



MARINA VISTA MOTEL — Scheduled to open Oct. 31 was Salton City's first accommodations near the sea. They have many new features to offer guests at Salton Sea.

U.S. POSTAGE
Thermal, Calif.
Postage Paid
Permit No. 36

The Salton Seafarer

Vol. 2 No. 7—THE SALTON SEAFARER—

November 1, 1959 20 cents per copy



SALTON MERMAID — Carol Chaplin of El Cajon will attempt a two-way swim of Salton Sea Nov. 21 over a 21-mile course from Salton Sea Beach

to Charlie's and return. It's a course set by Ray Carmassi in 1954.

Girl to Try Two-Way Swim on Salton Sea

Miss Carol Ann Chaplin, a 20-year-old mermaid from Grossmont, Calif., who was the first person on record to swim the 14½ miles from the Coronado Islands to Point Loma, has announced a two-way swim try at Salton Sea. The comely splasher plans to enter the water at Salton Sea Beach Nov. 29 for a swim across the sea to Charlie's and return. It will be the same 21-mile stint first made by Ray Carmassi in 1954, a route for which Amy Highland of Long Beach holds the record of 14 hours and 47 minutes. A peak at Miss Chaplin's record suggests she might be just the girl to set a new mark for this marathon swim. She was taken out of the water just a quarter of a mile from the mainland Sept. 14, 1958, after covering 30 miles in 14 hours and 54 minutes. A storm stopped her first pro race at Salton Sea last May. She finished third in a 19 mile swim at Guaymas, Mexico, May 17, 1959, completing the swim in 11 hours and 24 minutes. Just last September Carol swam 21 miles in 13 hours, 56 minutes, 20 seconds. The word is that she's ready and expects to make Salton Sea her oyster.

Marina Vista Motel Opens With 24 Luxurious Units

The beautiful, colorful and modern Marina Vista Motel seems to have miraculously and startlingly emerged from the desert sands near Salton City's Marina, the 24 units complete in every detail. This is Salton City's first near-the-seafront motel. From the furnishings in solid walnut, individually designed by Heywood Wakefield for the Marina Vista Motel, to the new Champagne Legacy Acrilan carpeting by Mohawk, each unit has been planned for the ultimate in comfort. Hi-fi and radio are installed, there are four-season heat pumps to control temperatures, full baths individual parking and patio areas, an inviting pool by Anthony, excellent lighting, comfortable chairs for relaxing or reading, and aluminum-lined draperies to reduce the heat and keep out the early light for those wishing to sleep in. Everything is in place and arranged to assure guests of a memorable vacation at Marina Vista Motel.

Hurbachi Type charcoal broilers are provided for poolside dining at guests' convenience, and there is adequate refrigeration to store food. Continental breakfast will be served.

The unusual lighting presents a reath-taking night-time view coupled with the striking landscaping done by Earl Fares Landscapes, of Salton City. The electrical fixtures are designed so that they lend color even during the day.

These 24 units are the forerunner of an anticipated 64.

Officers of the Marina Vista Motels with main offices at 915 Colorado Ave., Glendale, are E. Allan Reading, president-director; Charles R. Arnone, vice-president; Cecil McLennan, secretary-treasurer; Earle Moore, Norman McLennan, Norman D. McLennan, Neil McLennan and Reilly Haffman, directors, and Allen Bradbury.

Calla and Bernard Walker have been chosen as resident managers and have recently arrived at Salton City from St. Clair Shores on Lake St. Clair, Mich.

An open house for developers and salesmen was planned for Saturday and Sunday, Oct. 31 and Nov. 1.

The construction of Marina Vista Motel is by McLellan Brothers, General Contractors, Salton City.

Dixie Herrell Is Sales Representative

One of the busiest of Salton Sea's teenagers, a senior at CVHS, Dixie Herrell, is sales representative for Avon Products. She is really doing a good job. Dixie is a pianist, loves to dance and is an artist at cake decorating. We think she will be successful in whatever she decides to do.



PAUL WIERMAN and his large family.

Wierman Appointed to Sales Post

Lloyd McDonald, Sales Director for Thayer Sales, Inc. (Dick Thayer and associates), announces the appointment of Paul Wierman as General Sales Manger.

Mr. Wierman, who has made his home in Pasadena the past fifteen years, is the father of four boys and three girls. He and his charming wife, Edna, exemplify the ideal American family.

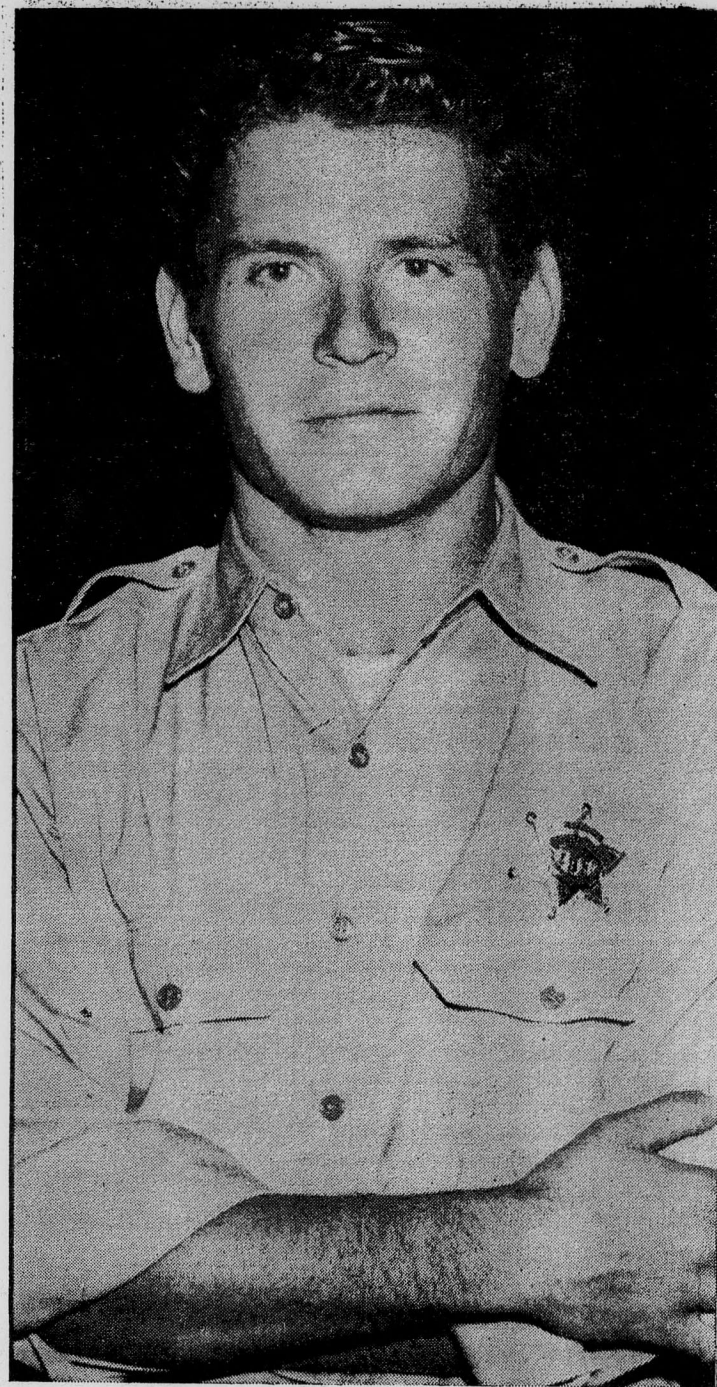
Paul has had wide and diversified experience in sales work and many years in the real estate field. He has devoted his time this past few weeks to re-decorating and re-furnishing for Sales Headquarters at 719 East Union St., Pasadena.

The Thayers and Loyd are extremely pleased to have Paul Wierman as their associate and predict more news of him in the coming months. We take this opportunity to say, "Hats off, good luck and best wishes, Paul, for a successful season."

3,000,000 Fish In Salton Sea

How many fish in Salton Sea? The latest estimate, by Game Warden Jack Bedwell, is 3,000,000—plus. How Big? There have been catches up to 24 pounds, 42" length. Limit: six fish in any one day. Best bait: live, mud suckers or minnows which are available from dealers most anywhere.

The Nebraska State Legislature has only one house. Its members are classed as sentaors.



Doug Haskell Aids Patrol, Serves in Emergencies

Doug Haskell, volunteer deputy, surprised friends recently when he appeared in uniform for the first time. Doug is now assisting John McCrory and Charlie Jones with their patrol and assistance in emergencies along Salton north-west shores.

Since July, 1958, Doug has been employed by Valley Transit and moved to the Beach with his family in March of this year.

Most of Doug's working years have been spent on the House and Haskell Farms in Seeley, where his father found plenty for him to do.

He spent three years in the

army and shortly after his return met Joyce Landis, Miss Imperial Valley of 1954, whom he married. The Haskell's are active and popular members of the community in which they live and their generosity and interest in devoting time to the welfare of residents is deeply appreciated.

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?

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City

The Salton Seafarer

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Please send me maps at 25 cents
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Street

City



LYLE WOMACK

Lyle Womack Career Is Unique

The career of Lyle Womack, exclusive sales agent for Salton Sea Shores, is packed with the unusual. He graduated from Iowa State in 1924. He majored in agriculture and became what he calls "ham and egg man" for Armour's sales division.

Ruth Elder, the world-renowned aviatrix, was his first wife.

In 1926 Lyle took his first steps in real estate in Florida and in Hendersonville, N.C. Although successful, adventure called and in 1929 he sailed out of New York harbor on Admiral Byrd's first arctic expedition. Their vessel was locked in the arctic ice pack for nine months.

According to Lyle this wasn't so bad except for the 22 hours of daylight out of the 24, which did become monotonous. He said the main source of entertainment was the penguins whose constant curiosity at their presence was always good for a laugh.

Upon his return to the States he became a lion tamer at Gay's Lion Farm in El Monte. His job was training the lions to obey and teaching them tricks which made them valuable to circuses and zoos.

Williams, Fred and Ruby Williams, Sam Robinson, Elizabeth Waddington, Joan and Dick Lyerly, Wilma and Jesse Stockton, and Mr. and Mrs. Wilburn Gee.

The trip home by sea proved rough and caused concern. However, the Valleyites safely reached the eastern shore and home.

MORE DUCKS TO SALTON SEA IS AT HAND FOR BOATERS

Skiers, swimmers and sun lovers have been reveling in the continued warm weather and calm waters at Salton Sea and the duck hunters have just had to wait as so far the ducks have not been abundant. But this cooler weather will bring flocks of them darkening the sky as they head for the grain fields provided for their protection at Salton Sea.

Last Saturday 220 hunters on the DFG's Wister public shooting area near Niland took 685 ducks, mostly spring, for an average of three birds per hunter. The Dfg's Ramer Lake area near Calipatria produced 32 ducks for 17 hunters for a three-bird average. On Sunday

the average bag dropped to one and one-half birds per hunter on the Wister area.

The Wister area, which handles 150 hunters at a time, has 12 hunter vacancies available first-come, first-served for next Saturday. This area is also open to hunting on Sundays and Wednesdays and on those two days is virtually wide open to permit hunting on a first-come, first-served basis. Advance reservation applications may be obtained from any hunting license agent.

Ramer Lake is open to hunting every day of the week, without charge, but hunting is permitted only from boats.

CALIPATRIANS WITH CORVINA ENJOY LUAU AT BEACH HOUSE

The luau served on the deck of the Beach House was held for residents of the Calipatria area, who arrived by Sea carrying with them the corvina caught here.

The long, flower lei, and leaf-decorated table was laden with lomi lomi salmon, fresh pineapple, coconut, papaya, rice, haupia and

macadamia nuts. Corvina, sweet potatoes, baked bananas, and roast pork were served by Dolores Whealy and Bee Jewell.

Donna Burns danced for the occasion.

Among those present were Mike and Vesta Maracconi, Geneva and Aaron Quick, Jeannie and Dorsey

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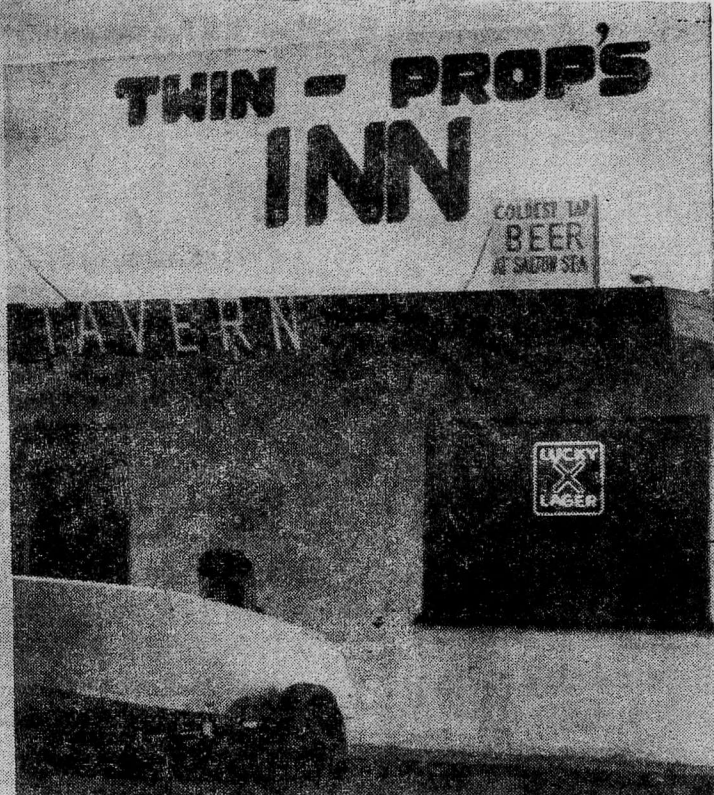
Rte. 2 — Box 731

Salton City

California



Art Dooley is the genial host at Twin-Props at Desert Shores.



Telephone Service Need Is Urgent

The accident which occurred on Highway 99 about two weeks ago and which cost five lives, again brought to mind the serious need for phone service at Salton Sea Beach.

Despite the fact that more families are moving in each week and many many people make it their permanent home, it is still a four-mile to the nearest phone.

The time lost in securing help when this accident occurred might well have cost a life. Those rushing desperately to find assistance were met with a four-mile trip to the phone, delay in getting an operator to answer, her insistence on calling information in El Centro to secure the number when she had been fully informed of the emergency, and her alleged demand that the caller pay the 55 cents before the conversation was completed with the Sheriff's office.

In this day of service everywhere, and with the lives of many children and adults in this community jeopardized in time of sickness or accident, it is most difficult to reconcile the President's commendation for outstanding service with the lack of protection here.

We should like to take this opportunity to thank the operator on the El Centro exchange and the deputy on duty in El Centro for their efforts in trying, over the protests of the local operator, to help those so direly in need of care.

And at this time also, we wish to request interested readers to contact the Coachella Valley Telephone Company, Thermal, Calif., presenting them with a solemn and earnest plea that this service, so long neglected, be acted upon and completed without further delay. We also are notifying the Public Utilities Commission in Sacramento.

Support here should also prove beneficial.

News From Busy Desert Shores

Lee Basich is very busy setting up a variety store in the corner section of the Sans Souci building on Desert Shores Drive. Lee says that time alone will tell all that is

needed to stock the store and if you don't find what you are looking for when you first call, just let him know to ensure its being there for your second visit.

This is a much-needed service and all look forward to being able to buy small items without that long trek to town.

Lee now has tackle, propane, live bait and skis.

Hilma Lawrence is the proud possessor of that terrific new Powercat (17 ft.) with the twin 45 Mercury Motors that you see at Sans Souci, Desert Shores. Hilma took her shakedown cruise in it last week with her family and visited the North Shore Beach and Yacht Club. It will get another tryout this week when Pat, popular bartender at Sans Souci, brings his family down for a tour of the Sea.

Irene and Harry Scott, owners of the I & H Development Com-

pany, have built an office on the corner of Desert Shores Drive and Highway 99 and are frequent visitors in the area. This property has been in the family for generations and we hope to have a story on its history in the next issue of the Seafarer.

Fisherman's Cove Will Open Nov. 14

Fisherman's Cove, Salton Sea Beach, will open on Nov. 14, equipped especially with fishermen's needs.

The "Beach Ball" planned to celebrate the occasion, is scheduled for that weekend. The public is invited to the festivities, which will include an outdoor barbecue and fish fry, fishermen liar's contest, ski race, fishing derby and beach dance on Saturday night. There will be music by Paul Dew and his seven-piece band.

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Established April 16, 1958
Published monthly by Salton Sea Publishing Company
Salton Sea Beach, California
Floyd Bilyeu, editor
Anne I. Aulgur, advertising manager
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KID'S KORNER

The Coachella Valley High spotlight fell on Salton Sea students this week as three of the four elected for the junior varsity cheer leaders live on Salton's shores. They are Donna Burns, sophomore, Salton Sea Beach; Chris Dooley, sophomore, Desert Shores and Vicki McCrory, freshman, Desert Shores. Sandy Teran of Coachella was the fourth.

The student council elected the team and they serve through the football and basketball seasons. They were chosen from a group of 13 candidates.

Katie Hunt, Salton Sea Beach, will be a big help when they practice as she was the head cheer leader at her school in Tennessee not long ago.

Katie really looked cute in her full-skirted red dress and carrying the white poodle-dog purse Saturday night.

Teen-age get-togethers are increasing in popularity. Desert Shores is now holding dances for local and visiting kids every Thursday and Saturday nights. Lots of room for dancing outside.

Congratulations to Kristine Awalt, who is doing very well in her speech class. She has recently won places in speech tournaments, and it looks as if she will have enough points to join the National Forensic League soon. Dixie Herrrell and Elaine Kleeman are also outstanding speech students and attended the tournaments.

Results of contests and games at

Oasis School Halloween carnival will be given in next month's Seafarer. Those in this year's big splash were Vicki Miller, Joyce Wilkeson, Jan Fadler, Kathy Doziah, and Marylen Burns. This Halloween party at school becomes bigger and better every year though it seems each time it could not be improved. Many mothers are active in preparations and carrying out the carnival prog. Mr. and Mrs. Luhman do a wonderful job of putting over this biggest and most popular school party celebration.

Nancy Newton's birthday party was wonderful! It was held at the swimming pool at Penn Phillips' Salton City home and everyone had a perfect time.

Myra Beaston, Desert Shores, had a birthday this month too, and we don't know how she thought of so many games. And there was wiener roasting and dancing after the games. It was really fun!

CVUHS students belonging to the California Scholarship Federation took a field trip to Los Angeles last week where they enjoyed the play, "Our Town," by William Saroyan, and attended a Red Skelton show being taped for Jan. 5. It was a wonderful treat for the kids; but, oh, those late hours!

Studies, games and parties are making full schedules for everyone these days, and even though the weather is still wonderful we do not have much time for skiing and swimming.



ETHEL DOOLEY

Here's Why Ethel Dooley Is a Real Favorite Here

When sales records are set, it is always a pleasure to present the winter, but seldom has it been our pleasure to write about a person with more "win-friends-and-influence-people" ability than Ethel Dooley, top salesman in the M. Penn Phillips Company this past month.

Ethel, with her unfailing good nature and ready smile, is considered by all who are privileged to know her one of Salton's favorite people. And Ethel is not only tops in sales and popularity, she is tops as a wife and mother too. Husband, Art, and teen-agers Sandy and Chris, will agree to this.

Golf is one of Ethel's favorite diversions, and she is looking forward to the completion of the course at Salton City. She was president of the Glendale Athletic Club prior to coming to Desert Shores. She also loves to play contract bridge and hopes to form a club here.

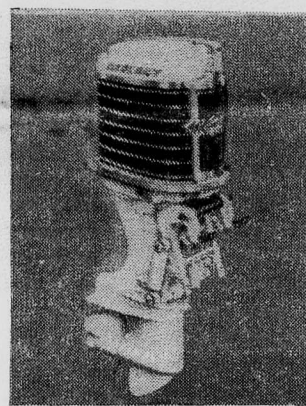
Ethel has had 20 years of general baking experience in various branches of Citizens National Bank in Los Angeles, and she was chosen Mother of the Month during her employment there.

To meet this energetic and enterprising you might visit the Rivera office at Salton City, for she became top salesman by

applying her abilities where they do the most good, on the job. She is with the Los Angeles Realty Co. The Dooleys reside at Monterey and Catalina, Desert Shores.

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SUNDIAL BEACH

Your Salton Sea Marine Dealer

EXCITING NEW RADIO SETUP FOR BOAT OWNERS PROMISED

An exciting new addition to boating is at hand and it is predicted will be in wide use by boat owners before many months have passed. The new radio-telephone Citizens Band allows anyone to purchase and operate equipment providing voice communications between two or more persons. This makes it possible to talk from house or car to boat and at a very low cost.

In September 1958, the FCC made the decision to allocate 22 channels in a relative unused part of the short-wave band to the citizens of the United States.

Any one may use the Citizens band when hunting, fishing, boating, camping, etc., as well as in business.

Applications for licenses to operate may be obtained before the equipment is bought and are available at the FCC in Washington, D.C. This form assures the FCC that applicant is a U.S. Citizen and over 18 years of age. It also

informs them that the equipment to be used is crystal controlled as required by law, and that applicant has knowledge of the rules set up for the Citizens Band.

Several resort owners at Salton Sea are applying for their licenses so that boat owners with radio-telephones may be assured of ship-to-shore communications.



SUNDIAL BEACH

Your Salton Sea Marine Dealer

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to

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Salton City Chamber of Commerce

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Dramatic Progress at North Shore Beach

Salton Sea's North Shore Beach, a \$7,000,000, 1,000-acre residential-marine development, has made spectacular progress since Oilman Ray Ryan and Trav Rogers launched it just a year ago. Located just south of Mecca and one mile north of Salton Sea State Park on Highway 111, it has already scored a cluster of notable seaside firsts. Heading the list is the dramatic appearance of abundant and pure fresh water at its North Shore Beach Estates' homesites. The homesites, as well as the develop-

ment's business and income properties, rate the slogan: "You can see a lot of sea from every lot." Previous to the launching of its fresh water facility, North Shore Beach had added considerable luster to Salton Sea with a 400-boat marina, one of the largest in Southern California waters. And to cap the climax, North Shore Beach has given Salton Sea its first marine clubhouse, a \$300,000, two-story structure of striking nautical design. Built as the home of the North Shore Beach Yacht Club, it was unveiled to

members and their guests at a gala opening Oct. 17. Designed by Palm Springs Architects Frey and Chambers, the clubhouse boasts more than 7,000 square feet of floor area. This space is occupied by a restaurant, cocktail lounge, Commodore's Room and Compass Room. Other features are patio dining, a swimming pool, private cabanas, tennis and badminton courts, locker rooms for men and women and a beautiful sandy beach. Other scintillating North Shore Beach firsts are its picturesque

pier and wet and dry dock facilities. Latter facility enables boatmen to park their boats for an unlimited length of time on the beach or in water tied to slips. The slips are equipped with storage lockers, fresh water for washing equipment and electric power for night lighting. Still another North Shore Beach first is the recent installation of a hydraulic boat hoist. It enables boaters to launch their craft without stepping into the water. In brisk demand are the homesites and commercial parcels

which adjoin the myriad of marine facilities. Serving the project are ten miles of paved roads. Ray and Rogers selected the close-to-the-sea site for North Shore Beach after carefully combing the Salton Sea area for several months. A strong factor influencing their selection was North Shore Beach's nearness to Salton Sea State Park. North Shore Beach Yacht Club memberships are not confined to property or boat owners. They are open to all sports enthusiasts.



ALL EYES—Flag raising ceremony at the North Shore Beach Yacht Club is performed by Bill and Mary Gargan, Milton Hicks, the Rogers' daughter, Jimmie Bernard, Mrs. Trav Rogers, Trav, Phil Harris, and the always beautiful Alice Faye.

Brokers and Salesmen

For Sale, by Owner, one of the most choice MOTEL SITES in tract 560, consisting of 2½ acres. This owner is anxious to sell! For information contact Red Thayer or Loyd McDonald at our Salton City office.

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P.S.: Construction of our new modern Sales Office at Salton Sea will be completed soon. WE BELIEVE IN SALTON SEA. WE ARE HERE TO STAY.

DON'T FORGET CATTLE CALL

Salton Sea-ites, don't forget the big celebration in Brawley Nov. 6 through 8—the colorful Cattle Call and Imperial Valley Rodeo. Neighbors to the south send a special welcome to residents of the Salton Sea area.

Also, keep in mind the British-American Ryder Cup Golf matches to be played on the Eldorado Country Club course in Palm Desert Oct. 31 through Nov. 8. Top professional golfers will be featured.

Good Buy:
5 acres West of Hiway 99, near Salton Sea Beach. \$595 per acre.

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P. O. BOX 56, COACHELLA, CALIFORNIA

350 Attend Gala Opening

North Shore Beach Yacht Club's new marine clubhouse on the Salton Sea was enthusiastically received by more than 350 guests at a gala opening over the weekend.

The incredible beauty of the \$300,000, two-story structure of striking nautical design had a potent ally in a bright full moon. It shone on the celebrants dining and dancing on the dining terrace overlooking North Shore Beach's 400-boat marina and picturesque pier. Tables were also set up in the club's lavishly decorated dining room, cocktail lounge and lounge rooms.

Signaling the start of festivities was a flag-raising ceremony in

which North Shore's nautical colors were hoisted for the first time. Participating in the ceremony were Phil Harris and Alice Faye, co-owner Trav Rogers, Mrs. Rogers and their daughter, Jimmie, Mary, and Bill Gargan and Milt Hicks.

Rogers' partner in the venture, Oilman Ray Ryan was 10,000 miles away attending to Mount Kenya Safari Club matters in Nanyuki, Kenya, British East Africa.

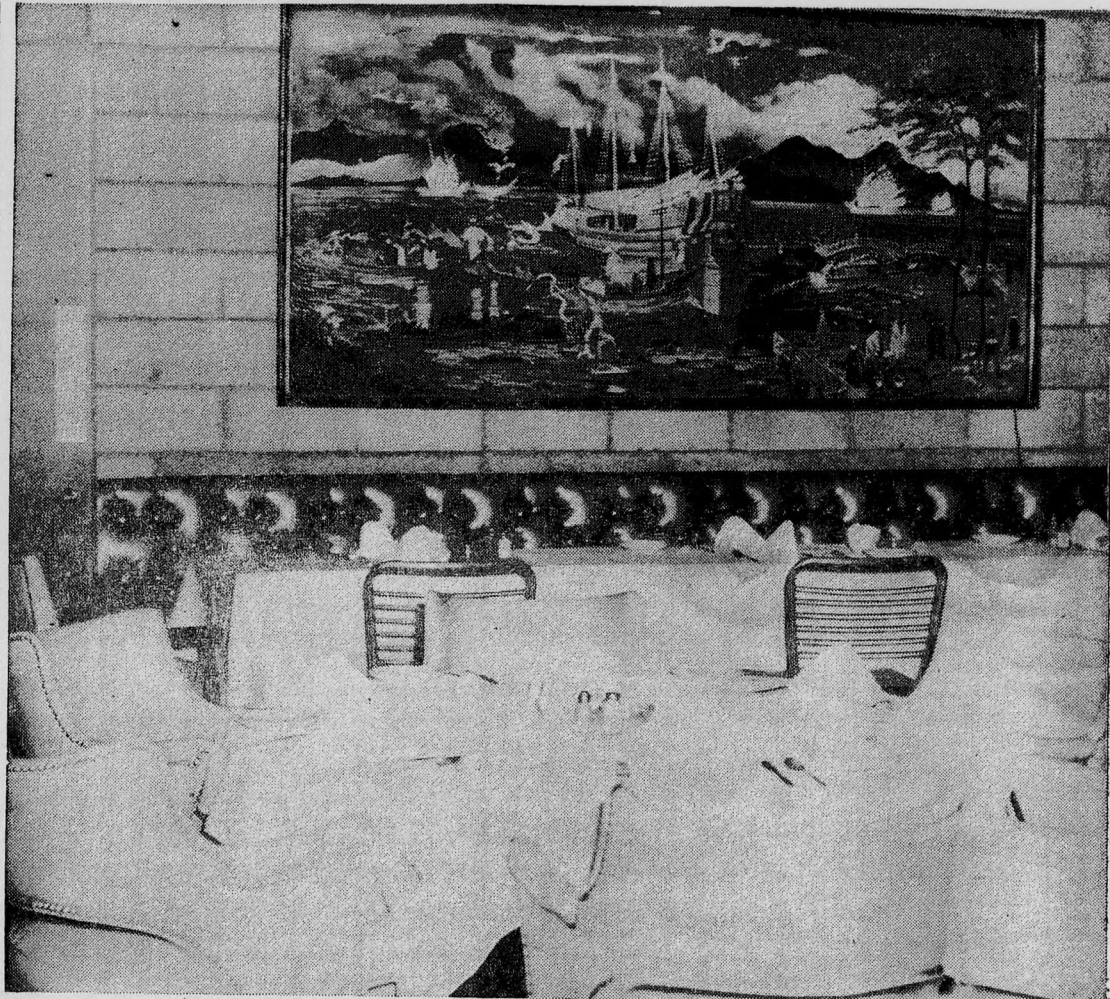
Others present were Vicki and Billy Malouf, Harold Hicks, Hank Gogerty, Beth Fisher, Taylor and Ernie Dunlevie, Ed McCoubrey, Vivian Davies, Kay and Earl Corderoy, Dolly and Kay Olesen, Nancy and Ed Vines and Ruth and Claude Valeur.



OPEN ALWAYS — Pretty Karen Lampkin, above, newly crowned "Miss North Shore Beach," uses a huge gold key to help co-owner Trav Rogers dedicate the residential-recreational community's new marine clubhouse on the Salton Sea. Miss Lampkin, appropriately clad in a gold bathing suit, tossed the key into the sea to symbolize the fact that the clubhouse will never close from this time forward. Built as a plush home for the North Shore Yacht Club, the two-story, \$300,000 structure of nautical design was officially opened for members and guests with a lavish cocktail-buffet over the week-end. Co-owner Ray Ryan is still in Kenya, British East Africa looking after his and Bill Holden's Mount Kenya Safari Club and didn't make the opening.

Congratulations
MARINA VISTA MOTEL

Plumbing by
Cal-State Plumbing
Salton City and Los Angeles



DELIGHTFUL SURROUNDINGS — The cocktail room of the North Shore Beach Yacht Club, an outstanding accomplishment of Muriel Bering,

Palm Springs and Los Angeles. One of the "conversation paintings" adorns the wall.

A Salton Sea First . . .

**Country Club
Life at NORTH
SHORE BEACH'S
Exciting New
Clubhouse**



"You See a Lot of Sea From Every Lot"
at the 1000-Acre Community of

North Shore Beach



North Shore Beach is ideally located just south of Mecca on Hwy. 111, one mile North of Salton Sea State Park.

featuring

Magnificent Sea-View Homesites at NORTH SHORE BEACH ESTATES . . . Income and Business Lots . . . Memberships in America's Smartest New Nautical Address—NORTH SHORE BEACH YACHT CLUB . . . 400-Boat Marina . . . Picturesque Pier . . . Excellent Water Piped to Every Lot . . . Reasonable Restrictions.

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North Shore Beach



THE GANG'S ALL HERE — Personnel of the El Cortez Development Company's organization posed for this photo at a recent get-together. They are, left to right, Carl Molling, Don Goode, Jeri Wofford, Bud Leach, Robert Willis, Art Langren, Vince Parrella, Joe Southland, Donna Leach, Ed Farrell, Louise Andrews, Margaret

Lashlee, Vye Charboneau, Bill Perrigan, Ruby Cook, Leonard March, Les Webb, Lee Bragdon, John Tait, Marie Beanco, Marvin Akers, Ruby Mann, Emil Roberts, Ray Mann, Leonard Brown, Mrs. Ketchum, Bill Ransom, Mr. McManus and Verne Thompson. They're all boosting for a great future for the Salton Sea area.



EL CORTEZ DEVELOPMENT EXECUTIVES — Operations of the El Cortez Development Co., owned by Vern Thompson who heads the firm as president, are conducted under his supervision by the group flanking him. They are, from left, Col. Leonard March, USA ref., sales manager, a former South Dakota state senator; Edward A. Farrell, sales manager, former division manager for state disability insurance; Les Webb, sales manager and youngest member of the staff; Leri Woo-

ford, sales director, a former salesmanship and psychology instructor; Mr. Thompson, head of El Cortez Investment Co.; Carl Molling, sales manager, a former Navy fighter pilot; John Tait, sales manager, a leader in the selling field; Bud Leach, sales manager, a former U.S. national water ski champion and sporting goods manufacturer, and Cmdr. Joe Southland, USN, Ret., sales manager, retired after 30 years in the service.



TRIO KEYS PROGRAM — Efforts of the El Cortez Company's promotion of the Salton Sea area will be keyed by three members of the staff, Louise M. Andrews, left; Don Howard, center, and William R. Richards, right. Louise Andrews aided in annexation of 21½ square miles of the South Bay to San Diego and has been leading in Salton sales. Don Howard of KCBQ, the Bartell Family

Station of San Diego, toured the Salton recreational area so he could describe the desert-sea resort to his listeners. William Richards, attorney for important San Diego clients, is of the firm of Richards & Bartell, legal counsel for El Cortez Investment and Development companies.

Firm Pushes Salton Area

The El Cortez Development Company of San Diego under the experienced guidance of Verne Thompson boast a group of top salesmen from whom we may expect to hear increasingly more as they bring their Salton Sea program into full swing.

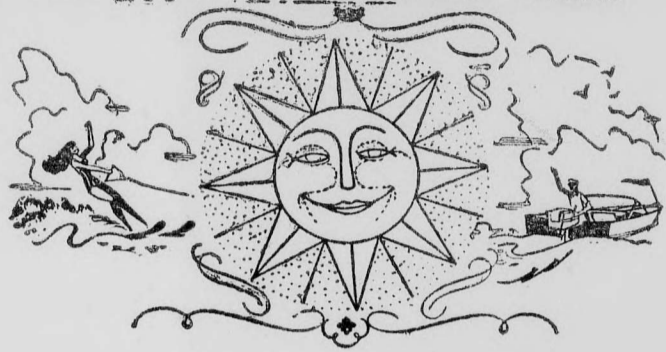
Jeri Thompson, a most likable and enthusiastic sales director, originated the colorful weekend holiday now being carried out by many of the developers at Salton City.

This features an Hawaiian theme and Vincent Ignell's prepares guests aboard the bus enroute to Salton Sea for their arrival with his electric guitar and the song composed by Jeri:

"Aloha no, Aloha no, Aloha no to you; Where every day is a holiday I bid a welcome true. For every day is a holiday at Salton Sea. Yes, every day is a holiday for me. So pack your cares and troubles too; then you can say every day is a holiday for you."

Yes, it is a pleasure, this trip aboard with Don Howard, emcee, Vincent Ingellis entertainment, luncheon at the Howard Manor or Chi Chi and then the beautiful drive down to the sparkling Salton Sea, more alluring than ever these fall months.

SALTON



Sea Breeze

"Penn Lines"

"Tourist Attractions Help Bring New Industry" is the title of a chapter in a very interesting pamphlet, published by the U.S. Department of Commerce, entitled: "Your Community Can Profit from the Tourist Business."

The pamphlet, authoritative in every sense of the word, since the Commerce Department has access to just about every fact and figure available, is obtainable from the Supt. of Documents, Washington 25, D.C., for only 15 cents.

However, let me point out a few of the highlights brought out in the chapter I mentioned.

It is axiomatic that one of the best ways a community can boost its economy is to attract new industry. It is not so well known however that, today, possibly the most effective and fastest way to obtain new industrial concerns is by first attracting tourists. More and more the men who make the selection of a new factory site are looking for the same kind of "community atmosphere" that appeals to tourists.

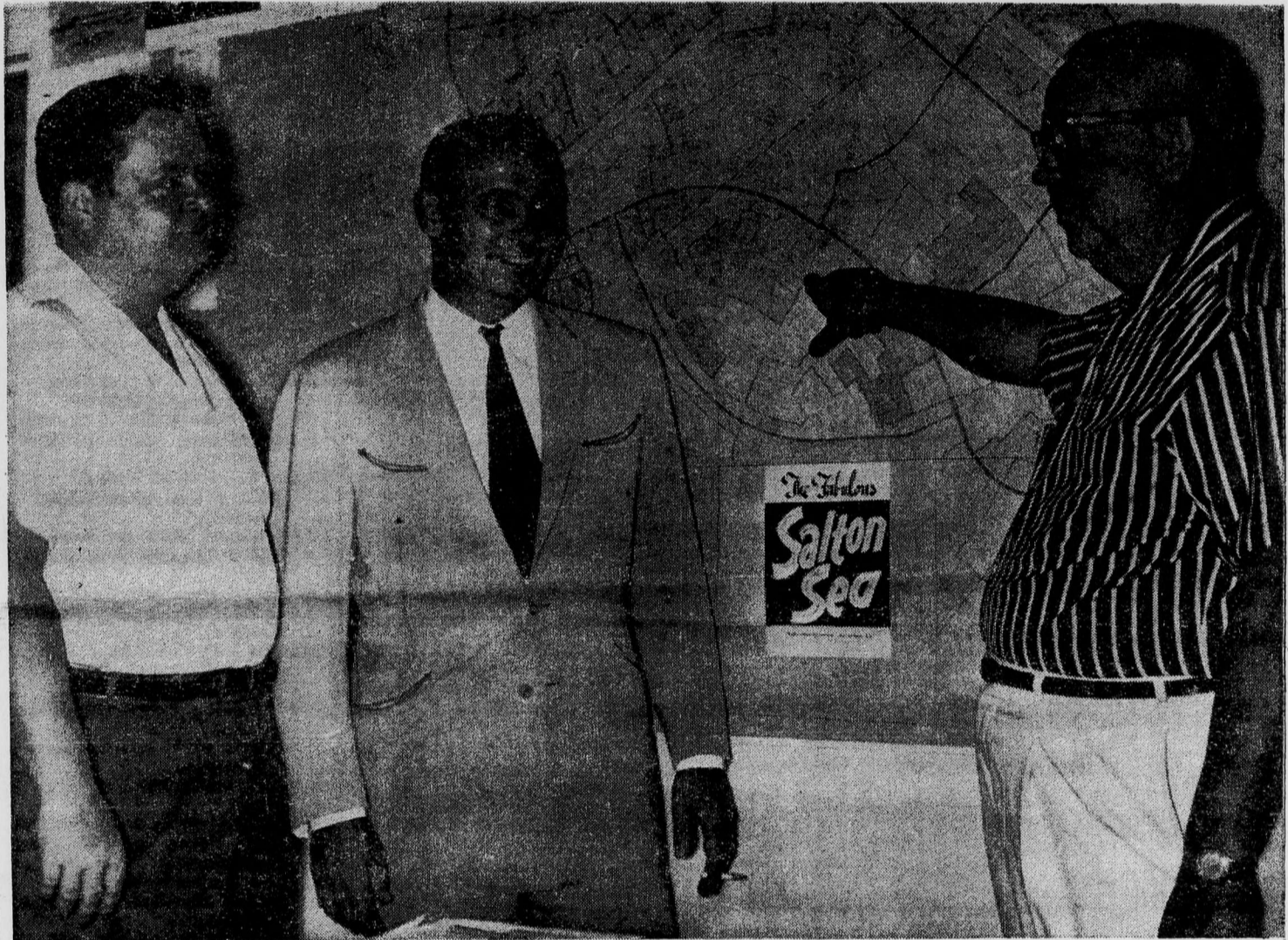
In short, both industry and the tourist are seeking those places with better living conditions, facilities, civic pride, and a wider variety of recreational activities. This is what has happened in both California and Florida and is scattered other places throughout the nation.

In addition to attracting new industries to a community, the tourist business inevitably promotes its own industrial — and commercial — growth. Have you ever stopped to think of the thousand and one things the average tourist needs in the way of products and services? Food, clothing, laundry service, dry-cleaning, tailoring, heat, power, gas and entertainment, and, when a community develops the kinds of businesses that service the tourist properly, the community experiences an increase in business and obtains "managerial talent that make possible further industrial development."

It is not an accident that the nation's leading tourist states: California, New York, Florida, New Jersey, Michigan and Texas also do over one third of the country's manufacturing business. The reverse is also true, for those states which attract industries also attract tourists. The six leading manufacturing states also do one third of the country's out-of-state tourist business.

In actuality, then, industries will not keep tourists away IF the plants themselves are properly set up and promoted as tourist attractions. This type of thinking has resulted in the industrial parks that are now being constructed in the nation. (There is such an area in the general area of the Santa Ana Freeway, Telegraph Road and E. Washington in East Los Angeles).

Industry and the Tourist business complement each other. That is why, here at the Salton Sea, we are attempting to build our



Watson Sales Names Pifer To Head Salton Activities

The D. D. Watson-R. H. Watson Sales Organization, one of the principal owners and land developers at Salton City, has announced the appointment of Wally L. Pifer as vice-president and general sales director, in charge of all their sales activities.

Pifer brings to the Watson organization, a long and successful background in the field of sales management. He pioneered the sales of television in the City of San Diego, and was insurance investment counselor for one of the largest insurance companies in the Western States.

For the past several years, Pifer has been associated with the Apple Valley Building & Development Co., as division manager of their branch offices throughout Southern California.

For years, Pifer has devoted a great deal of his time to the study of the Nation's economy, and is well known for his lectures on financial

tourist program by building for the tourist trade all types of recreational facilities. We feel, in this way, we will be building a better community.

Penn
M. Penn Phillips

DUCK HUNTING FINEST AT SALTON SEA

Salton Sea is southland's finest duck hunting.

According to the Sports Editors in many of Southern California newspapers Salton Sea has the heaviest flights of ducks in the Southland.

Bag limit is 6 in bag or possession and the season ends on Dec. 13.

It must also be remembered that it is a violation to shoot from a motor boat unless anchored. Best shooting will be found at both ends of the Sea, reports our local game warden.



Start Near on New 18-Hole Golf Course

Country Club Estates' long-awaited 18-hole championship course is another step nearer reality, with the meetings of the executive staff of Billy Bell and Johnny Dawson.

Bell is an internationally known designer, whose courses can be found throughout the United States and are considered the most beautiful in America.

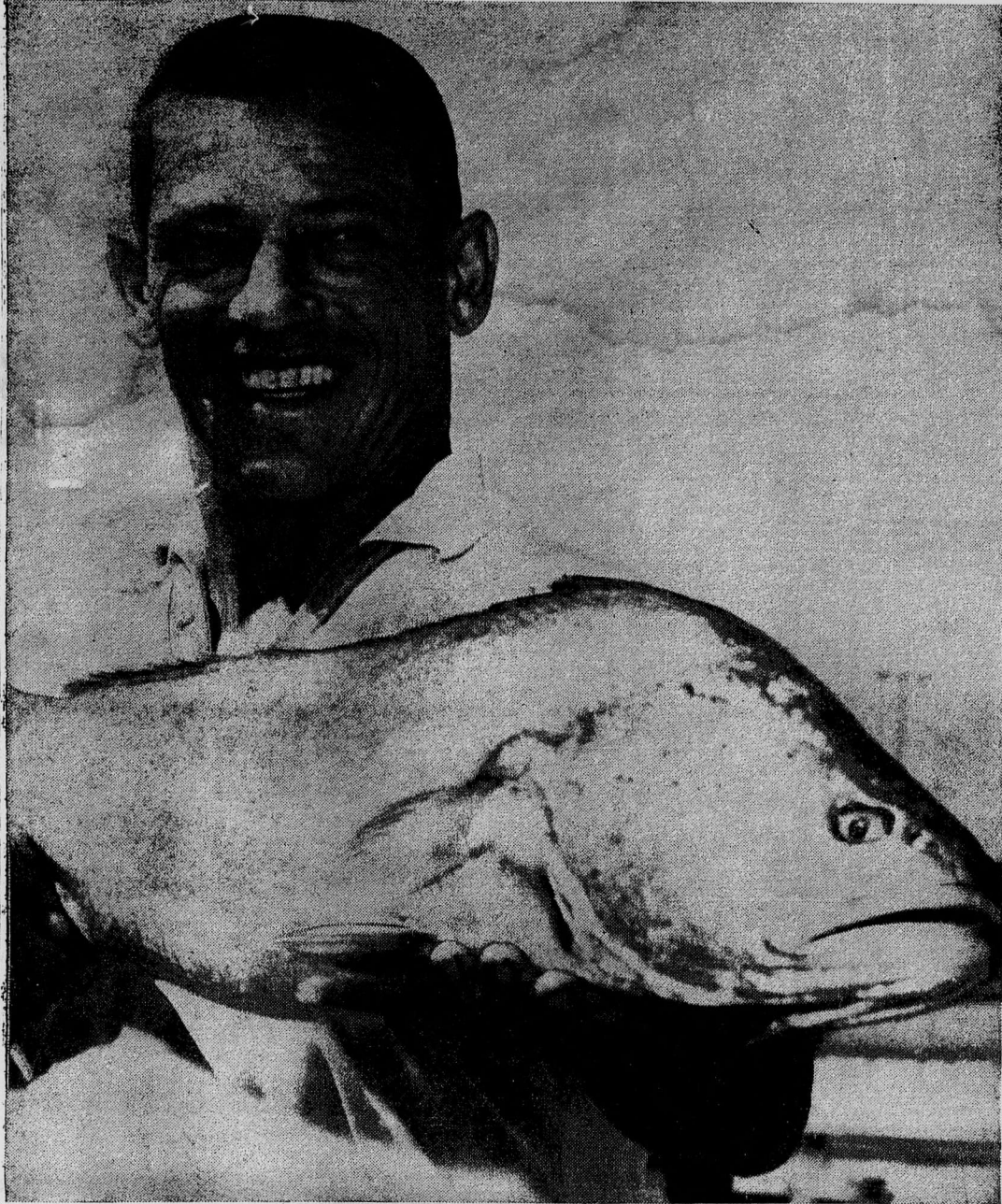
Dawson built the Thunderbird and El Dorado courses at Palm Springs.

It is expected that rough grading will be started within the next 30 days, and there will soon be more news of this welcome addition to Salton City's recreational facilities.

The "hole-in-one" course adjoining the tract office is now being renovated.

Harry Reid, Bob Kennedy and Glenn Farr, three of Salton's outstanding personalities, have recently been appointed to handle Country Club Estates. All are most enthusiastic about the recent progress and increase in sales.

The United States bought 20 per cent of Turkey's exports and supplied 18 per cent of her imports during the first seven months of 1959.



HAPPY VISITOR—Don Schneider of National City is pictured with a 15-pound Corvina taken with mudducker bait and jib. Salton City Chamber of Commerce officials estimate there are 3,000,000 fish in the Sea. Rental boats and ample fuel and launching facilities are available at Salton City's new big marina. Fish estimate was made after consultation with State Department of Fish and Game. (Photo courtesy of San Diego Union.)

When you visit Salton Sea . . .
Get Your Food Supplies at

Desert Shores Grocery
Desert Shores

Open Daily — 7:30 A.M. to 6:30 P.M.
Saturdays 'Til 8:00 P.M.

THAYER-WATSON Enterprises

OFFER

**THE CHOICEST OF
SALTON CITY PROPERTIES**

- Bahai Del Mar
- Air Park Estates
- Salton Sea Village
- Commercial, Industrial - Residential
- Waterfront Lots

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Sales Organization
General Offices
1069 N. Palm Drive
Palm Springs
Phone: FA. 4-3121

Thayer and Associates
Head Office
124 E. Foothill Blvd.
Arcadia
Phone: EL. 8-1374

**The Song of
Salton City**

In the great Southwestern Desert
Near the mighty Colorado
Lay a scorched and dried out
waste land,
Lay a land nobody wanted.
Then a group of hardy farmers
Dug their ditches to the
river,
To the mighty Colorado.
Brought its water to their
cornfields.
Cotton, melons and alfalfa
Grew in lush and rank
abundance.
Then the need came for more
water—
Water for more land to
moisten—
Water for more farms was needed.
For more cotton and alfalfa
So they dug their ditches wide:
To the mighty Colorado.
But the Mighty Colorado,
Swollen now by many flash-
floods,
Raging with the excess water
From the storms far up the
river,
Overflowed the dykes that held it
Overflowed the dams and
ditches.
Quickly left its customary channel.
As a colt confined since
damming
Suddenly receives its freedom,
So the Mighty Colorado
Quickly left its customary channel.
Overflowed the southern
country
Resting in Imperial Valley.
Built a lake of sparkling
water,
Built a lake of waves and beaches,
Salton Sea for your enjoy-
ment,
Ere the mighty Santa Fe line
Stopped the madly flowing
water
From the lusty Colorado.
And they saved the fields
and ranches,
Richly growing fields and farm-
lands,
Which were once a desert
kingdom,
Now the rich Imperial Valley.
But the salt mines in the valley
Far below sea - level
markings—
Those are buried in the water,
In the sea those mines are
buried.
And the salt those mines once
hoarded
Now is in the lakes blue
water
Making fit its depths and shallows
For corvina, king of fishes.
Yearly spawning, yearly growing,
Soon they will the lake take
over
And the gentle art of fishing,
Once a small boy's chief
enjoyment,
Has become the sport of masters,
One for he-men, not for
weaklings.
But the lake for years lay idle.
There were few who sought
its pleasures.
Many people passed it daily
Wondering why no one em-
ploited,
Till the man called M. Penn
Phillips,
Man of vision, rugged
builder,
Saw a city in the future,
One of beauty, one of
grandeur.
Planned it all and spent the money
For its streets and public
service.
Now its homes are being builded,
Restaurants and motels
erected.
Soon with shops and stores supply-
ing
More will build and make
their homes there.
Some will cure their old ailments,
Asthma, heart and kindred
illness.
Others want a lively weekend,
Or to spend a month's va-
cation,
Or to spend the winter season
In this — winter's mildest
climate,
Winter's Heaven, Winter's play-
ground—
Far from smog and freeway
peril
One can loaf or find excitement.
Drive the highway to our city.
Make us happy — let us
show you
Miles of paved streets, miles of
water,
Miles of lots already pur-
chased,
Fewer lots that can be purchased.
Choose the one you think
will suit you.
You will find someone to help you.
Gladden him and let him
help you.
You'll be glad you made the
purchase
And in years to come be
happy
With us all in Salton City.
—Vern R. Smith.

**Salton
Paving, Inc.**

Administration Bldg.

**We Are Paving
1 Mile Every Day**

**in
SALTON CITY**

500 Gather for Treasure Hunt

A B-I-G Day was held Sunday at the Salton Sea Estates in Salton City, California. More than 500 people gathered at the homes and main office at the Salton Sea to partake of a delicious Luau lunch and engage in a prize Treasure Hunt.

Later in the day a \$2,500 Free Salton City lot and other prizes were awarded.

The affair was sponsored by the Sunview Realty and all the branch offices. Moe Rukasin, the broker and proprietor of the Sunview Realty arranged for the transportation to the participants in buses which left the North Hollywood, West Covina and San Diego offices.

Winners of the awards were Free \$2,500 lot, Elinor Whittaker, 7603 Brookmill Road, Downey.

Two hundred fifty dollar lot certificate, P. Monti, 1110 Brenice Drive, Brea.

Gold pens, Mrs. A. J. Cote, 12825 Priscilla Street, Norwalk.

Weekend for two at the Dessert Garden Motel, Salton City went to Stanley Day, 775 Sand Hook, La Puente; and George Kelly, 15633 Fellowship, La Puente.

Turkey dinner at the Hofbrau Restaurant, Salton City went to Harriet Howard, 3236 Central Ave., San Diego; and Catherine Jenkins, 15627 Fellowship, La Puente.

Automatic Casserole Chafing by Mobil Gas Station, Salton City, Joyce Spoken, 4907 O Street, Washington, D.C. Weekend for two at Del Webb's Highway Motel.

Church Will Break Ground On Nov. 28

The Church of Christ will break ground for their new building on the corner of Salton Drive and Riviera Circle on Saturday, Nov. 28 at 11:30 a.m. The public is invited to attend. Mr. Perkins of San Diego, will be the principal speaker. Mr. Charles Middleton is the local minister, as a real estate salesman on Sea Shores.

Anyone is invited to bring his lunch and spread it with us in the old fashioned way. There will be no charge, and no collections will be taken. Prepare now to be with us and enjoy the fellowship. Regardless of your religious affiliation, you are invited to be with us on this occasion.

Because of our being few in number, and the lack of funds to complete the entire building, we plan to build a part of it in the near future, and to finish the main auditorium at a later time. Most of the labor will be donated by those who are willing to help. God loves willing helpers and cheerful givers. He has no respect for any other kind.

At present we are meeting at 10:45 a.m., just west of Marina Drive in a model home. You are invited to attend. Look for the church service sign.

SEE the 1960 GLASPAR LINE

at

SUNDIAL BEACH

Your Salton Sea Marine Dealer

IRISH LUCK

Murphy, Dooley Leading

The Irish Win: Helms Repeats
The Salton Riviera's Irish salesmen and saleswomen came to the front during the month of September when Girard Murphy and Ethel Dooley were the leading salesmen, according to Phillip L. Greig, sales manager for the Riviera. Cliff Helms' branch office again led the broker's sales — for the sixth straight month.

Murphy, from Andrew Stevens' office led in total number of units sold and Mrs. Dooley led in total dollar volume. Mrs. Dooley is from the Los Angeles Realty Company. Murphy, Greig said, has always been one of the company's better salesmen although never hitting the first three until this month. He has been one of the company's 10 best, however, for the past seven months in succession.

Greig went on to say that the fact that Helms' Hollywood office led all of the company's offices in September did not come as any great surprise as the office had been the leader ever since April and it was expected that it would be first in September.

Greig pointed out however, that the difference between Helms' and the second place office is constantly diminishing and that Helms' sales force will have to do better next month if it is to retain its present ranking.

Gordon Feltons To Run Desert Garden Motel

The Thomas brothers, owners of Desert Garden Motel, have appointed as resident managers, Mr. and Mrs. Gordon P. Felton, formerly of Martinez, California. The Feltons have a wealth of hotel, motel and restaurant experience and will be at home in the beautiful Desert Garden.

"Doc" is also an experienced orchardist and will no doubt do some experimenting with desert-growing trees and shrubs.



GIRARD MURPHY: The Irish Win

Desert Garden Motel

Located alongside Hiway 99 at Salton City, Calif., within view of intriguing Salton Sea, invites you to spend a leisurely, invigorating vacation, swim in Sea or pool, Monday thru Friday at mid-week rates.

Suites \$8.00 and up — Family Units Available

For reservation call Salton City No. 6 (through the Indio Exchange)

or write: Box 712, Rt. No. 2 Salton City, Thermal, Calif.



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INVITES YOU TO INSPECT

Salton Sea's Most Beautiful Homesites

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Bud Pifer to Handle Offices in Salton City

Wally L. Pifer, Vice-President and General Sales Director for D.D. Watson-R.H. Watson Sales Organization, is pleased to announce that Bud Pifer will be in

charge of their Salton City offices. Bud Pifer has been in real estate subdivision sales for the past four years with the Apple Valley Building & Development Company. Previous to this connection, he spent four years with the United States Air Force.

During Bud's most recent visit to Salton City, he remarked, "This tremendous development impresses me as being the greatest recreational development in the entire country."

"I feel, without a doubt, that our Salton City Sales office is destined to become the busiest real estate sales office in the realty field. I certainly feel fortunate to be associated with such an aggressive and top-flight sales and development organization."

Congratulations

to

**MARINA VISTA
MOTEL**

**Salton City
Construction**

McLennan Brothers

**Salton's Finest
General Contractors**

SALTON CITY

**HERMAN
AMREIN**

**General Building Contractor
Now Located in Salton City**

We will help you in designing your home for this area. Custom Building Our Specialty

See the homes . . . we have under construction
Mail Address—Route 2, Box 723
Thermal, California



BUD PIFER—In charge of Salton City office.

**CONGRATULATIONS
MARINA VISTA MOTEL
SALTON CITY**

We are Proud to have been of Service

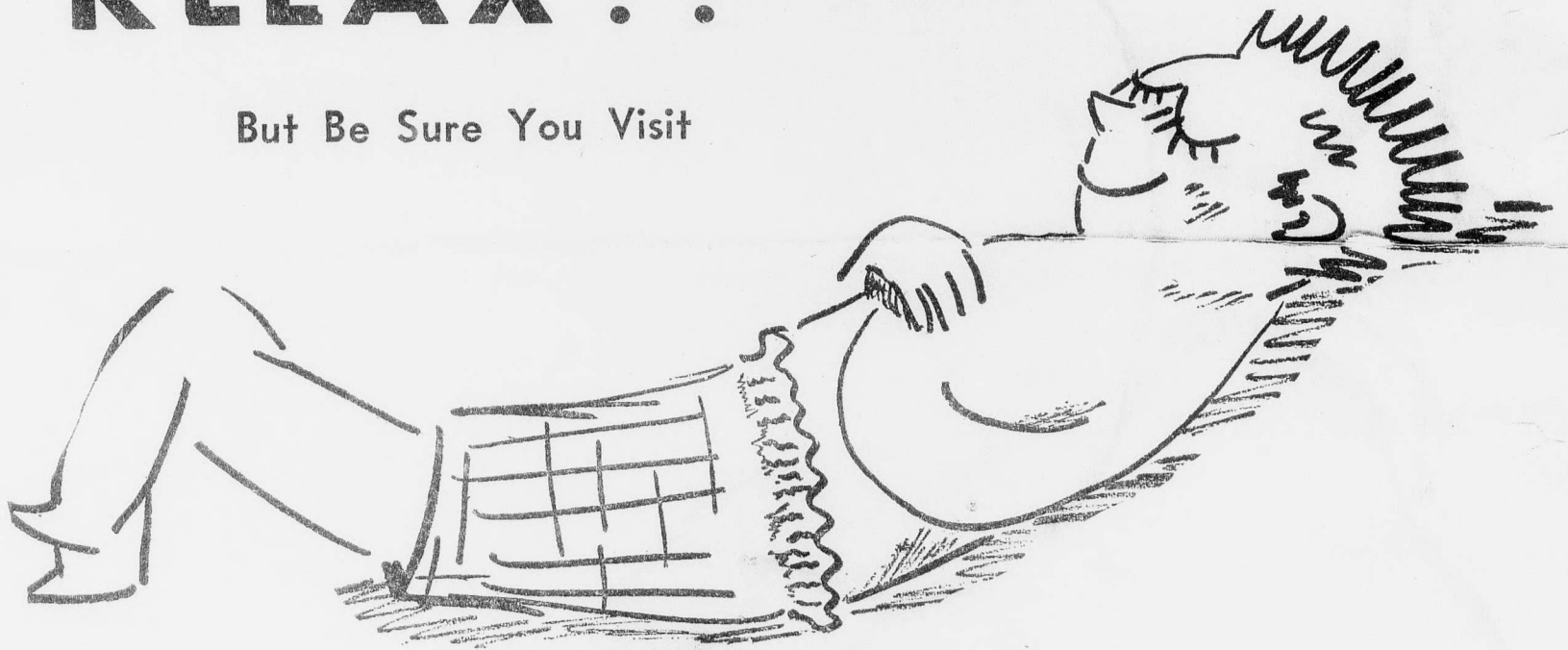
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