will be able to join the Salton Bay Yacht Club, announces "Commodore" Bill Newell. Shown above is a black-and-white reproduction of the colorful new club decal which will be available to members. The Marina, equipped to permit the launching of ten boats simultaneously—or an average of 100 per hour—was a project of Salton Vista Estates.

Follow These Safety Rules: Don't Hurt Self or Others

- 1—When starting, wait for the skier's signal and his ski tips above the water.
- 2—Give him a fast, smooth, steady pull on the take-off.
- 3—Sharp turns mean dunked skiers. Gradual wide-arc turns are the rule.
- 4—Steer clear of other boats and especially of floating obstacles.
- 5—Never take a skier aboard without shutting off your motor first.

- 6—To recover a skier for a deep water start, idle past him and then turn his way at a 90 degree angle so the tow rope will come to him.
- 7—Never wrap tow line around fingers, hand, or foot.
- 8—Have two persons in boat, observer and operator.
- 9—Never ski at night.
- 10—Have special ski life preservers available.

TOMATO FESTIVAL TO BE VERY BIG EVENT

A bigger-than-ever celebration is being planned by Niland for its Annual Imperial Valley Tomato Festival February 5 through the 8th. "Queen Cleopatra" Coronation, followed by the Coronation Ball at 9:30 p.m., are to be the highlights for Friday. Music is by Paul Dew and his popular All-Valley Band. World's champion Tomato Pack-

ing Contest, an exhibition of skill and precision, will be featured at 8 p.m., Saturday. This contest is followed by a big dance with music by Paul Dew. On Sunday, 11 a.m., until 3:30 p.m., is scheduled the famous Tomato Festival Bar-B-Q, prepared by Chef Sterling Oswald, followed by a Hula Hoop Contest. At 8 p.m., will be the Home Talent Show.

Exhibits include the Midwinter Tender Vegetables, Art, Flowers, etc. Carnival, shows, fun by S.J.M. Enterprises will run throughout the festival, which is being sponsored by the Niland Chamber of Commerce. Chamber officers are president, Ray Downs; vice president, Harold Gaston; secretary, Chuck Feller; publicity, Claude Feller.

RELAX !!

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