

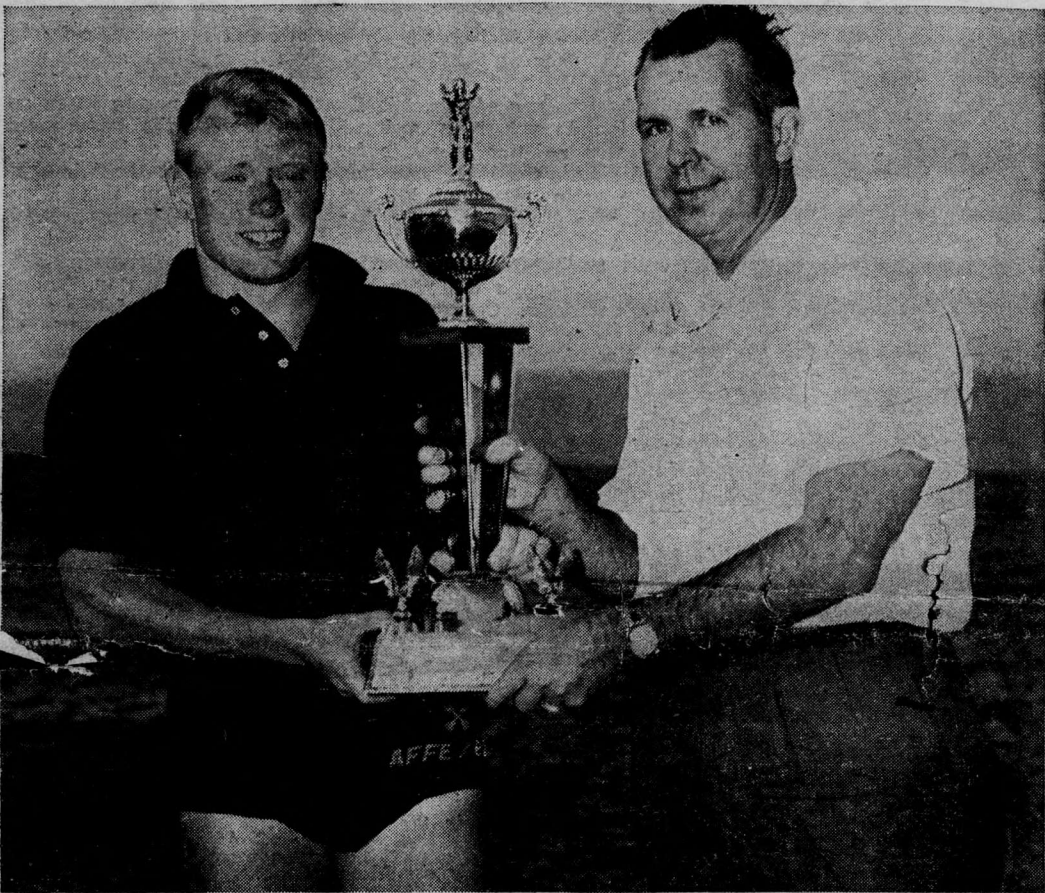
# The Salton Seafarer

Vol. 2 No. 2—The SALTON SEAFARER

June 1, 1959

20 cents per copy

## Jensen Wins Sea Swim



**WINS THE TROPHY** — Helge Jensen receives trophy from M. M. Moseley of Salton Sands after winning swim race across Salton Sea with a time of five hours and 32 minutes through choppy waters. Although stormy waters prevented a new record from being set, this year's race was a dramatic contest.

### Festivities Galore for Salton City Anniversary

Salton City celebrated its first anniversary on May 23—and it's going to be a long time before this area forgets it!

For upwards of 3,000 people, the big party was symbolized by a mountain of spare ribs, chicken and baked fish that vanished in two hours flat. That was the Luau staged at Bill Newell's Marina.

Three thousand persons—or maybe it was more—stood, sat, applauded and whistled at the most glamorous spectacle ever to invade the shores of Salton Sea: a Hawaiian revue featuring Prince Maaka Nua and including musicians, beautiful hula dancers, comedians, fire and sword dancers.

Then there was the colorful fireworks display produced by the firm that puts on the 4th of July show at Los Angeles Coliseum . . . and more than 200 boats under the auspices of the Western Outboard Association, churning the smooth sea waters into tossing froth. There was even a torchlight parade of an estimated 100 boats over the waters to the strains of Hawaiian guitars. Finally, there was dancing that continued until a full moon disappeared beyond the mountains.

As exhausted members of the Salton City Chamber of Commerce will testify, the first Anniversary

### OPEN RACES SET JUNE 21

Open races sponsored by Sundial and the Fontana Boat and Ski Club are scheduled for Sunday, June 21st. According to Max Fadler, Sundial, there will be two races, one for the big horsepower and one for the lower horsepower. The entry fee is \$1 per boat and there will be three places.

### Tract 546 Has Good View

Tract 546 of Salton Sea Shores, another outstanding achievement of the Vosberg-Meier team, is now underway, buyers to have exclusive rights to use the 890 feet of sea frontage as well as 89 acres which will be devoted to recreational facilities of the owners choosing.

A fund has already been established to insure future development on demand from the property owners. Being one of the highest points, tract 546 will also have a commanding view of the Sea as well as the mountains. Salton Sea Shores, with Lyle Womack as exclusive Sales Agent, has the three sea horses for an insignificant price and are located on Marina in Salton City.

### Storm Perils Boat Crews in Dramatic Race

Helge Jensen of Denmark is a two-time winner of the Salton Sea swim race which is held in May of each year, though the four-hour nine-minute record set by Tom Park in 1956 still stands.

Helge's time was five hours and 32 minutes through rough waters. Tom Park and Amy Hiland, who both hold Salton Sea records, were forced to discontinue the swim for the safety of their crews.

Myra Thompson, Long Beach, came in second; Joan Florentine, third; and Dr. Bill Slater, of Long Beach, fourth.

M. M. Moseley of Salton Sands, Salton City, one of the sponsors of the swim, presented the winner with a beautiful trophy.

#### Dramatic Contest

The event this year was especially dramatic, according to all those present, though a storm prevented new records being made. Swimmers and boatmen alike met the many challenges presented, every participant having his opportunity to demonstrate true heroism and sportsmanship in sacrificing for others, coming through in spite of obstacles or simply acting in self preservation.

Had swimmers started at the scheduled time there would not have been the battle through rough stormy waters, but because it was nearly 1 p.m. before every one was present and ready to go, the storm had commenced and the athletes, who have accustomed themselves to any kind of waters, did not hesitate to plunge into an angry sea.

#### Boatmen Endangered

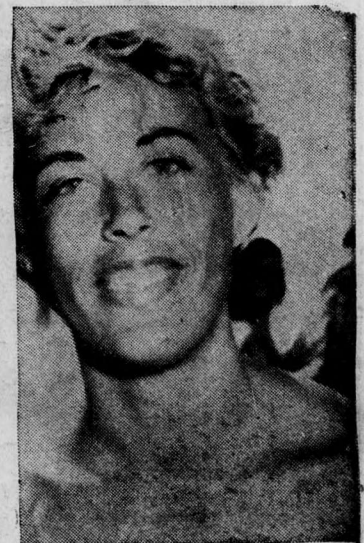
The halfway mark was reached by 3 p.m. but the small craft were nearly unmanageable even by experienced crews. Though, reportedly, mid-sea was not as rough, when the swim neared an end rough waters endangered boatmen and passengers so that Amy Hiland, Tom Park and Carol Chaplin gave up the swim for the safety of their crews.

Amy's pacer boat had a leak and in the eight-foot waves the small craft and heavy load of passengers had small chance of survival through the last few miles of the swim. These three, all of whom were capable, and had good chances, gave up the swim. Amy holds the all-time two-way record for swimming Salton Sea, a distance of 22 miles.

Helge's powerful stroke and able crew brought him to within one and one half miles of the finish when heavy chop made progress for the pacer impossible and Helge followed through without an escort. As spectators watched apprehensively for Helge, he came into view from the north, his steady stroke cutting through the turbulent waters. (Continued on Page 2, Col. 1)



**SECOND** — Myra Thompson wins trophy for second place in swim through rough waters of the Salton Sea.



**HAPPY**—Marti Engele was happy to get back after the rough night at sea.

## Dramatic Contest . . .

(Continued from Page One)  
waters. He headed straight for the finish line and, amid cheers, walked up on the beach, his time for crossing a rough 11 miles of sea, five hours and 32 minutes.

There was more drama ahead, for in the excitement of the returning swimmers, the small pacer carrying Marti Engele and Bob Astenius, lifeguard from Long Beach, was for a time forgotten. It was late in the afternoon and several boats went out to search for them, but without success. The storm had not abated and general concern spread for the couple at sea. Swimmers showered and changed, prizes and trophies were awarded and dinner was served at the Beach House.

Helge alone felt confident of his friends' safety, saying "Bob is a fine lifeguard!"

It was 1:30 a.m. when the two exhausted victims returned, relating their experience. Bob said without his training as a lifeguard he never could have made it. He rowed from 1 p.m. until 11:30 that night. He said he felt sure someone would find them before dark, but when darkness overtook them and they were taken far from shore, he knew it was only his strength and careful maneuvering of the boat that would bring them safely through. Eight-foot waves confronted them, and the deck over the bow of the small craft was one factor in keeping it afloat, according to Bob. They reached the north shore at the County line and after some time caught a ride to Brawley, where Sergeant Deputies Larry Smith and Bill van der Ford brought them back to Salton Sea Beach.

The swim was over, everyone safe, and the event had indeed been a challenge to all pants.

Besides the swimmers, there was Jim Leishman, trainer; Mac Clark and Daisy Murchie, starter and timer; Roger Cooper, Joan Chaplin and Erlotta Chaplin, food dispatchers and commuters; Pete Hiland, navigator.

Ralph Chaplin, Ed Mara and Dick Sly were navigators. Carol Chaplin, one of those who was forced to give up the swim said "Three miles from Helen's both my rowboats carrying Ed, Ralph Dick, Erlotta, Robert and Joan, were tossed uncontrollably. The big boat was swamped with water and the engine went out. Because of their safety I was forced to get out. Will be looking forward to the next race and thanks for everything."

Dick Sinclair, Salton Sea State



**EARNs A REST** — Myra Thompson takes a drink and relaxes a bit after finishing Salton Sea swim in second place. Myra is from Long Beach.

Park; Charles Booth, Salton Sea Beach; Jim Campbell and Roy Burton, Oasis; Max F Adler, Sundial, accompanied swimmers with their boats.

Sponsors of the swim were: Floyd Bilyeu, Helen Burns, Ed Jorgenson and Cal Brown, Salton Sea Beach; M. M. Moseley, Salton Sands, Salton City; Bill Newell, Salton Sea Vista Estates, Salton City; Trav Rogers, North Shore Beach Estates; Alva Hunter, Desert Beach; O. L. Stewart, Bombay Beach; Wil Ward, Salton Sea Land Development.

## The HOFBRAU Salton City

**BREAKFAST**

**LUNCH**

**DINNER**

COCKTAILS

DRAUGHT BEER

**Dancing Sat. Night 9-2**

**PAT BARBARA'S COMBO**

Formerly

THUNDERBIRD

RACQUET CLUB

(Palm Springs)

## Real Estate Channel . . .

By ANNE I. AULGUR

Newest office to open in San Diego is Verne Thompson's El Cortez Development Company at 645 Ash Street, a real choice spot on the San Diego scene. He has selected Colonel March to be his office manager, and is franchised with Salton Riviera.

Also new to San Diego and with Joe DiCarlo in the Grant Hotel Arcade is Margaret Hoff, from Berkeley. Besides being a sister to Dean Watson, she is a real swell gal to work with.

Ralph A. Hunt, (the tall one, that is) is now tract manager at Salton Sands, and doing a real outstanding job according to Mr. M. M. Moseley, who should know.

Nice to see Bill Tret back at Salton and doing business at his Desert Shores Drive locations weekends as well as his Sherman Oaks location.

Lyle Womack, of Salton Sea Shores is a real busy guy with his new offices in several locations. Always has time to stop and help his crew or say hello, though. George Robertson is his tract manager at Salton City, and Bud Murray his office manager in San Diego.

Al Perry of Salton Sea Sales is very proud of his tract manager, Heien Stiedel. It is gratifying to see a gal in this position and doing such a swell job. Al's vivacious wife, Dottie, is usually on the scene weekends and with these two "Lookers" how could they help but have a crowd.

## KID'S KORNER

Our local kids are really taking part in their school's Coachella Valley Union High School activities and its leadership also. For instance:

Popular Sandy Dooley has been elected by the student body as one of their five songleaders. This is really an honor, a well-deserved one too. We're very proud of Sandy and we know she'll do a wonderful job. She is a Junior and lives at Desert Shores.

Another girl, Dixie Herrell, has been accepted as a drill team participant. This group, the "Arabettes," is named after the school's "Arabs." It includes about 50 members. Dixie is a Junior also and lives at Salton Sea Beach. She has recently been awarded a letter in music for participating in the Advanced Glee Club.

Benton King, another from Salton Sea Beach, is an important member of the Arab band. This is his last year at Coachella Valley Union High School and he really has made good use of it. He plays the French horn and recently won a letter in music for his playing. Good luck, Benny.

We're also proud of Kristine Awalt, who has been selected a member of the Kool Calculators. This is an honorary organization which only accepts the very best of math students. Congratulations, Kris!

Kristine Awalt belongs to the California Scholarship Federation also. This is an honorary organization that requires a certain number of points from the grades received.

Donna Burns, a freshman from



**SANDY DOOLEY**  
... Elected songleader

Salton Sea Beach was elected Girls' League 2nd Vice-President of C.V.

We were happy to have the graduating classes of C.V.U.H.S. and Oasis School at Salton Sea for their swimming parties. The Seniors and their guests from C.V. were here after school until 11 p.m. on Friday, May 15. The eighth graders were given an all-day party by the seventh graders of Oasis School on Friday, May 22.

Our dance at the Island really went over good this Memorial Day. It was also open the night before. Some kids seen there were Sue and Sally Anderson, Jim and Dale Dozah, Tom Ray, Sandy Gentry, Sheri Hughes, Linda and Jack Smith, Rita and Pam Dixon, Jan and Oren F Adler and Carol Ward, Denise, Nacole and Diane Boughn, and Steve Jones, Joyce Wilkenson, Benny King and Sandy Dooley.

It was a great weekend at Salton Sea with all the kids and their families returning for the holiday.

## AN EDITORIAL:

### Real Estate Is Soundest Investment in the World

The soundest investment in the world is real estate; as a matter of fact Real Estate is the basis of all wealth.

The chief factor for consideration in making an investment of any nature is the safety factor: any investor likes to feel that his money is safe. The return for money invested is the second factor. While it is generally conceded that real estate offers the safety the investing public is seeking, the return on such investment depends largely upon location and development.

### Mayors Honor Salton City

Many mayors and other officials of Southland cities put in personal appearances to honor Salton City on its first anniversary.

In turn, our new seaside city named streets in their honor. There now is a Brawley Avenue, a Los Angeles Avenue, an Indio Avenue and 47 other city - labeled thoroughfares to make new lot owners feel at home.

The Mayors were brought here by Salton City's Chamber of Commerce. Greeting their Honors was William E. Newell, Chamber President, who declared:

"We want people to know that Salton City is a recreational community with something for everyone, no matter where they come from."

Accompanying the mayors were members of the press from a host of cities who also were guests of the Chamber of Commerce. The visiting celebrities had their photos taken with the new street signs.

Southern California real estate has shown unusually large returns through the years. The influx of people continues. Many of the newcomers move to California to retire; after a few years the salubrious climate and great activity have given them the urge to again take up a business, and many of them have prospered immensely.

It seems that wherever one has bought property in Southern California the increase in value has been beyond belief. A section is opened and development attracts others and values rise.

Salton Sea is the newest area to benefit from the attention of the public.

Millions of dollars are being spent in projects of lasting value. All districts around the Sea are growing and growing fast. Men of vision are planning new communities and spending their own money for harbors, boulevards, marinas, motels, golf courses and other improvements which add to the value of every lot sold to private buyers.

There appears to be no end of interest in Salton Sea. More visitors are on hand each succeeding week. One thing is sure, Salton Sea is rapidly becoming the fishing, boating and swimming playground of Southern California.

**PICTURE MAP of SALTON SEA and its Surroundings**  
write to

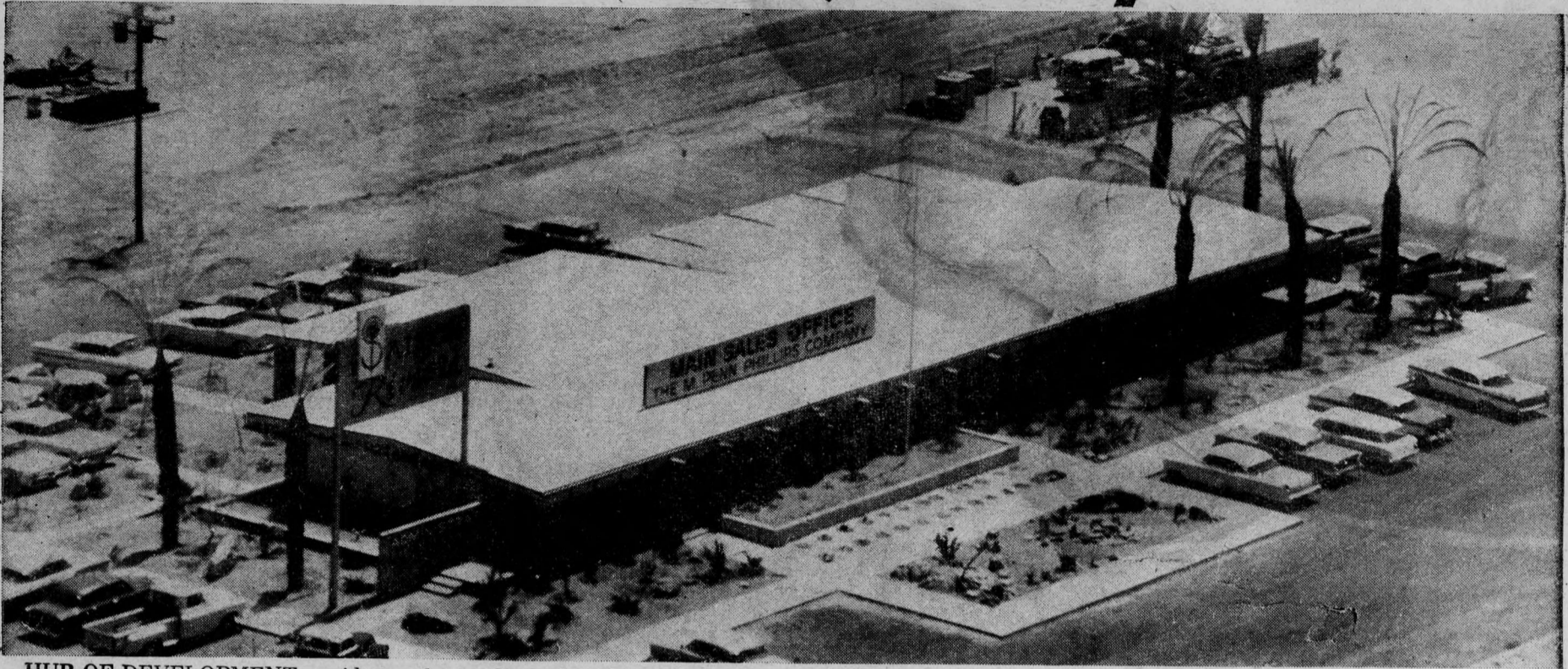
BEACH HOUSE  
Rt. 2, Box 213  
Thermal, Calif.

Please send me maps at 25 cents each, plus postage, 3 cents.

Name .....

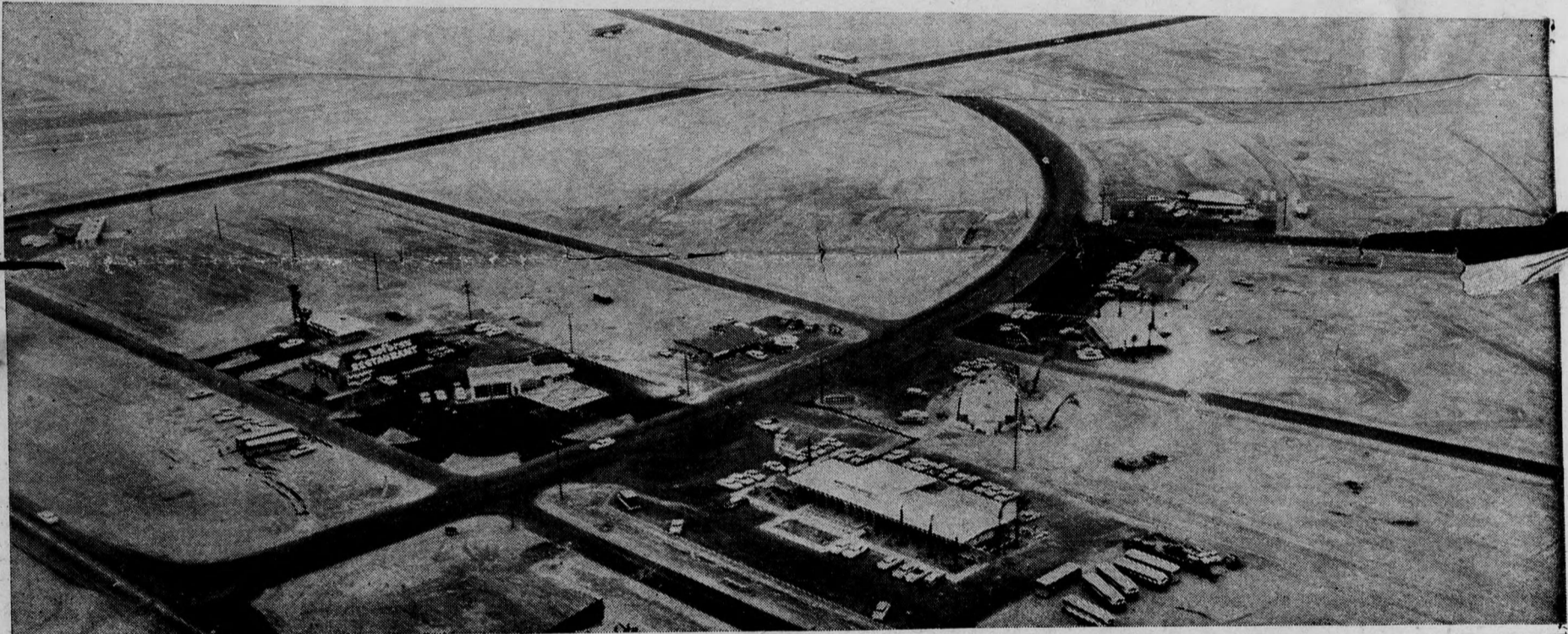
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Floyd Bilyeu, editor  
Anne I. Aulgur, advertising manager  
per year 20c per copy

# Within the Year, a City is Born



**HUB OF DEVELOPMENT** — Above, the modern administration building of the M. Penn Phillips Co. serves as the hub for expanding Salton City, now one year old. Aerial view below shows the city in the making. Far left is Salton Sea Sales or Marina Villas. Then, to the right, the Hofbrau, Mobilgas station and Salton Sea Estates. To the

right of Marina Drive are the M. Penn Phillips building, Salton Sands, Thayer-Watson Sales, Salton Sea Vista Estates and Salton Sea Shores. In the background are two of the 50 homes being occupied at Salton City, on Marina Drive.



These are the buildings that attract the most attention in Salton City today. Many homes are located in the various sections, some single, many in groups.

According to the information received from the developers of Salton City there are over one hundred individually contracted homes

ready for construction with all services available for occupancy.

In addition to the homes, there are four new motels either under construction or rapidly being made ready. Ranging in size from 65 to 100 units, all are planned for the utmost in comfortable living at the Sea. Most of them will have

their own swimming pools, restaurants or coffee shops and cocktail lounges.

The marinas, of which there are two, can launch 13 boats an hour on concrete pads, with plenty of parking space adjoining them. The Newell Marina will soon have the coffee shop ready to help serve boat and ski enthusiasts using the Marina, or those enjoying the view from the area.

Full information has not been released on the operation, but should be in operation in the very near future.

#### LANDING STRIP IN USE

The 3,500 foot landing strip at Salton Sea Airpark is now operating, and an additional 4,500 foot strip will be completed soon.

## Classified

FOR SALE: R-1 lot in Salton City (Riviera), close to Marina. Opening day price. My equity is \$600.00, will consider note for half. Payments \$34.00 per month. David W. Smith, P. O. Box 4113, Inglewood, Calif. AXminster 1-4426.

FOR SALE—By Owner, 4 beautiful adjoining R-1 lots on Marina Drive in Salton City, (Riviera). Will sell all or part. Must sacrifice. M. M. Barnett, 1721 Catherine Dr., Anaheim, Prospect 4-8903.

**Be Sure You See  
Salton Sea Shores  
NEW! NEW! NEW!  
LARGE Sea View Lots  
With  
Private Beach Privileges!**

The Pride of Salton City

**LYLE WOMACK, Realtor  
EXCLUSIVE SALES AGENT**

8705 S. Western Ave. L.A.  
PL 9-1121

# Salton Paving, Inc.

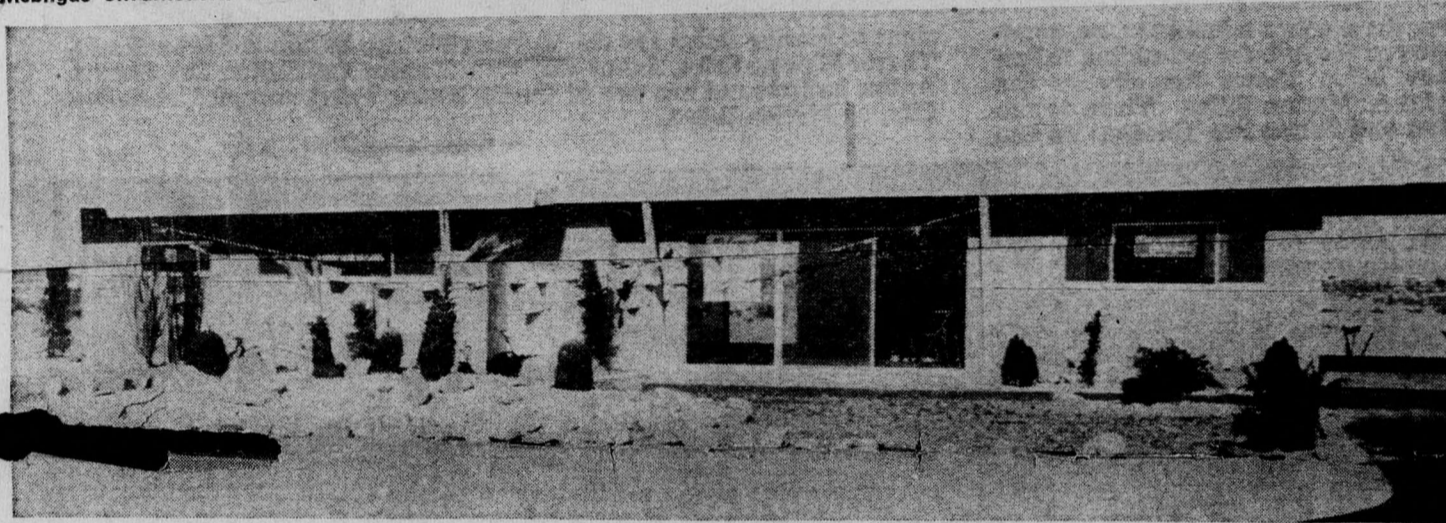
**Administration Bldg.**

**We Are Paving  
1 Mile Every Day**

**in  
SALTON CITY**



**BUSINESS AND RESIDENTIAL** — First service center, with new Mobilgas ultramodern station, and Hofbrau Restaurant, is shown above. A block away is situated the Salton Pepper Restaurant. Below is one of the model homes on Marina Drive.



## Introducing The Fishline

Nolan Richter, at the Bank of America, Indio, and Harold Gaston of the Nite Spots Cafe in Niland are top fishermen of the month as far as the Seafarer has been able to determine.

Nolan's 13-pound 4-ounce 33-inch corvina was caught at the White-water inlet, north Salton Sea, at about sundown. He used a mud sucker which he obtained from Leon's Market in Mecca, a bass-line, Shakespeare reel No. 8 test and was shore fishing, about 25 yards from shore, waist deep.

### Many Reasons

Leota and Nolan Richter can think of many reasons for their frequent trips to old Salton. Some of them are: the mild weather and warm water, beautiful view surrounding the sea, no sharks or dangerous fish, no undertows, a perfect spot to bring the family and pets. The Richters say their water spaniel loves to play in the Salton Sea. Last trip they say he stayed in the water a solid two hours chasing mud hens, while the corvina was being caught!

Leota tells her favorite way of cooking the corvina. Roll in crushed corn flakes, season with salt, pepper, lemon and melted butter, wrap in aluminum foil and bake at 350 for one hour without turning. Delectable!

If anyone would like more information on how to catch a 13-pound corvina the Richter's address is 45382 Ash, Boedel Heights, Indio.

### A 14-Pounder

Harold Gaston's 14-pound 32-inch corvina was caught last weekend. Harold has the Nite Spot Cafe in Niland and is one of Salton Sea's most ardent fishermen. He and another resident of Niland, a Mr. Copus, each caught the limit of six corvina. They all ranged from 10 to 14 pounds; and according to Gaston the fish have been biting like that for the last couple of months!

They were using medium sized hot-shot spoons and fished at the second target, about five miles off southeast end of Salton Sea. "It was easy," said the fishermen, "we just went out to the target and started catching 'em."

Logan D. Cookson of Coachella weighed in two corvina at Roy Burton's Oasis garage last week. There was an 8-pound 28 1/4-inch corvina and the other 7 1/2 pounds and 28 inches. Congratulations to Logan, and if you want to know about fishing on Salton's northwest shores, his address is 772 Vine St., Coachella.

## Folks From Out of State Get Interested

Did you ever wonder how so many people from out of state became interested or learned about the Salton Sea?

We have, and during a conver-

sation with Leon Surabian of Salton Sea Golf Club Estates, learned about two proud new owners.

Dr. Armen Z. Mesrabian of Waltham, Mass., and Mrs. Gordon

Goodrich of Wellesley, Mass., were enroute to a convention in Las Vegas and stopped over to visit Leon's brother in L.A. After hearing about the Sea, they deter-

mined to visit this "one of a kind" city in the making and decided they would rather own property at Salton City than play in Las Vegas and are now a part of Salton City. Leon tells me that he has heard from them since their return to Massachusetts and they are busy planning the next spot they will acquire. Happens just way at Salton!!

### PLAN GOLF COURSE

Slated to start construction this year is an 18 hole championship golf course on the edge of Salton City.

# The Beach House

## SALTON SEA BEACH

### DINING ROOM

### COCKTAIL BAR

Open 7 A.M.—2 P.M.

June 6 Night in the Congo

June 13 Night in Arabia

June 20 Night in Paris

June 21 Fathers' Day — Fathers' Ski Race

June 27 Captain's Dinner and presentation of season's awards

July 4th HELLDIVERS' INITIATION Anyone skiing across Salton Sea and back on the 4th of July becomes a member of the Helldivers' Club. Those who joined last year must repeat the performance to retain membership. Third-year members receive trophies at the Beach House—Home Port and the Mardi Gras.

### SNACK BAR

### SOUVENIRS

## BOAT LAUNCHING

### CAMPING

### MOTEL

Rte. 2, Box 213—Thermal

# Salton City's Golf Course Is Coming!!!

## WATCH FOR FURTHER ANNOUNCEMENTS

Concerning its Progress

## Country Club Estates

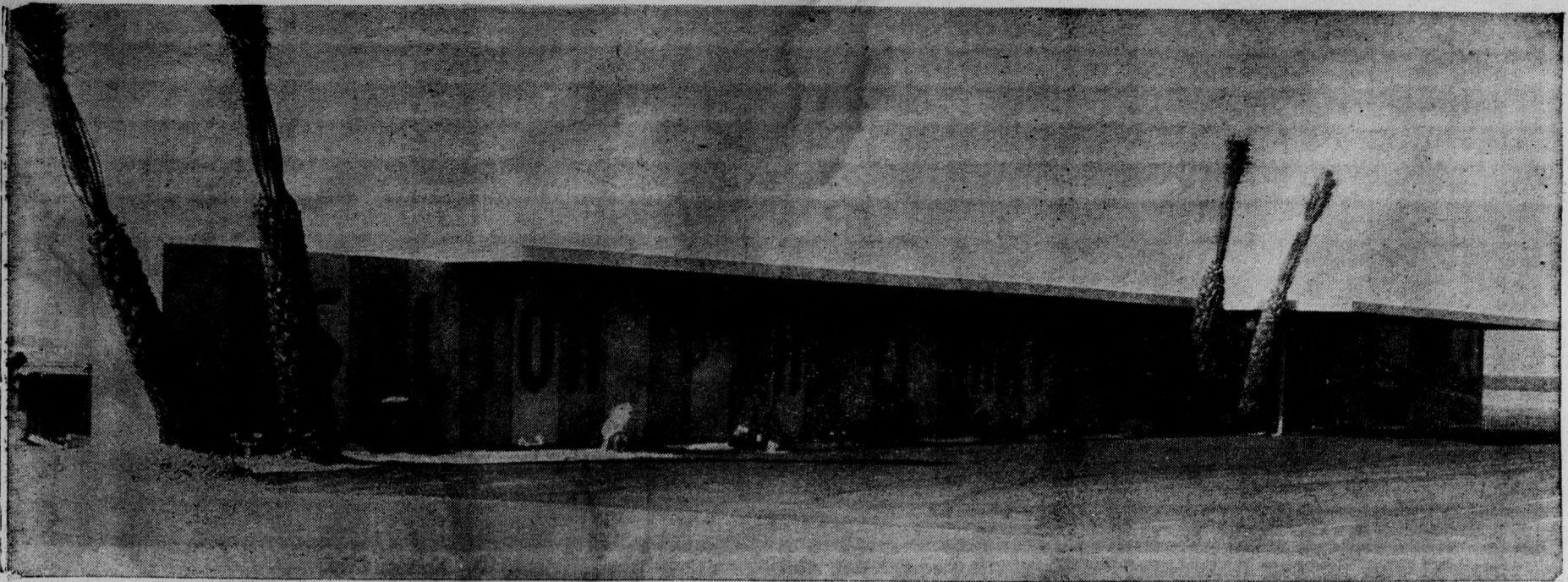
Sales Organization

RALPH A. HUNT

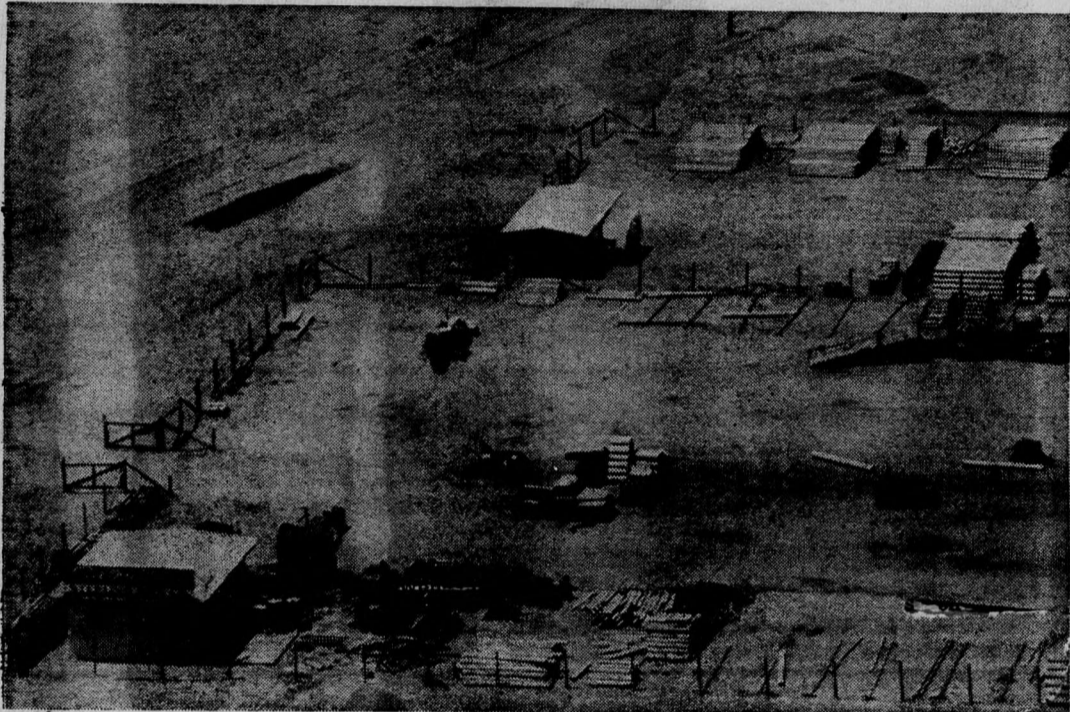
3471 W. 8th

558 So. Western

Los Angeles



SALTON BAY MARINA, at Salton City has it's first building ready for service. It has a coffee shop and boat store.



NEW BUSINESS — The Don Oakes Lumber Company serves the needs of homeowners and contractors in Salton City and surrounding areas.

### 300 PARTICIPATE IN RACES

SALTON CITY, June 1 — Two hundred outboard boat racers and more than a hundred water ski racers participated in the Salton City First Anniversary Celebration May 23-24.

Following are the events which were conducted by the Western Outboard Association.

Saturday (23): Starting at 10:00 a.m., 6 ski races classed by horsepower: up to 40 hp, 41 to 50 hp, 51 to 70 hp and 71 and over hp, all open to men and women. There was also a kid's race for 12 years and younger, and a woman's race.

All boats, drivers and skiers were WOA members.

Sunday (24) starting at 9:00 a.m.: Marathon 50 miler.

All racers and skiers participated on Saturday evening in the Salton Sea's first Torchlight Parade of Boats.

The First Anniversary celebration was sponsored by the Salton City Chamber of Commerce which donated all trophies and merchandise prizes. Some three thousand persons were present on Saturday evening to attend a Luau at the City's Marina.

## DON OAKES LUMBER

Hiway 99 at Sunrise Drive  
SALTON CITY  
ALL KINDS FREE ESTIMATES  
DE VOE PAINTS

Your Order  
Large or Small  
Promptly Filled

Rte. 2—Box 217-J Thermal, Calif.

## RESERVATIONS ROLL IN

Increasing demands for reservations at Salton City are being received in Los Angeles, according to Lorraine Dreblow, who has a reservation agency at 808 South Hobart Blvd.

We are very pleased to tell Lorraine that in addition to the sixty unit Desert Gardens Motel now under construction, there will be

four new ones under construction in the immediate future, first one being a hundred unit, restaurant, cocktail lounge, pool, etc., immediately adjoining the Country Club Estates.

Owners, realizing the need for motels and other facilities, are working diligently to produce the utmost in comfort and recreation in the buildings now underway.

### OWNER MUST SACRIFICE

BEING TRANSFERRED—MUST LEAVE FOR EAST IMMEDIATELY

Lots 9 and 10, Blk. 54 — 6 and 22, Blk. 53  
TRACT 525

1 Mile From The Sea  
FOR INFORMATION CALL COLLECT  
BEN SANETT—REPUBLIC 5-0215, L.A.

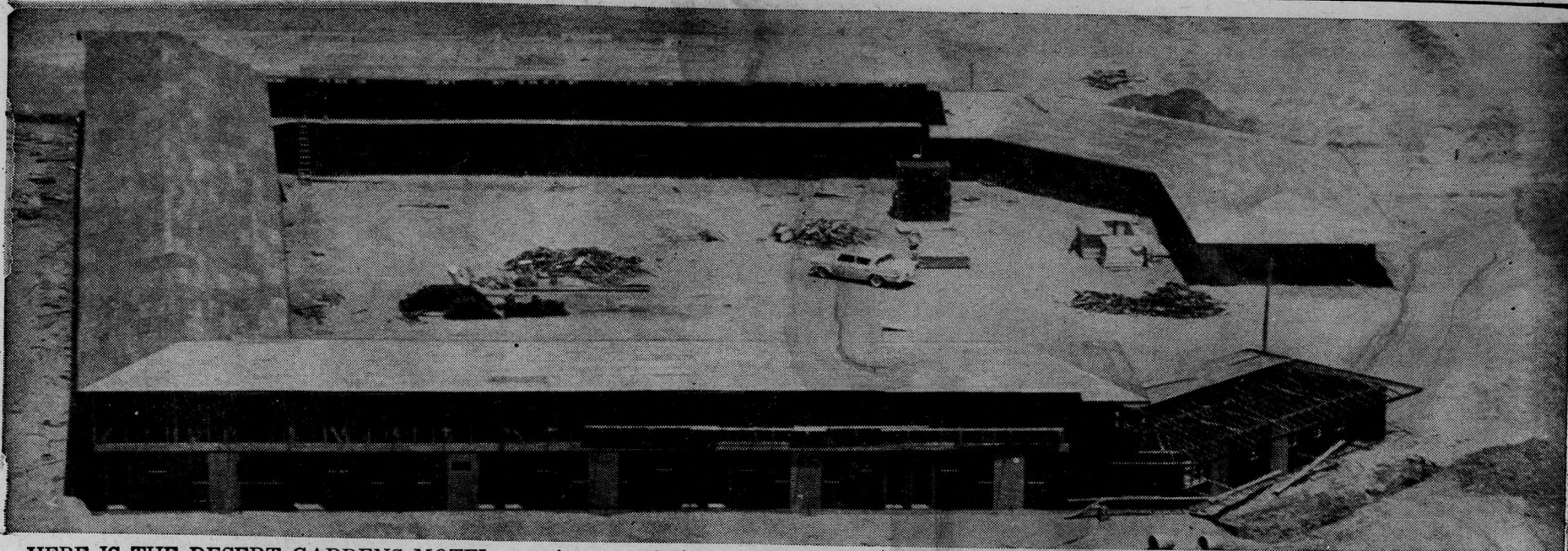
# NEW!

MULTIPLE UNIT RESIDENTIAL  
TRAILER LOTS

## SALTON SEA BEACH

FLOYD BILYEU

RT. 2, Box 213  
THERMAL, CALIF.



HERE IS THE DESERT GARDENS MOTEL, nearing completion at Marina Drive and Highway 99, Salton City.

**Fresh  
Ranch Eggs**

Att.: Salton Sea areas:  
For Fresh Eggs, Fresh Fryers and Dairy Products delivered to your home on Wednesdays contact Helen's Beach House or call . . .

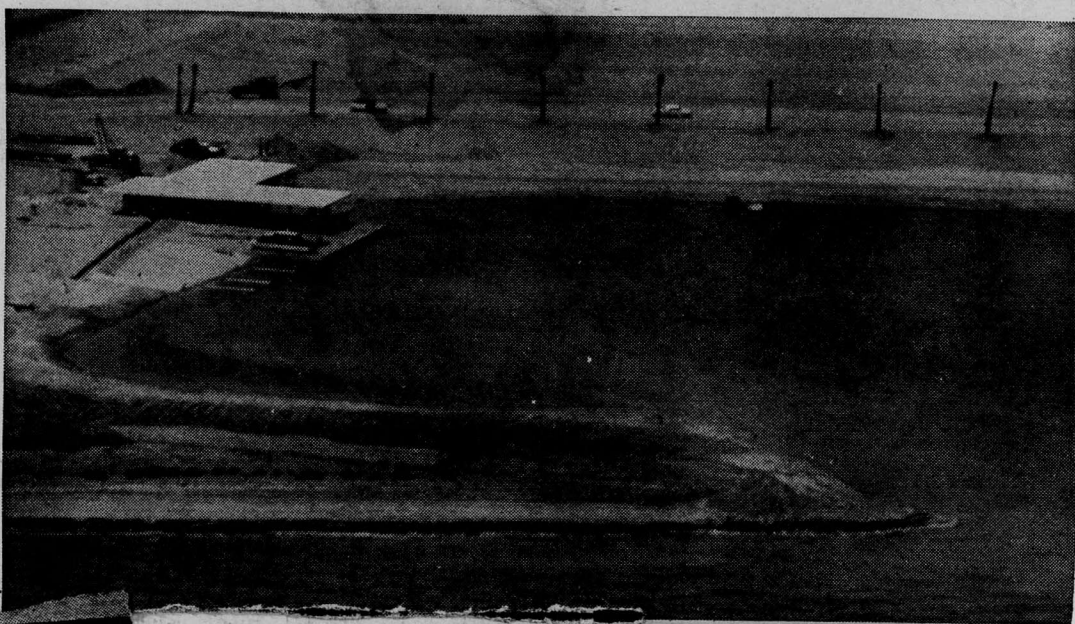
**Coachella Valley  
Egg Ranch**  
EXpress 9-5395

**Coachella Grape  
Add the Glamor**

It's grape season again and Leota Richter of Indio gives us a hint on enhancing this already beautiful desert fruit.

As a centerpiece she covers an arrangement of grapes with a thin layer of Wesson oil, sprinkles it with granulated sugar.

This is a different way to add glamour to the dining room table and glory to Coachella Valley's favorite June fruit crop.



THE FIRST MARINA — Here is the first marina to be developed in the Salton City area, with a building that will house a coffee shop, boat services, and sales.

**The BEACH BOY Says:**

I am hurrying to mail my subscription (\$2.00 per year, published monthly) to the SALTON SEAFARER . . . It is about Real Estate, Boating, Skiing, interesting people and the beautiful Salton Sea.  
Won't you join me?

Name .....

Address .....

City .....

**The Salton Seafarer**  
Route 2, Box 213,  
Thermal, California

**Hollywood Office Leads in Sales**

The Hollywood office of Salton Riviera led that company's many offices in total dollar volume of sales during the month of April.

The office, under Manager Cliff Heims, sold in excess of \$150,000 worth of Salton Riviera property during April, according to Phillip

L. Greig, sales manager for Salton Riviera.

Greig said that he was especially pleased with Helms' showing because the office was only established in December of 1958 and its rapid rise to the top sales office in 4 and ½ months was unexpected. Cliff's fine sales organizational ability plus a real devotion to working long hard hours are the principal reasons why his office reached the top, Greig stated.

**THE ADDRESS**

Post office address: Salton City has been recognized by the Post Office Department as one of California's fast - growing communities. Address letters as follows: Salton City, Calif.



AT  
**SALTON CITY**  
INVITE YOU TO INSPECT  
**Salton Sea's Most Beautiful Homesites**

MAIN OFFICE  
11901 EAST VALLEY ROAD  
EL MONTE  
Gilbert 3-1338      CUMberland 3-7651.

**Sandy's**  
**Appliance &  
Refrigeration**  
**SALES &  
SERVICE**

**Domestic  
Commercial**  
**REFRIGERATION &  
AIR CONDITIONING**  
Washers—Dryers  
Dish Washers

83-101 Ave. 44 Indio  
DI 7-5461

## Here's a Salton City Family

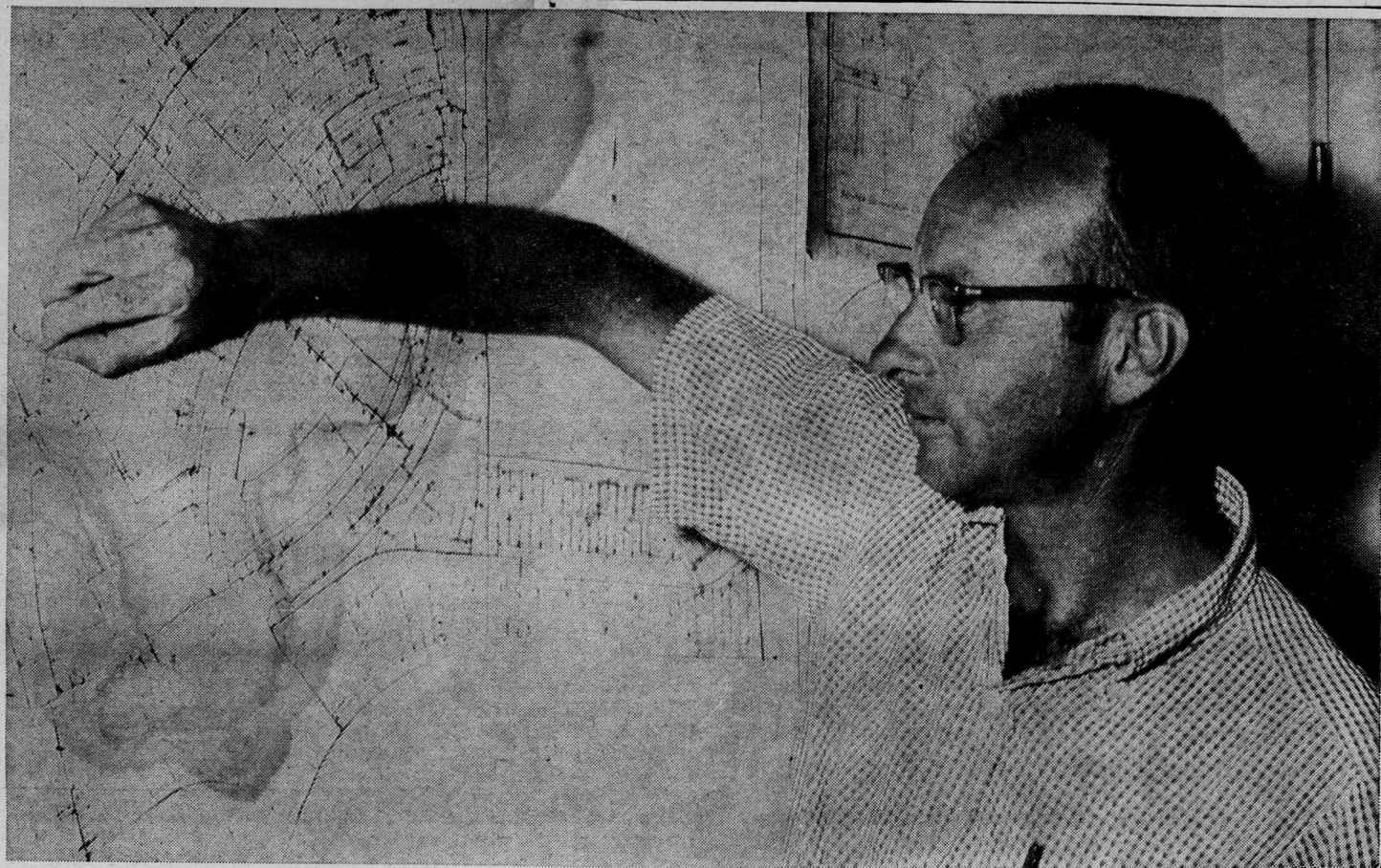
By JOHN JONES

The real definition of a family, is a group of individuals who live together with united love, feelings, and desires. I feel that my family is a very close and united one. Our family has always done things together, with the feeling of one for all. We have always been active in outdoor activities, such as swimming, fishing, camping, hunting, and very frequent barbecues. We obtain our greatest pleasure in entertaining our many friends, with the numerous talents, which our family is blessed with. Singing, playing musical instruments, and being able to make anyone who comes to our home, warmly welcomed.

Our large family consists of six children: Rodney, 20; myself, 18; Spencer, 14; Patricia, 11; Allen, 10; and Gwyneth, 7. My mother and father are the nicest parents in the world and are the backbone of the family.

We have been sold on Salton City from the time that we first heard of it less than a year ago. It has all the features that outdoor living needs. The climate, fishing and hunting, all water sports, and even the mountains at hand, for those who enjoy a weekend in the mountains. To us, Salton City is the ideal city for young and old alike. We know in our hearts, that it will be the nicest city in the West, within a very few years. We can't help but be anxious to build a beautiful home in the city.

My parents, as well as my older brother and I, own property in Salton City. Our family was so enthusiastic about the city, that my parents decided to help our city grow, by becoming salesmen in real estate, joining the Chamber of Commerce at the sea, and now are selling property at Salton Sea. I, as well as the other children in the family are very proud of our parents and are also proud of our property at the Sea and we join wholeheartedly with our parents and friends in the building of a City by the Salton Sea.



JOE COOMBS of Treadwell Engineering points to new tract location at Salton Riviera

### DIPPING IN SEASIDE:

## Views of a Housewife Living by the Salton Sea

By DOLORES

"June is Busting Out All Over," remember the tune from the score of Oklahoma by Rogers and Hammerstein? Delightful and a pleasure to listen to.

Well, June is "busting out all over" this paradise playground of the Coachella Valley. Grapes, tomatoes, cantaloupes and luscious golden corn are rushed daily to the city markets. And daily, people and boats are rushing to the Salton Sea. June at the Desert Sea is a glorious month. The desert's temperature is quite comfortable and swimming is ideal. From personal experience the water is truly therapeutic.

June is a beautiful, sentimental month of graduates, brides and of general nostalgia. June—youth is released from the intermittent custody of the educators.

June, the month so many look forward to for 11 30-day periods. VACATION, a month so perfect for outdoor living and communion with the mother of all, nature.

Recently I have seen some corvina seduced from the Sea with lures. There are numerous methods of preparing this fish to please the gourmet. One of my very favorite methods is to fillet the fish into one and one half inch steaks and rub generously with sherry.

Chop very fine: 1 cup parsley, 1

cup celery (remove string sections), ¼ cup chives (optional). Add ½ lb. cooled melted butter, ½ cup sherry, ½ cup lemon juice, 1 tablespoon finely grated lemon rind, 1 Scotchman's pinch of

Place steaks on a broiler. Drench with this mixture. Carefully turn in five to eight minutes. Again drench and allow to broil another five to eight minutes. Garnish with parsley and lemon wedges and serve.

Suggested menu: Salton's own corvina, fresh corn on the cob, sliced fresh tomatoes, cole slaw with German dressing, home-made

tartar sauce, cheese toast (parmesan grated), iced tea with lemon-|orange ice cubes, and orange sherbet, if there's space!

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**ON THE NORTH SHORE TRAIL** — The busy and popular Jerry Engstrand, whose ranch is south of Mecca with a view of the Salton Sea.

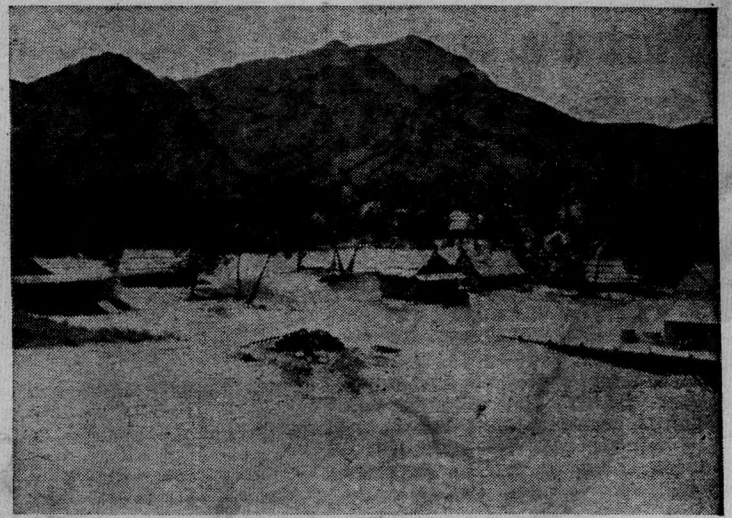
## Engstrands Take Us to North Shore

The first-developed Salton Sea residential area, lying between the Salton Sea and the Mecca Hills on the North Shore is of real interest to those of us who are still pioneering, just breaking ground, drilling wells, puzzling over landscaping. We suggest that those who have not yet explored the entire Salton Sea area make a special trip to the land south of Mecca. Luxuriant groves surround magnificent homes, the beauty of them an inspiration to those still relatively new in the area.

Jerry and Joe Engstrand, who have a ranch close to Salton Sea on the North Shore, were kind enough to acquaint us with their way of life there and to take us on a tour. The Engstrands have promised to help us with a series of articles on North Shore residents.

Jerry pointed out that among the grapefruit, lemon and date groves many successful business people and retired couples seek refuge, relief from everyday demands, and a comfortable life away from crowded areas. The Mecca Hills hold their favorite riding trails, their boats, fishing and skiing gear go to the Sea, and they relax in comfort at home. It's a wonderful life, says Jerry and others who have made this land their choice.

Some of those owners of the ranches, homes and property we passed while touring this country Salton Sea side of Mecca were: Dr. Ralph Pauley, who practices in Coachella; Harold Bromley, realtor; Dick Harris, of San Fernando; Al White, who has 80 acres and a ranch where he spends



**OPERATION PETTICOAT FILMED** — The fine artistry of a Universal Studios' 24-man crew created this beautiful miniature grass-hut village at Desert Shores. Operation Petticoat is the picture soon to be released by Universal. Cary Grant and Tony Curtis have the leads. Many Salton Seaites visited the tiny Filipino village and enjoyed the courtesy and friendliness of Manager Charles Scott, Director and Superintendent Ed Baldwin, and their crew. They were: Cliff Stein, Cameraman; Larry Bunch, M.D.; Pat Gayner, Transportation; Ed Stein and Frank Brendell, Powdermen; Ralph Hawley and Harold Smith, Wind Machine Operators; Wes Thompson, Head Grip.

much time; Robert Maag, who is just now making preparations to build a magnificent home; John Clark, of Technicolor Studios, now enjoying a new home; Dr. Haldy, retired, from Ohio; Dr. Mumler; Marshall Fruit, Inc.; Dr. Scott of Beverly Hills; Dr. Campbell, dentist; Dr. Davis, optometrist; the Silverman Chain Theatre has planted 200 acres of asparagus at North Shores, a new crop for the Valley; Mr. and Mrs. Douglas Graham; Ahlers' Date Shop, new and modern on Highway 111, a wonderful place to stop for all kinds of delicious date goodies.

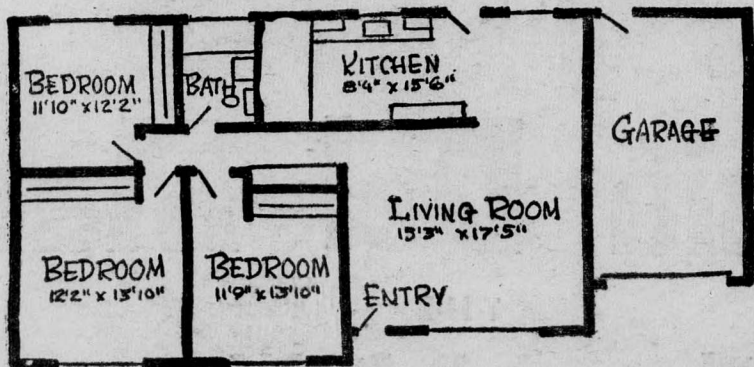
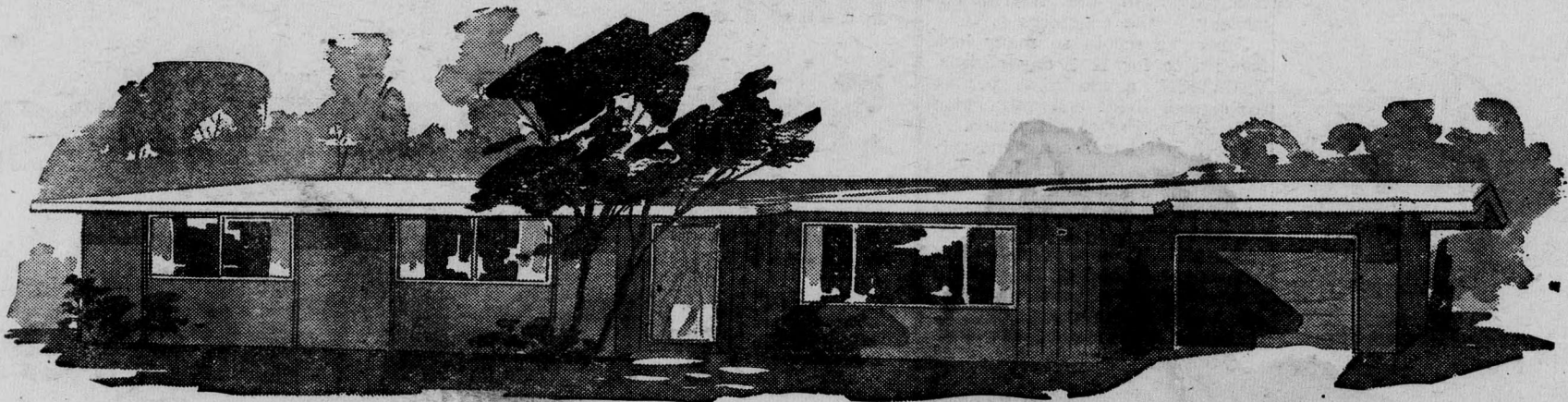
So these are some of the people who, after much consideration, selected the Salton Sea area for

their land of contentment and are glad they did so. But we will become better acquainted as we learn more about pleasures, hobbies, and the many things of our mutual interest found by the old-time and new residents at North Salton Sea.

Back to the Engstrand Ranch, sitting by the pool with the cool gentle breezes from the Sea, the beloved Tennessee Walking horse grazing nearby, the loyal dog and her pup there, the row of guest rooms to accommodate their friends, the land stretching seaward and lots of plans for its development, we could see why Joe and Jerry Engstrand love their home.

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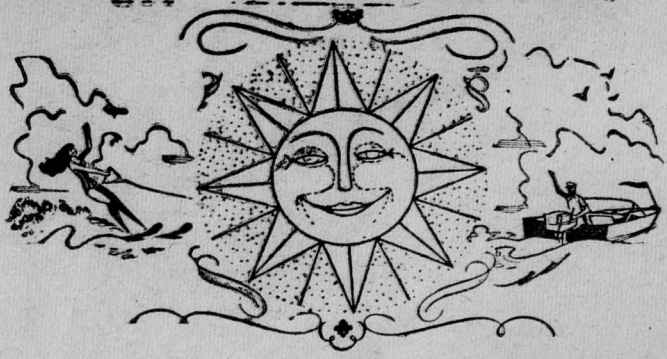
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# SALTON



# Sea Breeze

## Penn Lines

Mr. Phillips has kindly asked me to write Penn Lines for this month's Salton Seafarer.

Our First Anniversary Celebration is passed, and we are now in our second year. Our Luau party was a tremendous success with the fine food that was served, fire boat parade, fireworks and Hawaiian entertainment. Salton City Chamber of Commerce really did a wonderful job. Bill Newell and the Pratt are to be congratulated.

Great progress has taken place since we opened on May 17, 1958, with our numerous tents for offices. Over 100 homes have either been completed, or are in the planning stage.

### Reservations Galore

The Thomas Brothers, who are the owners and builders of the 60 unit motel at the northwest corner of Highway 99 and Marina Drive, tell me they will be in operation by July 1. They are already being swamped with reservations.

The Hofbrau Restaurant, under the direction of Joe Thrasher, has been in operation for two months now, and they have just recently added a cocktail lounge.

The new super-deluxe General Petroleum station has been in operation for about two months. Excellent service is being dispensed under the guidance of Smiling Nod Steidel, operator and manager.

Not one, but two marinas are in operation and a great many additional facilities are being planned for both of the marinas, such as a boat rental service, sales and service of marine equipment, boat slips, complete facilities for the fishermen, and later in the year, commercial developments surrounding the marinas.

### Deputy Appointed

John McCrory has been appointed Deputy Sheriff for our area. John, by the way, is very well suited to this job, and is an enthusiastic supporter for Salton City. His cute blonde wife, Ann, is Hil Johnson's girl Friday. The McCrorys have lived in this area for almost five years.

Another one of our new additions is telephone service. This has been brought in from twelve miles away, and the Salton Riviera Administration Building now boasts telephone service. The number is Salton City No. 1 through Thermal.

I have been advised that before long we will have a post office substation. We already have mail delivery. Of course, with all the development that has taken place so far, including all the attractive commercial buildings on Marina Drive, it is probably superfluous to mention the miles of streets and water lines. A truly great city is now in the making considering everything that has been accomplished in the first year.

Phillip L. Greig  
Sales Manager



THESE LOVELY HAWAIIAN DANCERS were a feature attraction at Salton City's first anniversary celebration. Many luau diners tried to imitate their hula talents.



MAYOR AND MRS. FRANCIS G. STILES, South El Monte are greeted by Jack Dempsey, who attended luau as guest of M. Penn Phillips.



THIS YOUNG CHAP was attired for the Luau but he looks as though he would have been at home anywhere. Richard Thayer Biely, great grandson of M. Penn Phillips and grandson of Dick Thayer, found

his enjoyment was typical of the 2100 persons who ate a lavish plate of chicken, beef and spareribs.

### Luau Guests Delighted by Mikilani Fo

Mikilani Fo, of Honolulu, now living in Anaheim, delighted guests at Salton Sea with her singing, ukulele and piano. Miki entertained at the Luau at Salton City and visited resorts along the west shore. She has just returned from a two-month engagement at the El Cortez in Las Vegas where she won the Arthur Godfrey contest.

## Chamber of Commerce Spurs Its Activities

The coming of summer sees Salton City's Chamber of Commerce increasing its activity, according to a report by William E. Newell, chamber president.

"This is the time when we have to work hardest to correct mis-

conceptions about the desert in summertime," he declared.

Newell promised accelerated advertising and promotion through the next several months. He reported that all Salton City billboards now are up and directing travellers, that many new copy approaches had been devised for newspapers to attract prospective land purchasers to this area.

More boat races and water ski activities will now originate at Salton City with completion of two marinas and the soon-to-be-completed motels, he noted.

There will be a Chamber of Commerce booth in the Los Angeles Home Show, to be held June 17-24 in the new LA Sports Arena. This spectacular new building, later to house the Democratic National Convention, will probably bring the largest show crowd ever on the West Coast, Newell predicted. He said the developer - members of the Chamber would take turns manning the booth.

Salton City brochures now are distributed in nearly 200 West Coast Chambers of Commerce, Newell reported. He said that all

## WEES AND ERICKSONS FIRST IN CLUB RACES

The Long Beach Boat and Ski Club held its race at Desert Shores on May 10. Results were as follows:

Pee Wees, Ricky Erickson, skier, Rod Erickson, driver, first; Penny McCullar, skier and Leon Cody, driver, second; Hal Hanneman, skier, Harold Hanneman, driver, third.

Veteran Men: Bill Kent and Bob Dyar, first; Dick Long and Stan Ward, second; Lee Dorr and Harry Metzger, third.

Men's Conventional: Chuck Stearns, Dick Long, first; Larry Penacho and Dave Heller, second; Jack Mebley and Andy Soulinelle, third.

Mixed Doubles: Mike Dixon and Rod Erickson, skiers, Beverly Hanneman, driver, first; Tom Jamin and Ronnie Dandliker, skiers, Curly Conover, driver, second; Marla Metzger and Douglas Holmes, skiers, and Tim Wallace, driver, third.

Veteran Women: Martha Gibson

and Rudy Ramos, second; Audrey McCullar and Leon Cody, third. Eva Swoffer tied with Audrey McCullar and Audrey won by the flip of a coin.

Women's Conventional: Joyce Gibson and Bob Dyar, first; Pat Peterson and Rod Erickson, second; Susie Peterson and Andy Soulinelle, third.

Hot Boats: Arveal Elliott, first; Dick Long, second; and Rudy Ramos, third.

### Boatmen Active

The San Gabriel Valley Boat and Ski Club schedule many weekends at Salton Sea for their activities.

They have had two meets at Salton Sea this spring and plan more later in the year.

### 11,600 LOTS RECORDED

A total of 11,600 lots at Salton City, have been recorded with Imperial County. Two million dollars in bonds have been deposited with the County by the developers to insure the construction of new roads.

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