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The Salton Seafarer

Vol. 2 No. 4—The SALTON SEAFARER

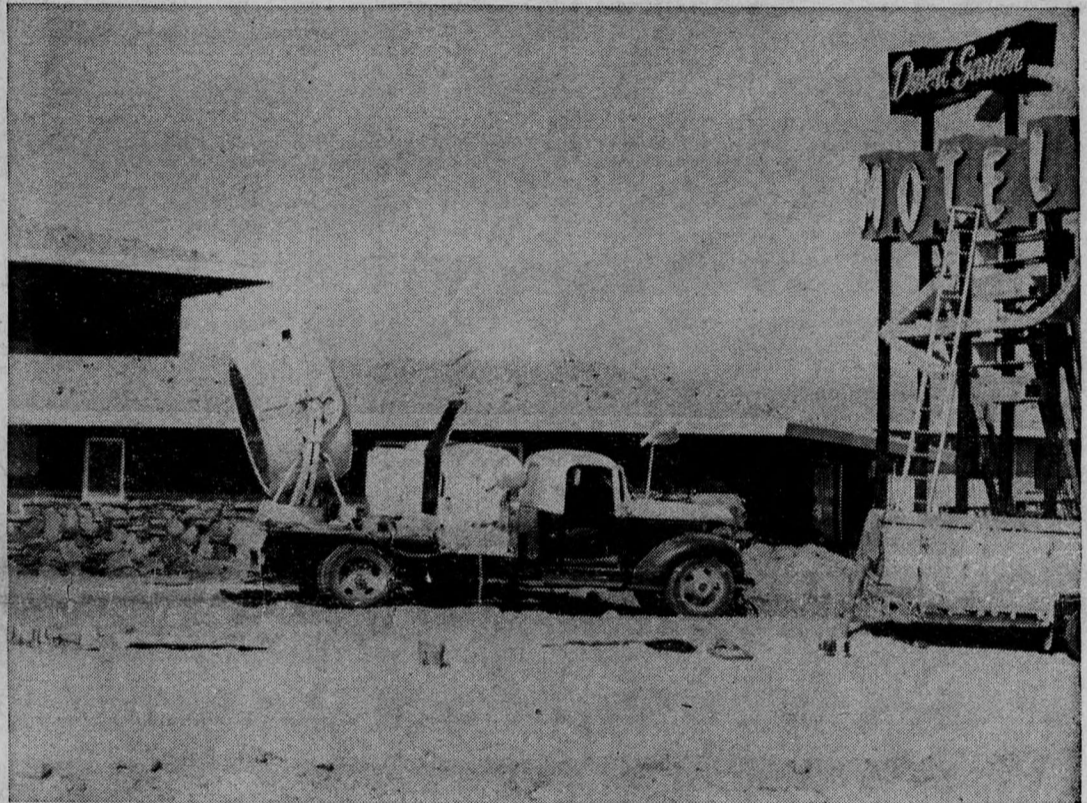
August 1, 1959

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Motel Nears Completion



HAPPY AND HELLDIVER BOUND — Earl McCloud does not live at Salton Sea anymore but he gets there for a special occasion "come Hell or high water!" He arrived on time for Helldivers at Salton Sea Beach on the Fourth of July, hitch hiked to get there too — go aheads, trunks and ski — it's light packing for Salton Sea! The number 1 Helldiver, is McCloud, and his presence at this initiation has become traditional, as will be seen on the inside pages of the Seafarer.

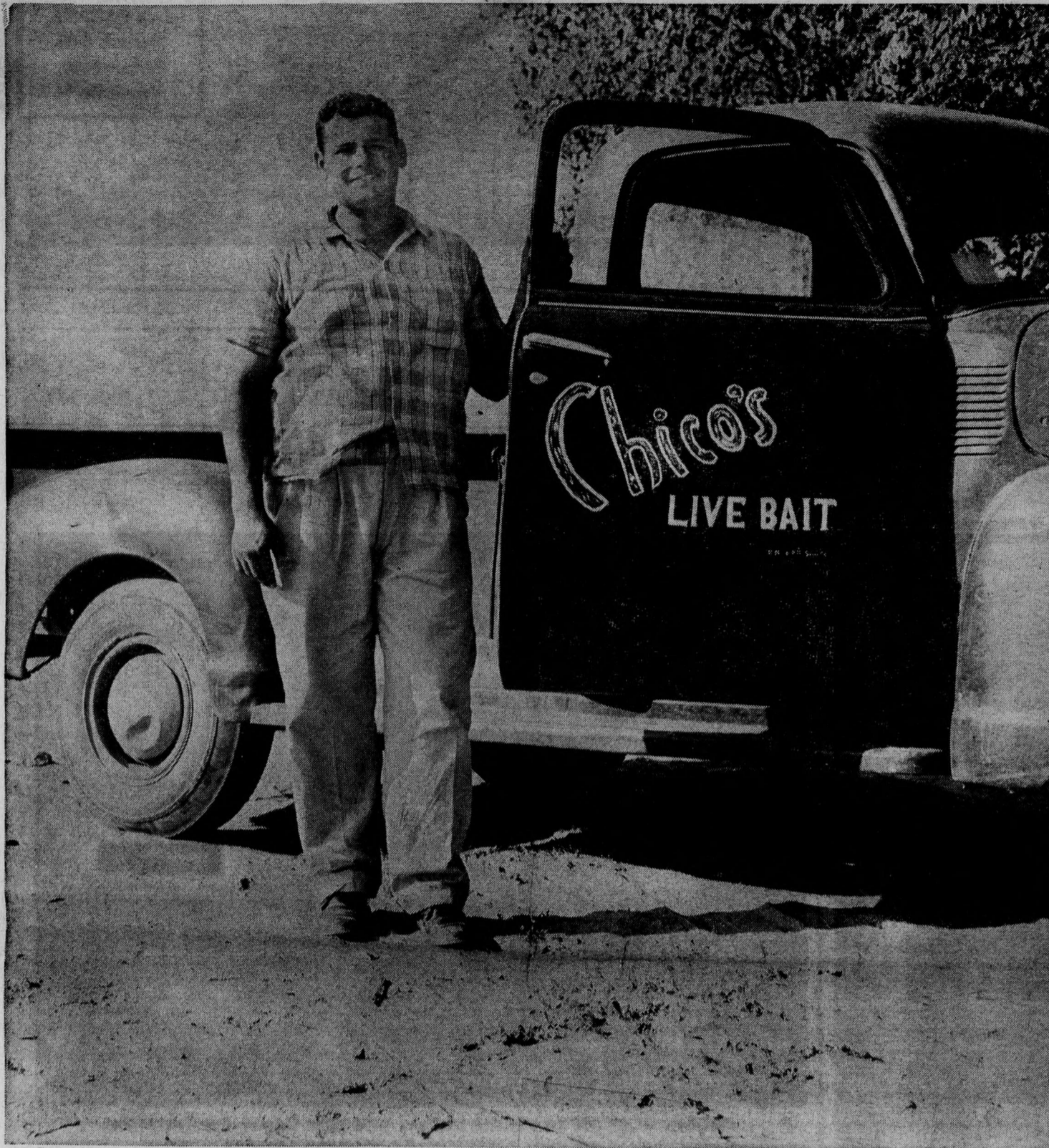


COLORFUL SIGN will invite visitors into new Desert Garden Motel.



WORKMEN push construction of swimming pool deck as new Desert Garden

Motel project moves into final stages of development.



KNOWS HIS SEA — Chico Lucia, has the knowledge on providing the bait fishermen need for attracting larger fish in Salton Sea.

Bait Dealer Features Corvina Lure

Chico Lucia, who was born in the Valley and has his own ranch as well as a bait and fishing shop in conjunction with Leon's store and market in Mecca, knows the Salton Sea's every current, cove and Corvina.

He was employed with the University of California on their three-year project here with the State Department of Fish and Game. They spent their time studying the sea life and introducing the new fish to Salton Sea from the Gulf of California. So Chico is qualified to give correct information on the fishing at Salton.

He is the nearest live bait source too. Mudsuckers are difficult to keep alive in these temperatures but in his bait shop there were many lively ones swimming around a block of ice. They do fine in ten degree temperature! There are all kinds of lures and bait at Chico's.

Patterson, of Indio, according to Chico, was fishing in water about twenty five feet deep out from Desert Shoes the other day and couldn't handle the size fish that were striking on his No. 15 line.

Chico has been doing some experimenting with various baits and lures and we will learn more for the Fishline next month. But if he is right the larger fish are now being found on the northwestern shores of Salton — out from Desert Shores and around the target southeast of Salton Sea Beach.

A display of "hot" lures line the shelves in the bait shop and Chico can tell you plenty about Salton Sea fishing. While you are there, say hello to Leon in the market also. Besides making two good friends, you'll probably learn something!

Development Amazing to Sea Visitor

A recent visitor to Salton Sea looked in amazement at the development now going on at full blast and said "Where do all these people come from?" The question gave me a new slant on the entire picture. Where do they all come from? They come from the country and from the cities, from the East and from the West, from all directions; and what is more, they come to make homes on the shores of this great inland Sea.

There are people living here who came first to look and then to live. The number of homes being built seems to surprise some visitors and these are chiefly permanent homes, not just weekend cottages.

Here we have grocery markets, lumber yards, plumbing shops, boat and boat repair shops, restaurants, motels, and even a liquor store, among many other activities.

The Salton Sea is not a flash-in-the-pan development. You will find permanent improvement of lasting value on every hand. There is every indication of a substantial and thriving community in every place that is now in the process of development, and why shouldn't there be? There is everything at hand to make this entire area one of California's greatest healthful, recreational spots and one which is growing in popularity every day.

Desert Shores Group Plans Fund Campaign

The Desert Shores Improvement Association meeting was held July 11 and was conducted by Art Dooley, chairman pro tem.

House numbers were allocated and approved. Property owners will install street numbers as a means of raising funds.

Prices on a Desert Shores highway sign are being investigated.

New residents of Desert Shores are the Harry Scotts, who have bought Canale's house — Scott is subdivider of the property on Highway 99; Ted Engrams, engineer with Bahia del Mar; Paul Chandler, Treadwell engineer, his wife and four children; Charles McMorrow, who is now in his new home on Monterey Avenue.

Lillian and Hil Johnson have just returned from their vacation spent in San Francisco and Lake Tahoe, all full of energy in spite of the warm weather. Found Mr. Johnson doing some downright carpentry work in the patio the other day. Maybe we'd all better try a few days of high altitude.

The Beach House

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BOAT LAUNCHING

CAMPING

MOTEL

Rte. 2, Box 213—Thermal

Established April 16, 1958
Published monthly by Salton Sea Publishing Company
Salton Sea Beach, California
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CHAMBER HONORS DEHN — William Dehn, first president of Salton City Chamber of Commerce was honored on his retirement by the desert city's board of directors and other developers. Dehn, seated at the head of the table, received an inscribed watch, presented by William E. Newell, center, current Chamber president. Among

those attending the tribute dinner were, (left to right) Ellis Flint, M. M. Moseley, Bernard Weiss, F. W. Thayer, Newell, Dehn, now official of Golden Valley Land Co., Stanley Bell, Oscar Obst, Jr., C. C. Gabbert and Don Frank.



BOOTH AT HOME SHOW — Honor of being the first land development to exhibit in Los Angeles new Sports Arena went to Salton City. The booth shown above was part of the Los Angeles Home Show which occupied the arena July 16 through 26.

Salton City developers who took turns manning the booth with Joyce King were: Vosburg Meer, Salton Sea Associates, Country Club Estates, Salton Sea Estates, Salton Sands, Salton Riviera, Thayer Sales, Inc.



10 Weeks Right for Sea Stay

Lee Berger, attractive and talented, is spending ten weeks at Salton Sea with her husband, Sully, daughter, Diane, and guests who come and go.

"I hate like H-1 to go home," grumbled Sully with a frown, then a grin. But Lee is consoling with, "Even though we do go back we will be here most of the time. Seems like since we started coming down here we don't care to go any place else."

Lee can think of many reasons for liking to be here at the Sea. Among them, she says, "I like the small friendly community where I don't have to dress up everytime I go out of the house; where I can live in comfort and without a schedule; where there is no hustle and bustle, and what peace of mind! Also it is wonderful not to have to worry every time my daughter walks down the street."

This family has a wonderful spirit of neighborliness, helpfulness and co-operation. "We all take pride in doing something for ourselves or for someone else. And helping here at Salton Sea Beach with the various projects is like doing it for ourselves for it is where we live, and we want to see it improve."

Art, piano and dancing are all fun to Lee and she excels in them. She loves mostly to play the piano and, audience or not (and usually she has one), given a little spare time she's at the piano. As a dancer she is superb, and full of fun! Reminds us of one of her favorite sayings "Do you know what the Mexican said when he fell off the cliff? 'Help, Cha, Cha, Cha!'"

When asked how she keeps her skin so soft and looks so glamorous all the time even in the hot weather, Lee says she uses Dermassage. She recommends this body lotion for all who live in the desert. We appreciate the hint, Lee, and we'll try, but we've a suspicion we might not match your glamour, even with Dermassage.

The whole family have spent much of their vacation time working on their new beach cottage, which is downtownish with its refrigeration, built-in fans, bath, patio, garden. The garage is especially for the boat.

"This Salton Sea has more to offer year 'round than any recreational area we know," says Lee and Sully. Now that the beach house is finished days are spent at the beach, lolling, swimming and skiing. Nights will find them on the patio, the stereo's full tones filling the night air with pleasant dreams and friendliness and neighbors gathered there enjoying the gracious hospitality of this outstanding Salton Sea family who live their life here to the fullest and are eager to help with the development of their vacationland.

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CARNIVAL FUN—Nancy Patterson of San Bernardino, left, and Geri Anderson of Rialto make fun of Los Angeles friend named Dan as the trio whooped it up at the Beach House.

Extend 'Welcome'

Cecil and Ruth Glenn, June Beal and Bill Waters are some relative newcomers to Salton Sea Area. They work at the Hofbrau and we wish to extend to them a special "hello" and "happy to have you here."

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.
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The Salton Seafarer

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LUCKY DOG—That pert pup knows he's in the right place as he's cuddled by the attractive and talented Lee Berger, who with her husband, Sully, and daughter, Diane, has been enjoying an extended vacation stay at Salton Sea.



HAPPY WINNERS of the free lot given by Salton Sea Shores, Lyle Womack, realtor, were Mr. and Mrs. Howard Cook, of La Mesa, California. They have four children, all of whom are thrilled at the prospect of fun they will have at Salton. Congratulations, Mr. and Mrs. Howard Cook and family; we will be looking for you here at Salton Sea! Pictured from left to right: Mr. Charles Middleton, salesman; Mrs. Cook, Fred Cook, son; Howard Cook and Glenn Murray.

Views of a Housewife Living at the Salton Sea

Views of a housewife living at the Salton Sea.

By Dolores

"Doesn't it get terribly boring living at the Sea?" This is a question frequently asked the residents of this Desert by the Sea.

The answer is "No!" The residents of this area live here by choice.

The surroundings here enable one to be humble, to appreciate the small, the simple things of life: and nature. The beautiful, ethereal sunrises and sunsets, the growth of something green bursting through the desert's carpet of sand, a graceful precision-perfect formation of ducks darkening the sky on their annual migration, are but a few of the small, the simple, enjoyable things.

Collecting rocks (rock hounding) of all sizes, colors and formations is an interesting pastime, for there is an inexhaustible supply of them.

Plant and animal life is educational and of great interest to young and old. Have you seen a regal roadrunner, a covey of quail with a sagebrush home, or the majestic seagull feasting on mullet along the Salton Sea beaches?

Not So Remote

True, we are in a remote area, yet we have access to telephones and the arrival of our faithful rural mailman is an event in the day. The cities of Indio, Coachella, Brawley and El Centro are but a short distance for shopping, business or an evening out for dinner or a show. Within this area there are several dining spots. Occasionally business, pleasure or just a yen for the city lights and atmosphere will find us putting on our shoes for a trip to Los Angeles.

Watching the arrival of the numerous boats on the week-ends is a joy to the children. The majority of residents have boats and they enjoy a daily ski and swim.

Summertime will find us in the water as much as possible. The late and early morning hours we are at our best.

"It's the Most"

Winter is the time for sand buggies and sidetrips in this Salton Sea Desert. Many residents and week-enders have sand buggies, which is any vehicle, crude or pre-

NICE SPREAD

A tube of anchovy paste on hand? Add it to cream cheese (just enough for flavor) along with a little lemon and onion juice; nice as a spread for crackers.

tentious, with large tires and a capable motor to navigate the desert sand. Later in the year I will tell you of some interesting side trips.

We meet people from all "corners" of this round world. Recently a most charming couple from Venezuela chose this Desert for their vacation. They said, "We are not accustomed to this food, but maybe we change a little, too." A young bride and groom from Sweden said, "How you say, it's the most!" A chap from the Islands remarked, "It is first in the States and only second to home."

Yearly many of our Canadian neighbors vacation at the Salton Sea. Daily we see many out-of-state cars.

Does it get boring living at the Salton Sea? How can it, with daily occupational activities, the many places to go and see, the interesting people we meet and the numerous recreational activities

that this Desert by the Sea extends to rich or poor, young or old, to everyone!

COLD COCOA-COFFEE

Next time you make hot cocoa for the children's breakfast, prepare some extra and chill. Add an equal part of ice-cold coffee and top with whipped cream.

PHOTOGRAPHY By JOHNSON

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Shirley Loves to See Salton City Growing

One of our prettiest and most-loved residents at Salton Sea is Shirley Jones, who arrived here from Glendale with her husband, Whitey, over a year ago. Shirley says they like it here because they both have the spirit of adventure and are pioneers at heart. "We do love to watch and help the city grow." This couple is doing just that with their attractive trailer-home and surroundings, their frequent visits to various places of business and their sincere friendliness and interest in those living and working in the entire area.

When asked how she manages to keep cool these days, Shirley said "Refrigeration and sleeping through half the day." She recommends three or four showers a day and a lot of night swimming. These summer nights are glorious, according to Shirley, too beautiful to miss—and we all agree.

The Jones are night owls, really. Whitey bartends at the Hofbrau so it is easy to sleep late in

the morning. There are hours of swimming and skiing, but there is also work ahead, as they plan to start building on their lot very soon—a rumpus room first.

The big Hi-Fi set and over one hundred albums in the trailer signify their love for music and they and their friends derive much pleasure from them. Progressive and Dave Brubeck, Shirley says, is their favorite.

Two days off a week and they are spent on the coast or in the mountains doing just as they please, whether its shopping, sight-seeing, lazying at the beach or under a pine tree—or all four. "But it is always good to get back, and we love our life in the Salton Sea desert, winter or summer," says Shirley.

Shirley's own personal hobby is collecting ear-rings, an array of which is most appealing. And our "prettiest" gal, Shirley, just isn't Shirley without this adornment.

Exquisite, Fragrant Cactus Flowers Bloom In Desert

Desert in Bloom
By ESTHER GOULD
Cacti

Some of the most exquisite flowers in the world are now blooming. They are cactus flowers. In purest white, lemon or butter yellow, orange, red, pink, deep rose and magenta they flaunt their short-lived beauty, some for a day and some for only a few hours.

Some are fragrant, these usually the night-blooming kind, perfuming the evening desert air. But, fragrant or not, they are unsurpassed in the flower universe.

There are over 2,000 species of cactus and they are all native to the Americas even though some have been transported and now grow wild in many parts of the world. From the Arctic circle to the very tip of South America they can be found. Some kind of cactus grows in almost every state of the Union, even as far north and east as Maine.

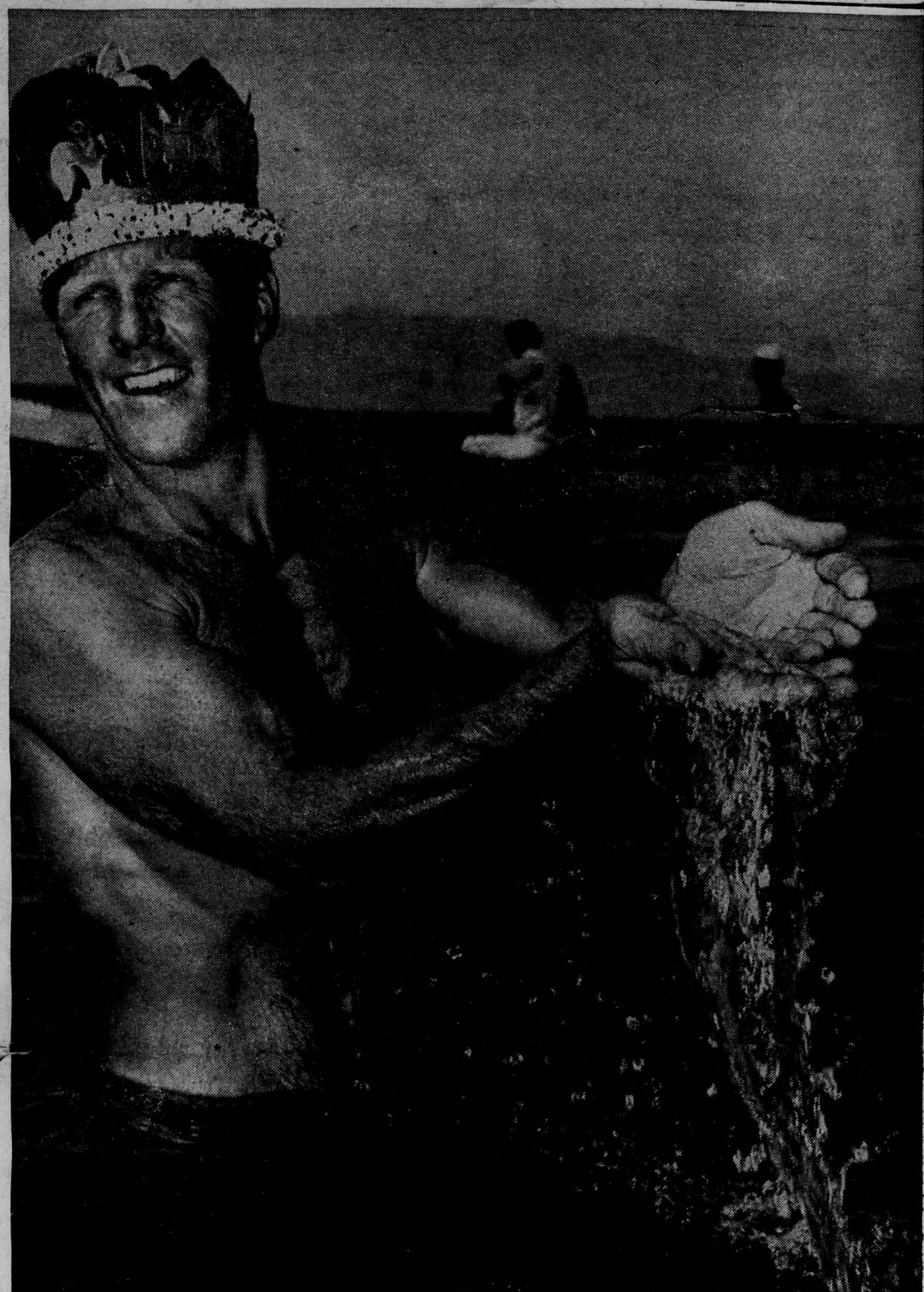
Broadly speaking, they fall into three different categories; 1. the Pereskias, a primitive leafy thorny tree form usually found in the jungle; 2. the opuntias, the most

familiar type to us, containing in this species the various prickly pears, chollas, and beavertail; 3. the cereus which has a great many subdivisions, among them such varied forms as the giant saguaro, barrel cactus, columnar and vine-like types as well as the tropical epiphyllums, popularly called orchid cactus.

California cactus is found only in the south. The most common ones are the chollas beavertail, hedgehog, grizzly bear, prickly pear, peanut, pincushion, cotton-tops, pineapple and barrel.

All these can easily be grown in your desert garden and will thrive there. But you are not confined to these natives for you can use those that come from Arizona, New Mexico, Old Mexico and South America, provided they are adapted to the same altitude and similar climate.

It is commonly thought that the saguaro is confined to the Arizona desert. Well, the saguaro does not recognize state boundaries.



NEPTUNUS PRESIDES — Neptunus Rex of Salton Sea also presided at the Mardi Gras celebration at the Beach House Fourth of July weekend. This is Tom Prophet, Temple City.

Sea View Park Features Food, Fuel, Friendship

Are you hungry? Does your car need gas? Then you should become acquainted with Fern Dorwart, who operates the Sea View Park Cafe and gas station on Hiway 99 between Salton Sea Beach and Salton City.

Since October, 1958, Fern has been on the job from 3 a.m. to eight in the evening, except for the weekend when she opens up about 9 a.m.

With so many workers in the area who must be on the job at an early hour, Seaview is becoming a very popular place and the spotless kitchen and excellent food is a good example of what can be accomplished by someone who started under adverse circumstances.

Justly proud of her "A" card, Fern is busy painting and doing some remodeling in her spare time. She now has an assistant, Al Johnson, who is as capable as

Fern and the many people who return for their three meals a day as well as gas service for their cars, find pleasant response to their needs.

Asked about her future plans, Fern feels she may some day build on her own. Right now, she is content with her steadily growing business and the many friends she is making at Salton Sea, and the Salton Seafarer takes this opportunity of wishing her continued success.

ROBARDS LINED UP

NEW YORK (AP) — Jason Robards Jr., is scheduled to make his next Broadway appearance in a new play by Lillian Hellman. The script has not yet been titled, but Robards' agent said the actor accepted it "wholeheartedly and without hesitation" after reading the first act.

Salton Sea Stay Most Fun for Burton Visitors

Relatives from Springfield, Illinois, have been visiting Roy Burtons the past two weeks. They were Millie's sister, Lucille Poe, her brother and his wife, Sylvia and Cecil Powell.

The two weeks were filled with trips to San Diego, Los Angeles, Mexico, deep sea fishing and, upon leaving, the gadabouts stated emphatically that, though they'd had a marvelous time wherever they went, most fun of all was right at Salton Sea.

A real compliment to us and one we appreciate. Happy landing, you three; already we are looking forward to your next trip west.

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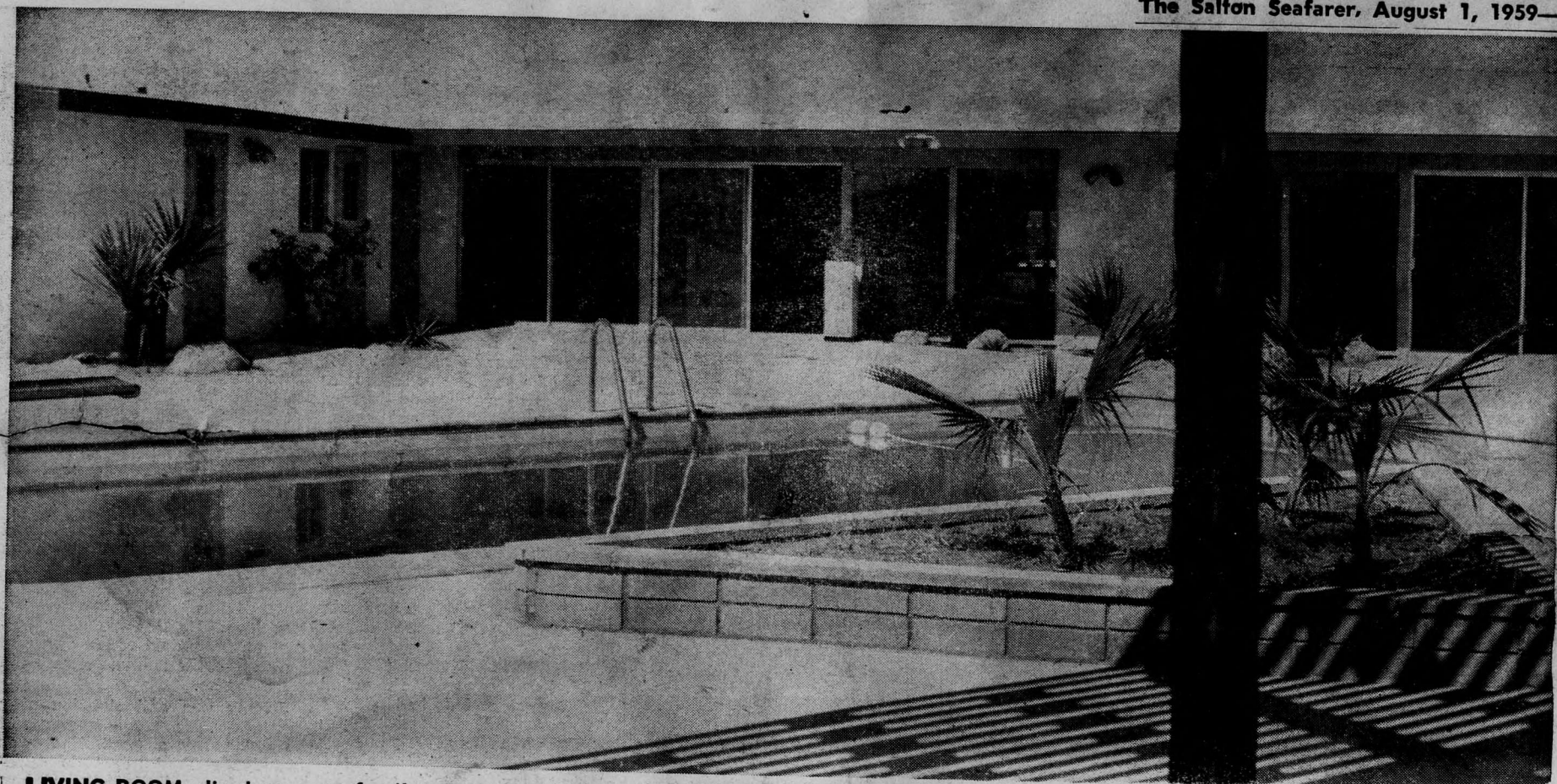
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LIVING ROOM, dinning room, family room and kitchen of Penn Phillip's new Salton City home open onto lanai with large rectangular pool.

FIG TREE JOHN'S ADVENTURES CONTINUE:

They Were Pleased With Salton Sea Beauty

A story written by Edwin Corle based upon the facts concerning the life of the historical old Apache who came to the Salton Sea in 1906 to see the newly-formed inland body of water, which, according to his tribe, had been an act of the Gods to distress the white men. Fig Tree John, Agocho, had explained to his wife "It's in the middle of the desert, a big lot of water that ran away with the white men's ditches and spoiled all their work. River did it."

When Agocho and Kaia reached the Salton Sea they were pleased with the beauty and wonder of it. They found a little oasis up from the beach where they could build their hut, grow fig trees and live in peace between the mountains and the sea.

Lonely Life

It was a lonely life, though, and became lonelier as, after their son was born, Kaia was killed by some thieves and Fig Tree was unable to overtake them for revenge he craved. So he lived in bitterness and distrust of the white men who were gradually moving in north of him. He tried desperately to teach his son, N'Chai Chidn (Johnny), the ways

of the Indians. They would spend days in the Santa Rosas hunting and knew the desert around them in its every part. Johnny loved the trips but he became increasingly intrigued by the neighbors to the north and would visit a few friends he made without his father's knowledge. Joe, a Mexican boy and his wife, who lived at the first ranch to the north, were his first friends and Johnny thrilled to his first ride in a car and the taste of his first cigarette. He spent many hours watching the cars go by on the highway when it was first completed and ran near the clearing he and Fig Tree called their home.

Agocho, clinging to the old customs of his tribe, endeavored to keep Johnny closer to him by following the rituals and ceremonies the boy had never seen or experienced. Last month's Seafarer told of Agocho's imitation of the tribal ceremony celebrated

at his son's sixteenth year and how he instilled into Johnny, if only for a few hours, the spirit of the White River Apache. They danced, drank tizwin, beat the drum and chanted for days, no one knew for how long; and Fig Tree felt sure he and the boy had done well. He had taken a big step in winning the boy over. He had felt very satisfied with the procedure. It had been even more successful than he had hoped. He reviewed the ceremony in his mind and felt that it couldn't have been much better had it been back among his own people. The boy had responded as he knew he would.

Very Happy

It was three or four days before they had rested enough from their drinking and dancing to go on another hunting trip. Agocho was very happy and life seemed worthwhile and he felt the boy should feel happy too. He was surprised when he seemed pensive and uncertain.

This was the first time Johnny had been drunk or had experienced the wildness of an Indian ceremony and he didn't understand its meaning. He was confused and sick, but he agreed to the hunting trip.

They were gone for ten days. They roamed about the mountain country and visited new canyons and valleys. They got a couple of sheep and Agocho was lucky enough to bag a deer. They journeyed so far into the mountain country that they crossed the

divide of the coast range and found creeks and rivers that flowed westerly toward the Pacific Ocean. They passed ranch country and once they saw the town of Julian in a valley below them. Back in the mountain recesses they discovered other Indians and once they camped near them in a place called Los Coyotes Indian Reservation. They had little to say to these people. Agocho explained that they were obviously inferior to Apaches and that they had succumbed to the force of the white world and were not Indians worthy of respect.

The boy wasn't interested in them in spite of the fact that they were the only other tribe he had ever seen at close range. Compared to the people of the Coachella Valley they were stupid. They had no big date ranches or Ford cars. There wasn't one of them as smart as Jose. He preferred to work and learn things and have a Ford car and a beautiful girl like Jose had. That was living. He was glad when they rode east again and down the mountain slopes to the desert and finally back to the clearing. It seemed good to be coming home.

The next day there was work to do. They cut the meat into long

strips and dried the hides of the animals. They had to store away the pinon and yucca stalks they had collected. Two days after their return from the hunt the boy rode out of the clearing. He was going for the day and Agocho watched him ride away without resentment. He sat beside the kowa and made a belt from the hides and added the teeth of the deer for decoration.

The boy didn't want his father to know where he was going. He wouldn't understand and there was no use telling him. Ten minutes after he left the clearing he was at the Mack Ranch.

"I Want Her"

Joe was repairing an inner tube for Mr. Mack's car.

While there Johnny saw an attractive girl come out of the ranch house and asked Jose about her. That's my wife's sister. She's workin' for Mrs. Mack in the kitchen. She's my wife's sister."

"Nice girl," said Johnny. "I want her."

"She's lookin' for a husband only she don't know it," said Jose. "She got a father and a mother and four brothers and four sisters. They all gone broke in El Centro because not enough work

(Continued on Page 8)

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KIDS KORNER

We wonder if many California cities, mountain resorts and beach towns have noticed the increased population as Salton Sea kids take their vacations.

We miss them, but new people take their places by vacationing here. Those who have left us for short times or for the summer are Bill Drake, gone to Big Bear; Kristine Awalt, Redondo Beach; Joyce Wilkeson, Vista; Dixie Herrell, Long Beach; Benny King, Vista; Vickie and Johnny McCrory, Baldwin Park; Chris Dooley, Rosemead; Sandy Dooley, Glendale; Jan Fadler, Chino; Oren Fadler, Glendale.

Our local Yul Brynner's hair is finally growing out. We just hope that this fad doesn't spread to more than one.

Tuesday, July 27th, was a perfect day for skiing, the sea was as smooth as glass. Nearly everyone here moved one step ahead in skiing skills. Joleen Landis, who has been visiting her sister, Joyce Haskell, made it up on two skis and is really doing fine. We all wish that she could stay with us for the rest of the summer.

Diana Berger and Sharon Moede are on singles now and have very good form already! Of course Kathy Dozah is on a single, that girl is a natural. Her brothers had better move fast — Kathy's gaining!

Service Boat Weekends

Max Fadler, Sundial, reports the arrival of a 17-foot POWERCAT, powered by two 1960 Models, Mercury 400, which is to be put into use as a Service Boat for the Salton Sea.

Plans are to make two trips around Salton every Saturday and Sunday, carrying minor repair parts and lending assistance to various motors.

The launching of the 17-foot POWERCAT also launches Fadler's POWERCAT franchise, and the new Mercury 60's are now available at Sundial. Max invites those interested to a demonstration of the new boat with its super Mercury motor. It is an all-glass, twin-hulled boat and, according to Fadler, might very well have been designed especially for the unpredictable Salton Sea as it takes to all kinds of water and has a way of leveling the water behind it. Hear ye, skiers!

Adventures of Fig Tree John . . .

(Continued From Page 7)

in lettuce fields. She youngest so my wife and I get her and let her stay here for workin' for Mrs. Mack."

"I like to have her," said Johnny. "You got one."

"Say, we like to get her married but she wouldn't marry you. No sense to that. You ain't got nothing. I got a education. You don't know nothing. I got a job. I make damn good money. Got a Ford. Got money in the bank. I got a right to have a wife."

So Johnny now knew he must have a job. Jose loaned him some white man's working clothes and directed him to Mr. Paul's ranch, where he was hired for \$10 a week to pollinize dates.

"Well, you behave yourself and we'll get along all right," said Mr. Paul. "If you don't, off you go."

Trouble Ahead

Mr. Paul went back to the house and Johnny rode down the beach of Salton Sea. Half way home he took off the pants and the shirt and hid them in a mesquite bush. Agocho wouldn't understand them. He knew that there was going to be trouble about this and he wanted to avoid it as long as possible.

Johnny left early every morning and Agocho, becoming suspicious, followed the boy's tracks as far as the southern boundary of the Paul ranch. Two more days went by and still he continued to go to the white people. Agocho felt sure there must be something wrong with his son. Had he been accursed? It was incredible, especially after the great success of the ceremony and the powers that had been invoked thereby. Agocho decided he would stop the boy next morning. He would not let him go up to that country again. His word was law; he was the patriarch.

In the morning the boy made no effort to leave. He stayed around the clearing of his own free will and he occupied his time by making a necklace of animal's teeth — a necklace bearing contributions from coyotes, sheep, mountain lions and jackrabbits. Agocho was relieved. Perhaps everything was going to be all right now. He didn't know it was Sunday and that Mr. Paul had told Johnny not to come to work but to rest and get ready for Monday when they would begin pollinization and there would be plenty to do.

Agocho was hopeful and he gave thanks to the Great Spirits. But the next morning when he rose at dawn the boy was already up and away. He had slipped quietly away

and the tracks showed the way he had gone. Agocho was furious. He mounted a horse and rode straight for the Paul ranch.

Johnny liked Mr. and Mrs. Paul and he liked learning the white man's ways. He learned many things about the organization and maintenance of a date ranch. He had two more rides in an automobile that was not a Ford car, but a Buick. Twice he had gone to town with Mr. Paul.

River to Sea

Several times during the week he went over to the Mack ranch. Between the Paul Ranch and the Mack Ranch was a stretch of desert, forty acres that belonged to Mack and had never been cleared. Paul's grove of date trees stopped abruptly at this forty acres and Mack's trees began on the other side. Across the middle of this uncleared land ran a dry wash full of soft sand and smoke trees. Occasionally, when there were storms in the Santa Rosas the water ran down from the mountains and for a day or two the wash became a small river which ran into the Salton Sea.

Johnny had walked across the desert and into Mack's grove and then on to the houses. On each trip he saw Jose for half an hour and he had two glimpses of Maria. Once she passed by and when he looked at her she smiled at him and then went on faster.

Then came the Sunday when Johnny stayed in the clearing and made a necklace of animal's teeth, and then Monday and time for pollinization. Mr. Paul explained to Johnny as simply as he could that this process would make the trees bear dates, and if the pollinization were not skillfully done the dates would not be good. These were all female trees but the blossoms were from a male tree, and if they waited for the wind to blow the pollen from the male tree they might have dates and they might not.

Spilled Pollen

After several more lessons Mr. Paul sent Johnny up the ladder and he followed. He gave Johnny the knife and one of the shoots containing pollen blossoms and Johnny tried to imitate what he had seen Mr. Paul do. At first he made mistakes. He put the blossoms into the stalk but he spilled much of the valuable pollen dust, and another time he tied the string too tight and once he cut the stalk in two instead of only slitting. But after a while he got used to it and they took turns with Mr. Paul watching him and explaining when he did something wrong. Johnny wanted to please Mr. Paul and he tried hard to do it right. They went on down

the line, tree after tree, until they had reached the end of the grove at the edge of the desert. Then they moved to the next line of trees and they began to work their way back toward the ranch house.

Agocho rode through the desert, cut across salt grass and followed the eastern boundary of the date grove to the house. Nobody was in sight. He rode around to the rear and he saw one of his horses nibbling salt grass beyond the feed shed. He dismounted and looked around. He went over to the house and peered in a window. Mrs. Paul, inside, saw him and for an instant she was frightened. Agocho was fifty-nine, almost sixty, and he looked older. He was dressed in native costume, his face was wrinkled and his mouth was set and grim. He didn't look friendly. Mrs. Paul watched him walk around the house toward the rear.

"Want My Horse"

"What do you want?" she called. He turned and looked at her. "I know you," she said. "You're Fig Tree John. What do you want, Fig Tree?"

"Want my horse," said Fig Tree.

"That's your son's horse."

"Where white man?" asked Fig Tree.

"They're out in the grove somewhere, pollinizing. That way."

She pointed. He mounted his horse and led Johnny's horse after him and rode into the date grove.

As he descended the ladder, Johnny turned around and saw his father riding toward him with his own horse in tow. He was startled. Agocho looked angry. He stopped his horse some twenty feet away and stared. Johnny walked slowly over to him, and Mr. Paul, who had been above Johnny on the ladder, stopped half way down and looked at the stranger. He was about to hail him, but there was something in the silent figure on horseback that stopped him. He stood on the ladder and watched while Johnny went over beside Fig Tree and they spoke. They spoke quietly, almost softly, and every once in a while some unknown Indian words floated over toward him. He had a good view of Fig Tree who was looking down. He especially noticed Fig Tree's eyes. They were small staring eyeballs and a great deal of white showing. There was a sudden shriek, a wild animal yell, and he couldn't tell whether it came from Johnny or from Fig Tree.

Knife Ready

In the flash of a second Johnny was dodging to one side and Fig Tree, in a frenzy, was trying to beat him over the head with his fist. And Fig Tree's horse, startled by the sudden activity, was rearing and plunging. Johnny slipped and fell on one knee and the animal just missed him.

"Hey! Hey! What's going on here?" yelled Paul. He brand-

ished the date knife, but was afraid to get near the plunging horse. Johnny was on his feet, standing between him and Fig Tree, watching Fig Tree every instant.

Fig Tree quieted the horse. He glared at Johnny and at Paul. The other horse broke away in the excitement and had galloped a short distance across the grove. Paul waited, holding the knife ready for action expecting anything to happen.

"Fig Tree John, you get out of here," he commanded. "Get off my land."

"Go on! Get out!" he said.

Fig Tree pulled his horse's head to the right and rode off across the grove. He trotted over to the other horse and retrieved it. Paul watched him go. Fig Tree didn't look back. He tied the other animal to the saddle of his own and the walked the animals toward the ranch house.

Johnny was still standing near the ladder. He was trembling and he didn't say a word. Paul was afraid Fig Tree might do something more and he followed him out of the grove, past the house and on into the desert. Paul stopped at the desert edge and watched Fig Tree until he was out of sight in the greasewood and mesquite. Then he went back to the grove. Johnny was waiting. Paul tried to ask him about Fig Tree, if he was crazy, what he meant by his attack and what he and Johnny had said to each other, but Johnny wouldn't answer. He simply looked serious and shook his head once or twice.

Couldn't Concentrate

They went on with the pollinization but Johnny couldn't concentrate on his work and Mr. Paul made him stop the accurate work and let him hold the ladder and move it about for the rest of the day. That night Mrs. Paul gave Johnny some blankets to sleep in the feed shed. That evening Johnny visited the Mack Ranch, Jose, his wife, and Maria. For the first time he entered a house and for the first time he heard a phonograph. They played Barney Google and Jose danced with his wife. A new life was opening for Johnny and he felt he was learning many things.

The next day Maria was delivering a message to Mrs. Paul when Johnny stopped her and gave her the necklace he had made.

"I made this for you," he said.

Maria stopped and looked. She held the necklace in her hands. She thought it was ugly. She thought the animals' teeth were hideous things, but she liked Johnny. She didn't like to touch the necklace but she put it over her head unable to resist anything in the nature of decoration. The gift did not please her as a gift, but she liked it coming from Johnny.

The HOFBRAU Salton City

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DRAUGHT BEER

Dancing Sat. Night 9-2

PAT BARBARA'S COMBO

Formerly

THUNDERBIRD

RACQUET CLUB

(Palm Springs)

CLEAN CAMP SITES URGED

A new program intended to educate hunters and fishermen on the importance of leaving clean camp sites and not littering public or private land is being undertaken by the Department.

Director William E. Warne said the problem of the litterbug is of vital importance to the future of outdoor recreation in California, particularly as it concerns the opening of private land to hunters and fishermen.

"We are going to try to impress the sportsmen that they must form the habit of cleaning up after themselves if they expect to be permitted on privately owned land," Warne said.

"While hunting and fishing opportunity is constantly being decreased by the expansion of suburban residential and industrial development," the director continued, "additional thousands of acres of farm and ranch land are being closed to sportsmen by landholders who don't want their property to look like a garbage dump. If property owners could be sure hunters and fishermen would keep the premises clean, much of this land might be opened."

Salton Sea Sales

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SALTON CITY

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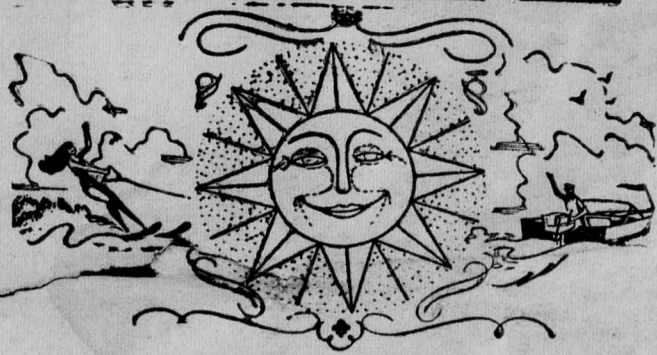
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SALTON

L.A.

CITY

SALTON



Sea Breeze

Penn Lines

In, on and under the water the people of this country are becoming extremely cognizant of the fun of boating, fishing, water skiing and skin diving. And, the end appears nowhere in sight either, for statistics indicate one out of every six families now owns a pleasure boat of some kind and boat manufacturers are literally betting their shirts that this ratio is going to increase in the next few years. There are now about 7,000,000 pleasure boats and by 1965 the guess is that there will be about 15,000,000 boats creating "boat-jams" on the sea-highways.

California, of course, with its thousand mile coastline and large inland lakes and the Salton Sea, is the leader in this new recreation-hobby-business. The state is even now preparing for the rush. A recent article in the Los Angeles Times said that the coast will soon be dotted with "boatels" where the boat owner can stop each night. The boatels and marinas will be located about 25 miles apart. Five and one-half million dollars has already been appropriated for this type of development by the state and for money coming from taxes on boat fuel.

This program is under the one-year-old Small Craft and Harbors Commission. Eventually it is planned to establish a series of marinas or botels on the inland lakes and seas, as well as along the coast. It is my opinion that the state will move up quickly on this program for the figures show that the boating fans number more than twice the size of total admissions to all major league baseball games. And these people spend over \$1 billion a year to keep their boats running. With this kind of interest, the state government is almost compelled to build facilities.

However, governmental agencies are not alone in seeing the very definite need of such marine facilities. Many private hotel and motel interests are also making plans for boatels.

You will recall that last month's Penn Lines stated that Jack Dempsey and I plan to build a boatel at Salton City. Our plans are moving ahead—slowly—but surely, and the day will come when there will be so many boatels on the Salton Sea that they will no longer be an oddity.

Penn
M. Penn Phillips

New Residents At Salton City

New residents of Salton City are Louis Miller; Fulton Wright; Howard Francis; the Charles Kleenmans; the Petersons; Joe Thrasher; Mr. and Mrs. George Lubanko; Mr. and Mrs. Art Neil; and Mr. and Mrs. Walter Wright, Wright is Tract Manager for Salton Sea Shores.



CERTIFICATES OF GRADUATION — Pictured above, left to right, William Sanford, San Diego area sales manager for Salton Sea Realty Co., William E. Newell, president of William E. Newell Enterprises, Salton Sea Realty Company's parent company, and Colonel Kenneth M. Barager. Newell is signing graduation

certificate for approximately 75 students who graduated Tuesday night, July 21, from the Salton Sea Realty Company's free real estate classes held at the former Kelsey-Jenney location at 11th and C Streets, downtown San Diego.

Salton Sea Realty Co. Passes \$7,000,000 Mark

Salton Sea Realty Company, a subsidiary of the William E. Newell Enterprises at 8348 Beverly Boulevard in Los Angeles, has now sold in excess of \$7,000,000 worth of property in the spectacularly expanding Salton City area around the Salton Sea.

This figure of \$7,000,000 worth of property, representing 19,600 acres, was pointed up by Mr. William E. Newell, president of William E. Newell Enterprises and one of the founders of the Salton City development, as indicative of

the major California trend toward resort area living.

Mr. Newell was in San Diego to be present at last Tuesday night's graduation ceremonies of the free Salton Sea Realty Company's real estate classes.

The "Real Estate Institute of the Air," a free preparatory school for future real estate sales licensees, is conducted for the Salton Sea Realty Company by Colonel Kenneth M. Barager, president of Kelsey - Jenney College here in San Diego.

Mr. Newell also pointed out that

last Tuesday's graduation classes involved approximately 75 students and was, to the best of their knowledge, the largest single real estate class ever graduated in the state of California in recent years.

Mr. Newell also announced tentative plans for a resort real estate development within the confines of San Diego County, which will be even larger than the rapidly expanding Salton City area. Plans and preliminary engineering for this development are now in the final stages and will be announced this fall.

Refreshing as The 'Seabreeze'

A thought written by Rolden L. Borden of Los Angeles, an old-time realtor subdivider, and handed to the Seafarer by D.D. Watson, president of Salt'n Sea, Inc., seems right and refreshing as the breeze in "Seabreeze."

According to Mr. Borden, a great Persian prophet spoke as follows: "I am here upon this earth to beautify the earth and to turn the Desert into Paradise — a Paradise most suitable for God and His associates to dwell therein."

It is right, as Mr. Watson suggests, "that our very wonderful friend, M. Penn Phillips, is the one carrying on here at the Salton Sea for this great ancient prophet."

Watson, Son Form New Firm

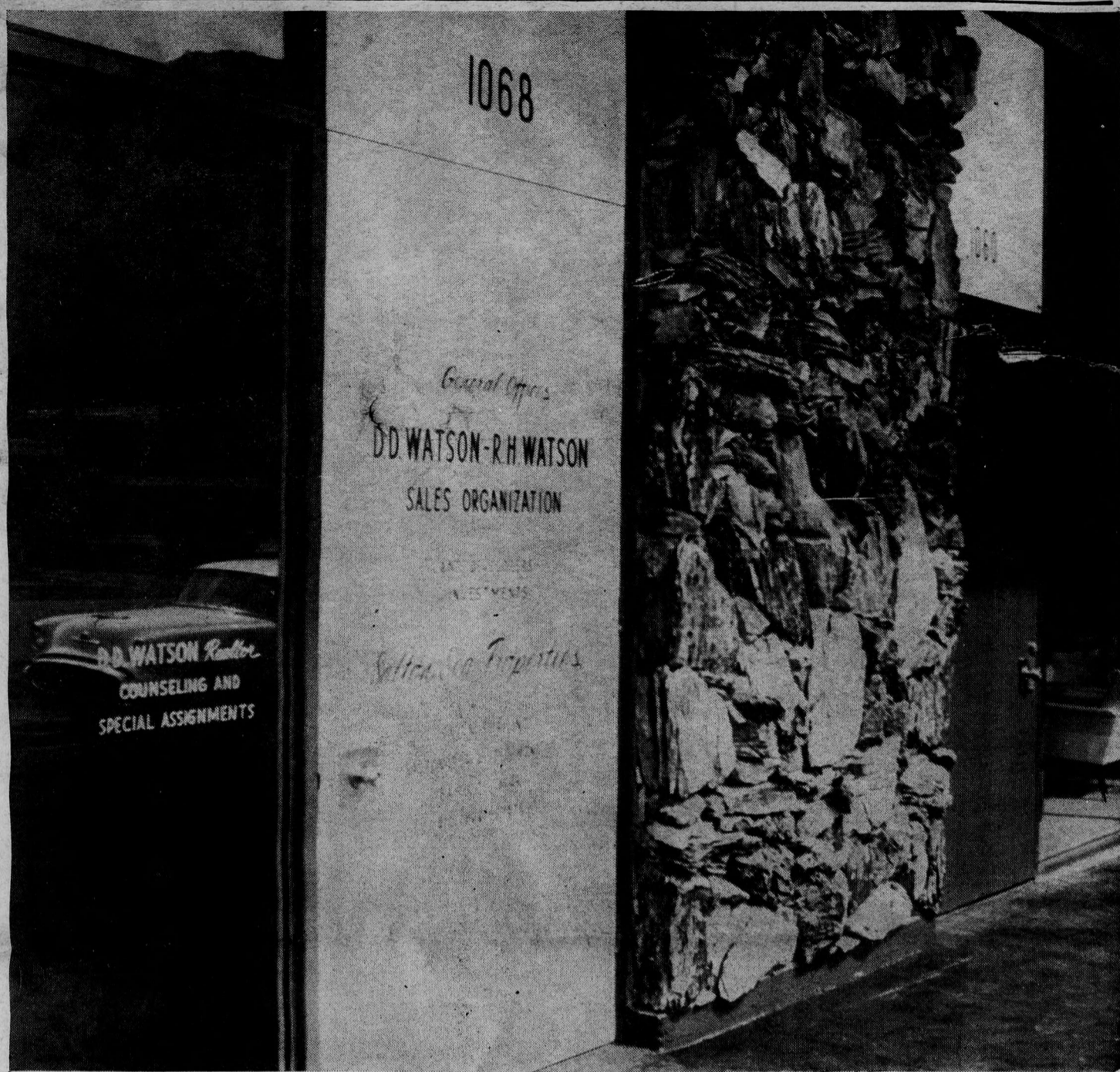
D.D. Watson and his son, Robert H., are owners of the newly-formed company known as the D.D. Watson - R.H. Watson Sales Organization. Recently - opened offices are at 1068 North Palm Canyon Drive.

"Practically all business will be handled directly with well-established realtors throughout the state," Watson said. He and his son are owners and developers in the M. Penn Phillips Salton City enterprises and at the present time their sales organization is handling the sale of their own properties as well as the Air Park Estates and Bahia Del Mar Marina Projects, which are owned and being developed by Thomas Bros., prominent industrialists of Pasadena.

"Asked why we decided on Palm Springs," Mr. Watson stated, "While our own activities are statewide, we are primarily interested in the development and sale of recreational property. It is now estimated that fifty million dollars are being spent at Salton Sea and to what we already have will be added a winter sports playground second to none in the West. Palm Springs and its surrounding metropolitan area is not only the golfing capital but the 'white spot' when one thinks of recreation."

Associates with the Watson organization are R.H. "Bob" Kennedy, sales director, B.H. "Bud" Mayfield, sales manager and Paul Rand, administrative director.

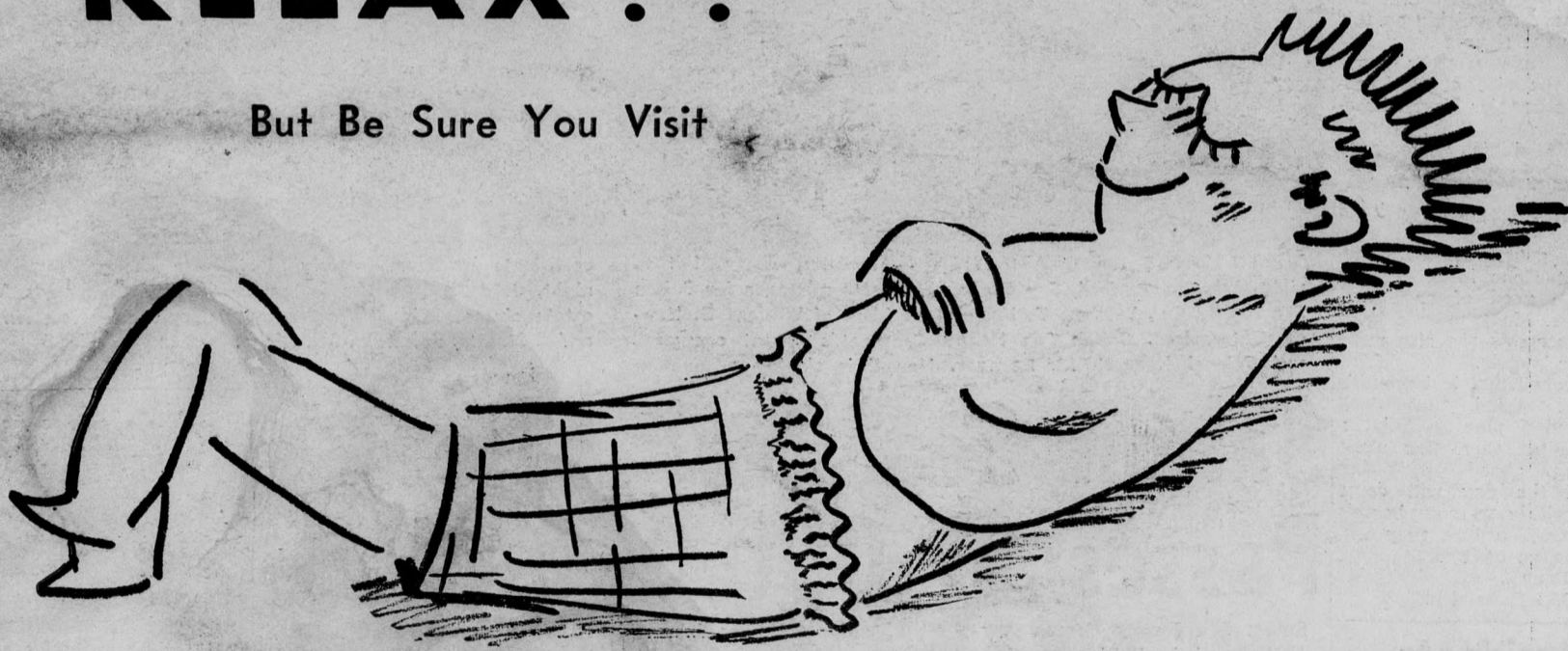
The modern, new offices include private office space and facilities in the rear for conferences.



HERE are the general offices of the D. D. Watson-R. H. Watson sales organization, newly established on North Palm Canyon Drive in Palm Springs.

RELAX!!

But Be Sure You Visit

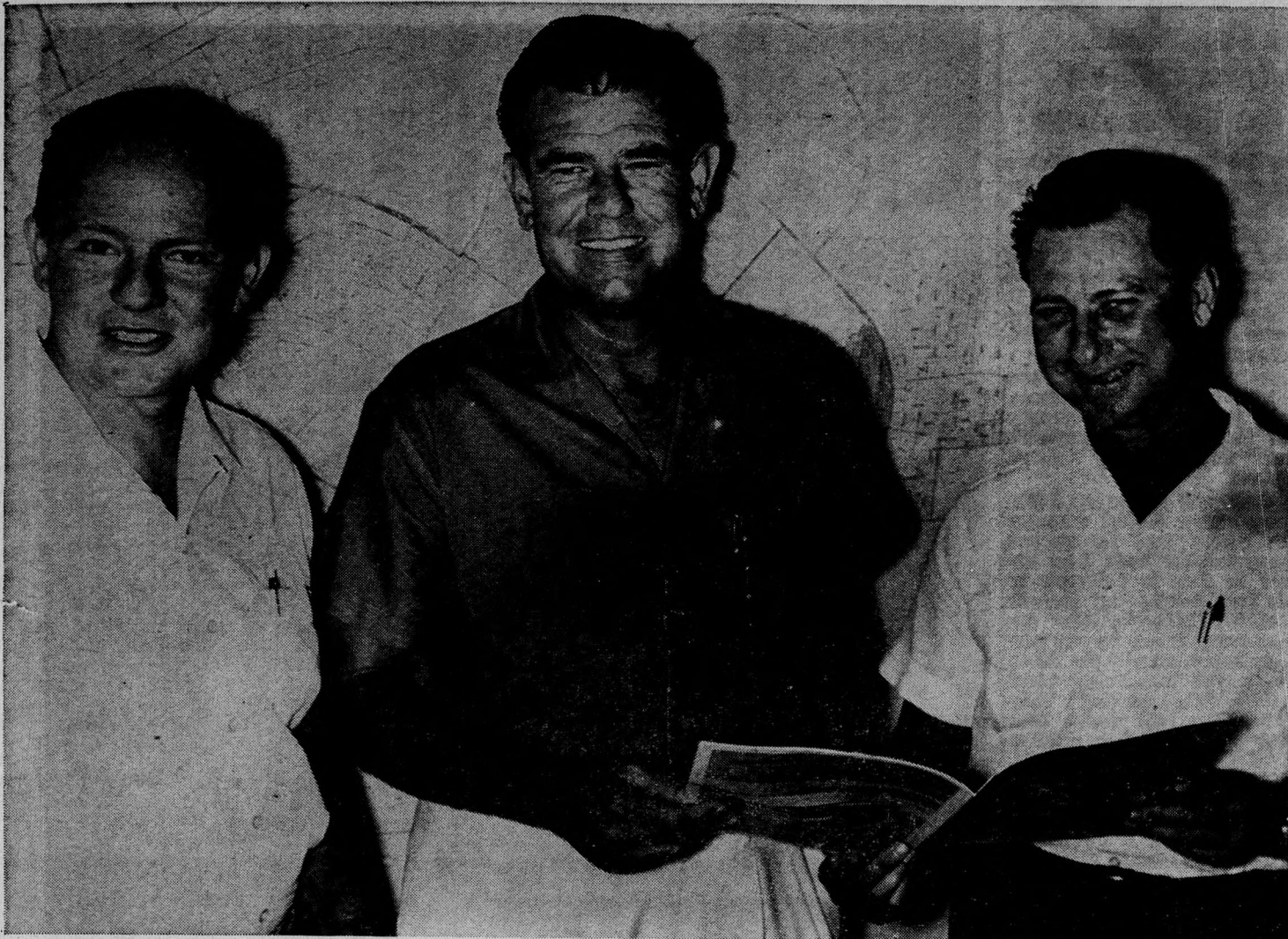


Salton Riviera...

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ON THE TEAM: Bob Kennedy, Bud Mayfield, Paul Rand

Teamwork Results in Leadership

It takes teamwork and a strong backfield with good sportsmanship to be leaders in football or any game. Bob Kennedy, formerly an All-American football star for Washington State and with five years of professional football experience on the team of the New York Yankees, takes leadership in his stride as sales director of the D.D. Watson, R.H. Watson Sales Organization, owners and developers in the Penn Phillips Salton Sea Enterprises. Bob Kennedy is in demand as a speaker at service clubs, telling the story of Salton Sea.

Teammate, Bud Mayfield, as sales manager, co-ordinates the selling procedure and assists brokers of the state in turning the fabulous story of Salton City into consummated sales. Mr. Mayfield has been active at Salton City since its beginning. For the past thirteen years he has held responsible sales positions including sales manager of the Pioneer Land Co. and general sales manager of Signature Homes.

From home position, as administrative director, at the new offices of the D.D. Watson-R.H. Watson sales organization, 1068 N. Palm Canyon Drive in Palm Springs, Paul Rand adds another broad back to the All-American selling program of Salton Sea properties.

Here's Proof That Population Increases

Mrs. Shortridge, El Cajon, sends news of friends across the Sea, and we hope she can supply Bombay Beach happenings for the Seafarer every month. Mrs. Shortridge and husband, Ronald, have been at Bombay almost three years now, have built their beach home there.

Bash and Retha Bashford, owners of the Ski Inn Cafe at Bombay Beach, are expecting a new arrival to "ski" in sometime in September. Mrs. Ronald Shortridge and Mrs. Bea Brandenburg, property owners, surprised Retha with a baby shower on July 4th. Thirteen people attended. Cool refreshments were served and Mrs. Bashford received many gifts.

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H. EBENSTEIN
Top Salesman for May

TOP SALESMAN FOR MAY:

Ebenstein Has Had Long And Distinguished Career

H. Ebenstein, the Salton Riviera's top salesman for the month of May, has had a long and distinguished career in a variety of fields, according to Phillip L. Greig, sales manager for the company. Therefore it came as no surprise that he was able to be the top salesman among many in a very short period of time, Greig, said.

Ebenstein has long been noted for his work in creating and developing either new products or new services for which he felt there was a public need.

During the first World War he organized the administration of the Jewish Welfare Board. Following the war he organized his own general insurance brokerage firm and pioneered in the development of many new coverages, particularly for the motion picture and theatrical industries, banking houses and

the newspaper and baking industries.

In the late thirties, he founded the firm of Radio Attractions, Inc. and pioneered in the business of producing important radio programs on recordings, utilizing motion picture techniques in production. Later he participated in the development of the refreshment counter in theatres and helped develop the company, now on the New York Stock Exchange, which serves thousands of theatres throughout the country.

In 1937, he retired to devote himself to less arduous work. Among Ebenstein's recent activities has been a motion picture production in Hong Kong and the acquiring control of a famous Movie Ranch.

He came to the M. Penn Phillips Co. through his personal friend, Cliff Helms, earlier this year.

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Last, But Not Least: A Poem

By VERN R. SMITH
Hospitality House
Marina Drive, Salton City

There was a man in our town
And he was wondrous wise;
He wants to live at Salton Sea
and is his wife surprised!
She also wants to live down there
But now the battle's done.
She thought she'd have to fight
for it
But their hearts beat as one.
He thought the heat would be too
great
The town could never grow!
Why all one ever sees down there
Is sand and weeds and woe.
So then he went to see Palm
Springs
And that was no mistake
For that good town, though grow-
ing fast,
Don't even have a lake.
A fellow from out Vista way—
Or was it San Berdoo—
Said desert homes were not for
him
They're for the smogged-out
crew.
But he has now learned to ski
to ski.
It was the other day,
And so there's nothing on this
earth
Can keep the guy away.
Say, did you ever catch a fish
That fought you all the way?
And when you got him in the boat
Might not be there to stay?
Tie into a Corvina once—
Know what it's all about.
And that eight pounds cussedness
Tastes almost like a trout.
Perhaps it does get hot down here
But summer passes soon,
And who can suffer from the heat
In an air-conditioned room?

Los Angeles Riviera Office Wins Third Time

The Los Angeles Salton Riviera office under Cliff Helms was the sales leader for that company for the third consecutive month, according to Phillip L. Greig, sales manager. Greig said that there had never been such a precedent in all the years he has been a sales manager for the M. Penn Phillips Company.

Top salesman for the month was a member of Helms' sales force. Richard E. Doscher, until recently a New Yorker, led the company's salesmen in total dollar volume, Greig said.

Doscher, until joining the Salton Riviera, was a district manager of the largest land development company in New York. Last November he flew to California to survey land development projects in Southern California. After examining many areas, he was particularly impressed with the Salton Sea area and immediately wired his wife to "start packing". Within two and a half weeks, Mrs. Doscher and their two children were winging west to California.

But we don't have to live in smog,
Don't send us any pity,
No rat-race on our boulevards,
Not here in Salton City.
If you should happen down this
way—
It seems that most folks do—
come right in and see our
home
We'd like to chat with you.
The welcome mat is by the door
And it is there to stay.
And if there's some way we can
help
We've had a perfect day.
Hospitality House
Marina Drive
Salton City

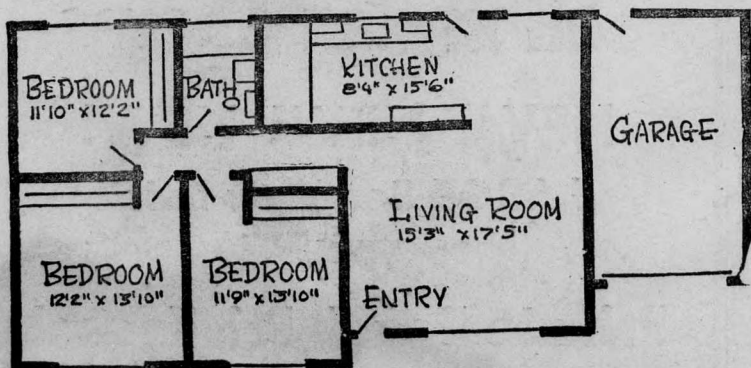
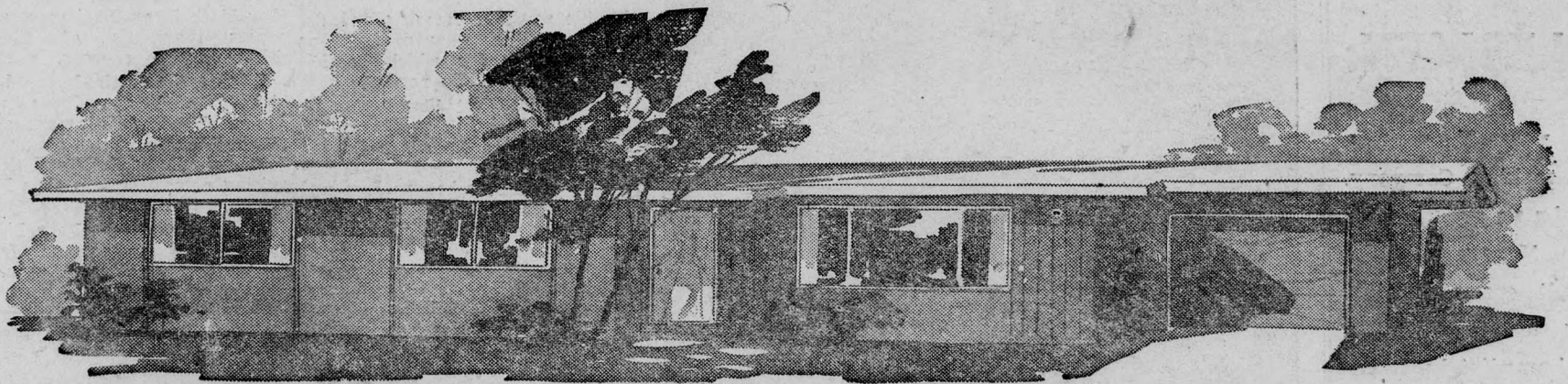


MAIN TOPIC IS GROWTH — Salton City Sales and growth was the main topic at seminar and opening of new offices at 1068 N. Palm Canyon Drive, Palm Springs. D. D. Watson, former California Real Estate Commissioner, accepts checks from R. A. Coffin and William Wirth from Holiday Realty of Palm Desert. The checks repre-

sent recent sales of property at Salton City. Watson and his son, Robert H., last week entertained 30 brokers at luncheon who traveled to Palm Springs from various parts of California for the opening of the new offices of D. D. Watson-R. H. Watson Sales Organization.

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... and many more !!

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