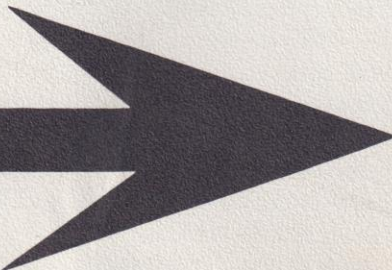


Visitors'  
**RECREATION  
GUIDE  
BOOK**



TO  
**IMPERIAL  
COUNTY  
CALIFORNIA**



**36 PAGES**  
of  
**INFORMATION**

## INTRODUCTION

Welcome to Imperial Valley—NEW Vacationland of the OLD West!

We're happy to have you with us, and whether you're just passing through or planning to visit a few days, a week or a season, the friendly people of Imperial County will make your stop a well-remembered one.

The purpose of this booklet is to show you how to reach the areas where these recreation opportunities and other attractions exist. You may drive direct to any spot from any place on the center-spread map; you may prefer to follow one of the listed tours, taking a day or more for your trip.

Wherever possible, we have attempted to route your trip going one way and returning another.

From colorful, rugged mountains to the famed Salton Sea, 235 feet below sea level, few areas in the southwest offer so many types of recreation. Hunting for duck, geese, quail, dove and pheasant; hiking, exploring, gem and fossil collecting; golf, tennis, boating, water skiing, swimming and just plain relaxing in the sun, make up the Imperial County vacation bill of fare.

Imperial County is a busy, friendly land but it knows how to enjoy the full life. Numerous up-to-date hotels and motels, many with swimming pools, await you in the various communities. Many golf clubs, open to the public, invite you to test their green fairways. These clubs are under constant maintenance and attract top golfers from all over the country during the warm, dry winter season—one of the world's most inviting.

Salton Sea is recognized as the fastest body of water in the country for motorboat racing, while beneath its placid surface lurks the wily and game corvina, running from eight to twenty pounds and available to licensed fishermen the year around.

Year-round fishing is also permitted along the mighty Colorado River, water lifeline to Imperial County. You can fish for bass, catfish and several other species along the hundreds of miles of canals and irrigation ditches in the county itself.

Many evidences of early Indian and Spanish occupancy are to be seen in all parts of the Valley, and a short eleven mile drive south of El Centro brings you to the border city of Calexico, only a step from its sister city Mexicali, in romantic Mexico. Here you may browse and shop to your heart's content in colorful "south of the border" surroundings. You may now bring back \$100 worth of Mexican merchandise duty-free.

A visit to any Community Chamber of Commerce will aid you in making hotel or motel reservations. They also list local points of interest for you to visit. Like everyone else in Imperial County, they will do their utmost to make your sojourn a memorable one.

All of us in Imperial County send you greetings . . . and best wishes for a happy holiday ahead!

## INDEX

	PAGE
INTRODUCTION .....	2
BRAWLEY .....	4
CALEXICO .....	5
CALIPATRIA .....	6
EL CENTRO .....	7
HOLTVILLE .....	8
IMPERIAL .....	9
MEXICALI .....	10
NILAND .....	11
OCOTILLO AREA .....	12
PALO VERDE .....	13
SALTON SEA (HIGHWAY 99) .....	14
SALTON SEA (HIGHWAY 111) .....	15
WESTMORLAND .....	16
WINTERHAVEN AREA .....	17
IMPERIAL COUNTY MAP .....	18, 19
FISHING .....	20
HUNTING .....	21
GOLF .....	22
FOSSIL CANYON .....	23
HOT MINERAL SPA .....	23
NILAND MARINA .....	23
OLD ARAZ STAGE DEPOT .....	24
PAINTED GORGE .....	24
PICACHO RECREATION AREA .....	24
RAMER LAKE .....	25
RED HILL MARINA .....	25
SAND DUNES .....	25
SUNBEAM LAKE .....	26
TUMCO MINES .....	26
WESTMORLAND (OR BENSON) BOAT LANDING .....	26
WIEST LAKE .....	27
WISTER GAME REFUGE .....	27
YUHA DESERT RESERVATION .....	27
AROUND THE SALTON SEA .....	28, 29
I.V.D.A. BUILDING TO IMPERIAL DAM AND RETURN .....	30, 31
I.V.D.A. BUILDING TO PAINTED GORGE AND RETURN .....	32, 33
ONE DAY TRIP I.V.D.A. BUILDING TO MEXICALI .....	34, 35

## BRAWLEY

"Where it's Sun-Day every day!"

BRAWLEY is located in the heart of the world's largest cattle-feeding area with more than 600,000 fattened and ready-for-market animals shipped in 1963.

BRAWLEY also is the site of the famous "Imperial Valley Rodeo and Brawley Cattle Call," an annual Elmer Sears Lettuce Golf Tournament, and the famous Sand and Air Show, where sky-divers and dune buggies draw national attention.

Some 15,000 folks are proud to call BRAWLEY "home," and you'll call it a beautiful, modern city, nestled around a central Spanish style Plaza set in the midst of broad lawns and tall shade trees.

Visitors accommodations in this "119 feet below sea-level city" are plentiful. BRAWLEY is a favorite site for many small and medium conventions. Modern hotels and motels, many with swimming pools, welcome the vacationer, as do spacious trailer parks, restaurants, steak houses and intimate cocktail lounges. BRAWLEY also boasts an up-to-date quality school system. It has 36 churches for 17,000 population.

An abundant supply of dove, duck, quail, geese and pheasant, in season, awaits the hunter. Thousands of hunters from the coast make BRAWLEY their headquarters during the dove season in September. For the water sports enthusiast, there's boating, swimming, fishing and water-skiing at nearby Salton Sea and at neighboring Wiest and Ramer Lakes.

Prime points of interest within easy driving distance of BRAWLEY include the Desert Sand Dunes, a ghost mining town, Travertine Rock, Elephant Trees, Superstition Mountain, a gypsum mine, the colorful Painted Gorge, and Mexicali in Mexico, just across the border.

So come to play — or plan to stay, in BRAWLEY, "Where it's Sun-Day every day!"



## CALEXICO

Bustling gateway to romantic Mexico . . . a focal point for unforgettable trips into four states of two nations: The busy city of CALEXICO on the International Border!

In an easy one-day trip you can visit the vast American Sahara desert; Southern California's water lifeline from the Colorado River — the All-American Canal; an original Butterfield Stage depot; the grim Yuma territorial prison; the fabulous Colorado River itself; colorful and exciting bullfights in San Luis, Sonora, Mexico; and Mexicali, state capital of Baja California, CALEXICO'S sister city of over one-quarter million people.

In Baja California you'll see the largest cotton gin in the world, an expanding industrial area, spacious modern homes and many new cultural exhibits. The city of Mexicali enjoys the largest per-capita income in all of Mexico. The population estimate for 1970 is expected to be a half-million.

The Sea of Cortez, or Gulf of California as it is commonly known, affords the fisherman the greatest variety of fishing in the world, from totuava at San Felipe to yellowtail, swordfish, marlin and tuna in the area of La Paz. There are many fly-in resorts on the Gulf, a short flight from CALEXICO'S International Airport.

Back in the United States at CALEXICO the visitor can relax in the luxury of friendliness and cool comfort, for CALEXICO is rightly called the "city of air-conditioning."

For recreation-minded visitors, CALEXICO has the International Golf and Country Club, the International Trap Club, an Olympic-size city plunge, parks and playgrounds.

Here the big event of the year is the annual Dove Hunters' Fiesta, which launches the fabulous dove season on the first of September each year. Other fiestas include: the Wine Tasting Fiesta, Cotton Carnival and other Mexican and American holidays. One would think that every day is a fiesta on the exciting Mexican-American border!



## CALIPATRIA

CALIPATRIA, the "Lowest-Down City in the Western Hemisphere," gets this slogan because it is 184 feet below sea level. To mark that fact the city has erected the hemisphere's tallest free-standing flagpole, rising 184 feet from ground to tip, to the exact level of the Pacific Ocean.

Located in the northern part of Imperial Valley, CALIPATRIA is primarily an agricultural community and is the center of the vast cotton-producing industry of the county. It also is a growing industrial community; its potential in this area is greatly enhanced by the rapid progress being made in the development of geo-thermal steam electric generation. CALIPATRIA is immediately adjacent to this potential source of cheap power.

CALIPATRIA owns the finest in school facilities with all elementary and high school classes being offered in new, modern buildings. The school district recently planned and executed a half-million dollar expansion program which includes a new industrial arts building, an auditorium, cafeteria and excellent swimming and diving facilities.

The city has an attractive shopping area with grocery, clothing and other retail stores, as well as fine cafes and restaurants. The city-owned airport is steadily used by executives, sportsmen and crop dusters.

Of interest to the home-entertainment minded is the fact that CALIPATRIA is the only Valley city to receive direct television programs broadcast from Southern California's metropolitan cities.

CALIPATRIA is located on Highways 111 and 115 and almost within flycasting distance of Salton Sea's famed fishing and hunting areas. Nearby is the city's Red Hill Marina, where boats may be launched from ramps. Boats and tackle may also be rented for a day's fishing or boating on the Sea.

CALIPATRIA welcomes the visitor and new resident alike with warmth and friendliness and will make every effort to make your visit or residence here pleasant and rewarding.



## EL CENTRO

EL CENTRO is the county seat of Imperial County. It has a population in the neighborhood of 20,000 with a shopping area and facilities comparable to those in cities of much larger population. EL CENTRO possesses an excellent school system which takes the student from kindergarten through its complete county-wide junior college.

Through the cooperation of San Diego State College, it is also possible for the student to complete his college courses right here in Imperial County. Churches of almost all denominations are represented.

Visitors to EL CENTRO will find outstandingly fine hotel, motel and restaurant facilities. Many small conventions and area meetings are held in EL CENTRO each fall, winter and spring. The EL CENTRO Chamber of Commerce plays an important part with these groups in planning their meetings and helping service the conventions.

Here one plays golf on a sporty 18-hole layout known as the Barbara Worth Golf and Country Club, eight miles east of the city. A fine 36-lane bowling alley is only two miles north of the city. In season, dove, duck and geese abound. From EL CENTRO one can drive north to the Salton Sea for the fighting corvina, or south to San Felipe, in Mexico, for totuava or other fighting game fish to be found aplenty in the Gulf of California.

EL CENTRO shows a healthy growth. New homes, apartment buildings and magnificent new public buildings are being constructed. New industries to process agricultural raw materials year round are situated here. During the fall, winter and spring months, EL CENTRO'S industrial district processes all types of high grade perishable vegetables.

Imperial Valley is a fabulous garden spot. EL CENTRO is at "the center"!



## HOLTVILLE

HOLTVILLE, World's Carrot Capitol, where friendliness has become a fine art, is more than just another city in the great Imperial Valley. It is a legend.

This queen of the vegetable kingdom offers to the visitor views of vast farms of carrots, watermelons, cantaloupes, tomatoes and other crops which feed both man and livestock. The city climaxes its many activities with a mammoth February Carrot Carnival, celebrating its seven million dollar annual carrot harvest. The celebration lasts through four days of sunshine and temperate weather, luring thousands of visitors from many parts of the nation.

HOLTVILLE is in the eastern part of the county on a direct route from the east coast to the Pacific. The city was the home of famed novelist Harold Bell Wright and is his setting for *The Winning of Barbara Worth* and other books.

In HOLTVILLE the visitor will find a variety of sights and activities typical of the friendly spirit of a small Imperial County city. He may visit the Barbara Worth Golf and Country Club just west of the city; take a swim in its Olympic-size pool, play 18 holes of golf on its famed tournament links, dine on good food (especially sizzling steaks from famed Imperial Valley beef!); or he may just relax in the quiet of a downtown city park where picnic tables and artesian well water are available free.

With a population of 3,500 HOLTVILLE possesses 14 churches, a fine library, a new high school, junior high school and elementary school, public tennis courts and baseball parks. When you stop at Fifth and Holt, entrance to the park, drop in to the Chamber of Commerce office and say "Howdy." The Chamber Manager will bid you a hearty welcome. (He'll give you a free booklet containing more than 100 carrot recipes too!)



## IMPERIAL

"Oldest city in the Valley!"

Centuries ago the Gulf of California extended as far north as Palm Springs and the surrounding desert area. When the sea receded the area now known as Imperial Valley and Salton Sea became salty wasteland.

The turbulent Colorado River once flowed into the Gulf of California. In the early 1900's, the river built up a huge delta at its mouth and reversed its flow, flooding the Imperial Valley and creating the Salton Sea. This process, however, left large deposits of silt which now is one of the nation's choice farmland, although it is completely dependent upon irrigation water from the same river.

Hardy Spanish *conquistadores* were the first known white men to set foot on the parched, dusty soil. De Alarcon visited the area in 1540, only 38 years after Columbus discovered the new world. Captain Juan Bautista de Anza and Father Junipero Serra traversed the valley in the 1770's. Father Serra established two missions in the area now known as Yuma. These were later destroyed by the Indians. In crossing the valley, the leatherjackets dubbed the trail *El Camino del Diablo*, in contradistinction to the coast route, *El Camino Real*. California's first discovery of gold occurred in eastern Imperial County in 1836, several years before Sutter's famous find. IMPERIAL became the first permanent settlement in the valley when the influx of people began. It was declared a townsite in 1902.

The Imperial County Airport is located at IMPERIAL, where modern airliners provide passenger, mail and air freight service to the valley. Complete facilities for private planes are also available at the airport.

The California Midwinter Fair, presented early in March, is also located at IMPERIAL. This agricultural extravaganza is dedicated to the fabulous fertility of contemporary Imperial Valley. The fair features a rodeo, horse show and entertainment, as well as livestock and vegetable exhibits.

There are many other modern communities in Imperial Valley, but the city from which the county took its name, IMPERIAL, came first.



## MEXICALI

You step into a new — and an old — world when you step across the border into Mexico at MEXICALI, the sister city of Calexico.

First of all, MEXICALI is a dynamic, bustling young city of some 275,000. It is the capital of the new state of Baja California in Mexico. But MEXICALI also presents a rich, endlessly varied picture of the historic traditions and culture of our Latin neighbor.

You'll find a fascinating assortment of Mexican handicrafts — pure and beautifully wrought sterling ware, hand-tooled leather goods, hand-made pottery, glassware and baskets, just about anything to make your visit to MEXICALI one to be long remembered.

No passport is required for short visits and you may now bring back up to \$100 in Mexican purchases duty free.

While across the border, be sure to visit the Governor's Palace, the golf club grounds, the fine gymnasium, the beautiful residential districts, the famed MEXICALI brewery and the industrial section.

For the sports-minded, MEXICALI is the gateway to San Felipe on the Gulf of California — a world-famous fisherman's paradise. Deep sea fishermen congregate here from the entire southwest for truly wonderful all-year fishing.

If time permits, you'll want to stay awhile in MEXICALI, and there are many fine hotels and motels available for a day or a week or longer. And for an adventure in dining, try any of the dozen or so modern, first class restaurants serving authentic Mexican, Spanish, Chinese and American dishes. For a bit of Mexican night life, stop in at one of the gay spots for dancing and typical Mexican entertainment.

The land of colorful Mexico bids you a hearty *buenos dias!* MEXICALI promises you memories to be long treasured.



## NILAND

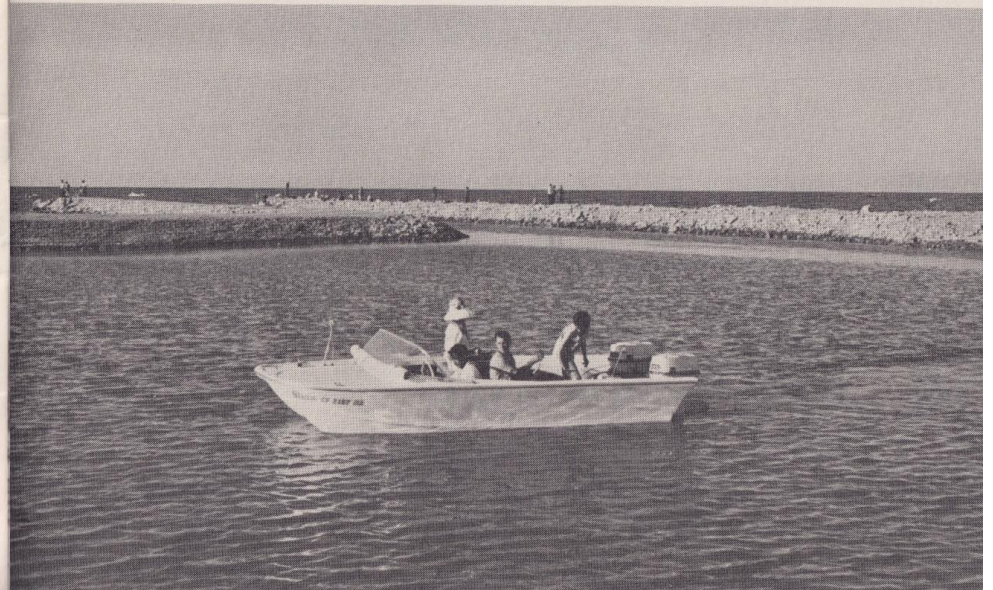
NILAND, Imperial Valley's northern gateway, lies across Highway 111 only a short distance from fast-developing Salton Sea's rapidly expanding recreational facilities and real estate developments.

At the heart of the winter-grown vegetable area, NILAND is the freight terminal for enormous shipments of produce destined for all major American markets. To celebrate this enormous production of winter-grown produce, NILAND'S "Tomato Festival" in March crowns the Valley's spring celebrations.

The North Shore scenic route around spectacular Salton Sea starts at NILAND and leads the visitor to an ever-changing variety of recreational activities: boating, fishing and hunting in season, searching for semi-precious stones, studying Indian lore along the edges of the ancient sea. A natural wonder, the Mineral Spa, is only a short distance from town and is known for the curative powers of its hot mineral waters. The Spa is the only hot spring in the nation with the same rock and mineral properties of the springs in Yellowstone National Park.

NILAND, formally launched in 1914, was once known as Hobgood, and was called Old Beach when the Southern Pacific built a line from Los Angeles to Yuma. Its present name resulted from a contest and stems from Nile-Land. The word NILAND was declared winner when it was pointed out that the soil of Imperial Valley is said to be as fertile as the Valley of the Nile in Egypt.

NILAND is in the midst of a gigantic recreation and agricultural area. It is also near the steam well developments and an industrial boom is in the offing.



## OCOTILLO AREA

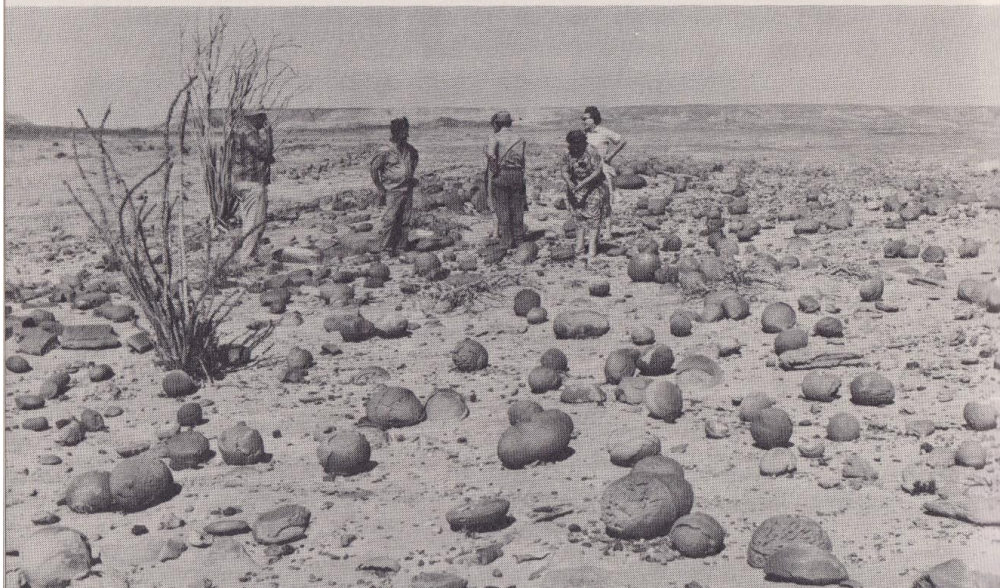
Probably nowhere else in the entire country can so much be learned about the evolution of a land than in the OCOTILLO area in the southwest corner of Imperial County.

Here, geologists say, a vast sea once covered all of what is now the present desert area of Southern California. Mounds of coral reefs now ring the barren mountains in desolate Yuha Basin east of OCOTILLO and pressure-fused sea shells lie in ridges sometimes a hundred feet thick. Here, across this same hot basin, Spanish *conquistadores* picked their way to the coast nearly 200 years ago.

South of OCOTILLO, lies the almost inaccessible Davies Valley which crosses the Mexican border. North of OCOTILLO, on a good road, is the famous Painted Gorge, where sun-baked rocks rise in gorgeous multi-colored splendor. Fossil Canyon, just north of town, contains acres of fossils and clam shells deposited there when the entire Valley was part of the Gulf of California.

OCOTILLO is 26 miles west of El Centro on Highway 80. On the way you'll drive through the busy little towns of Seeley and Plaster City. Here, rising from the flat desert like a white mirage, is U.S. Gypsum's huge plant, the largest wallboard producer in the world.

One thing to remember: roads through Yuha Basin are almost non-existent and shouldn't be attempted unless equipped with four-wheel drive or other desert vehicles. Whenever possible, check with a Park Ranger before making any trips into the basin. He'll help make your trip to this fascinating area one you'll long remember. The photo shows stone nodules which were created by Mother Nature in some mysterious fashion.



## PALO VERDE

PALO VERDE, in the extreme northeast corner of the county, is becoming increasingly popular with sportsmen because of its close proximity to excellent hunting and fishing grounds.

Located in the lush Palo Verde Valley on a curving lagoon running into the Colorado River, PALO VERDE is a boatman's haven, with many loading ramps leading into the lagoon.

Just south of the city is a large camping area directly on the banks of the Colorado with ample parking space for scores of campers and trailers.

Some of the best fishing in the county can be found in both the lagoon and river, with waterfowl in great abundance along the river in season. Landbirds, such as quail, dove and pheasant are found in the pastures and fields of the valley.

PALO VERDE is reached via the Glamis Road and lies 69 miles northeast of Brawley. The road passes through the famed sand dune area, named the "American Sahara" because of its resemblance to the African Desert.

Palo Verde Valley is a separate entity but a definite part of Imperial County's vast agricultural and recreational inland empire. The two valleys lie on opposite sides of the Chocolate and Palo Verde Mountains which surround the colorful sand dunes and desert.



## SALTON SEA (U. S. Highway 99)

Salton Sea, 235 feet below sea level, is rapidly becoming one of America's most popular water sport and fishing areas. It is easily reached via U.S. Highway 99, running 30 miles along the Sea's southwest shoreline.

Additionally, U.S. Highway 99 passes several new developments, including Salton City, a bustling young community of modern homes, two seaside marinas totaling nine acres, a burgeoning business district, and the \$500,000 Salton Bay Yacht Club. A new motel, complete with pool, is adjacent to the highway. Other motels are nearby.

The Salton City National Championship "500" Mile Boat Race attracts thousands annually.

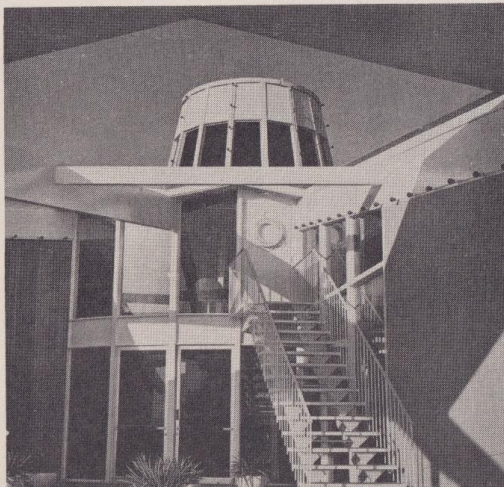
Another fast-growing community is Desert Shores, which you see to the east of the highway after crossing the Imperial County line heading south.

Desert Shores contains a large marina and ample parking space for campers, trailers, fishermen and water sports enthusiasts. Three miles south of Desert Shores is Salton Sea Beach, which also has a marina and ample parking facilities for cars, campers and trailers.

There is much to do and see along Salton's southwest shore. Just as you enter Imperial County you'll see the famous Travertine Rock, where marks of the ancient sea level may be clearly seen from the road. A short walk to the rock formation will bring big rewards to the camera fan (see illustration pages 28-29). Travertine Rock was first sketched during a railroad survey in 1853 and its appearance remains virtually unchanged today.

On your right, heading south, lie the beginnings of the great Anza-Borrego Desert, one of the desert showplaces of the vast southwest, with its Painted Gorge, Indian relics, interesting rock formations, petrified wood and other sights beckoning the adventuresome.

An overnight stop at Salton City (with its golf facilities and fine motels), or at the other communities on Highway 99, will be long remembered.



## SALTON SEA (State Highway 111)

HIGHWAY 111 offers a splendid close-up view of the Salton Sea all along its northeastern shore, with immediate access to pleasure-filled vacation spots the entire length of the Sea.

Fishermen, water skiers and sailors will enjoy the facilities for boat launching offered at the various marinas, beginning with the Red Hill Marina just west and north of Calipatria and the Niland Marina, north and west of Niland.

Mullet Island, just north of Red Hill Marina, was once a popular resort. It is now deserted, but still is visited by the occasional hunter and adventurer.

In the 25 mile Salton Sea State Park, Bombay Beach, Salton Beach, Mecca Beach and Desert Beach offer full camping facilities right on the water's edge.

The Hot Mineral Spa (illustration page 23) is just four short miles north of Highway 111. This is a mecca for thousands who seek benefits in the hot bubbling springs.

Delightful residential communities are developing along the beaches and shopping facilities exist at several points, with Niland offering the most complete facilities.

At its farthest northern end, the Sea is fringed by lush areas of citrus, grape and date groves . . . at its southern end, with vast vegetable and grain farms which comprise the world's largest irrigated complex.



## WESTMORLAND

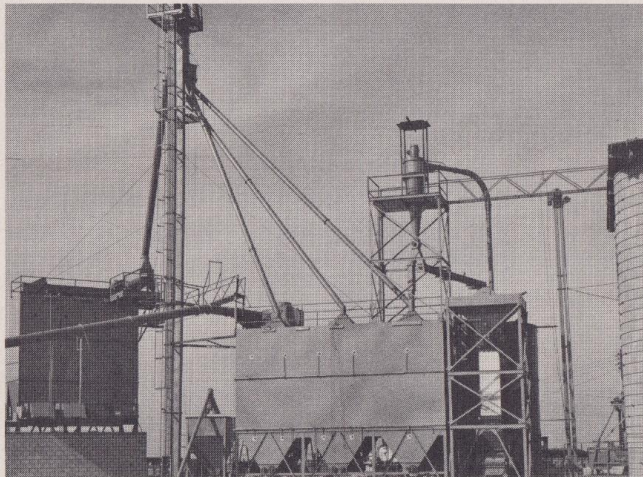
Western gateway to the rich Imperial Valley. Here, eons ago, flowed a mighty ocean fantastically rich in minerals. When it dried it left behind a deposit of nature's fertility unmatched anywhere else in the world. Today, WESTMORLAND sits directly atop that bountiful soil, surrounded by miles of lush fields of winter garden crops, such as beets, lettuce, alfalfa, barley, watermelon, cantaloupe and flax, and endless acres of green pastures which feed thousands of sheep and cattle. It is also one of the state's top cotton-producing areas.

WESTMORLAND'S celebrated bee industry—a natural sequence to the rich, flowering agriculture—also produces a major part of the nation's honey. In addition, commercial bee pollinating is a fast growing development.

At the south entrance to famed Salton Sea, WESTMORLAND offers easy access to the sea's western shoreline. Hunting grounds for duck, dove, quail and pheasant abound. The sea provides some of the finest fishing in the west.

Desert sandstone, fossil oyster beds and the grotesque Elephant Trees are but a few of the many oddities in the vicinity to be sought out either by car or "dune buggy."

Some of the outstanding community facilities for public use include the WESTMORLAND Youth Center Building, a modern municipal plunge and a city playground with two Little League baseball fields.

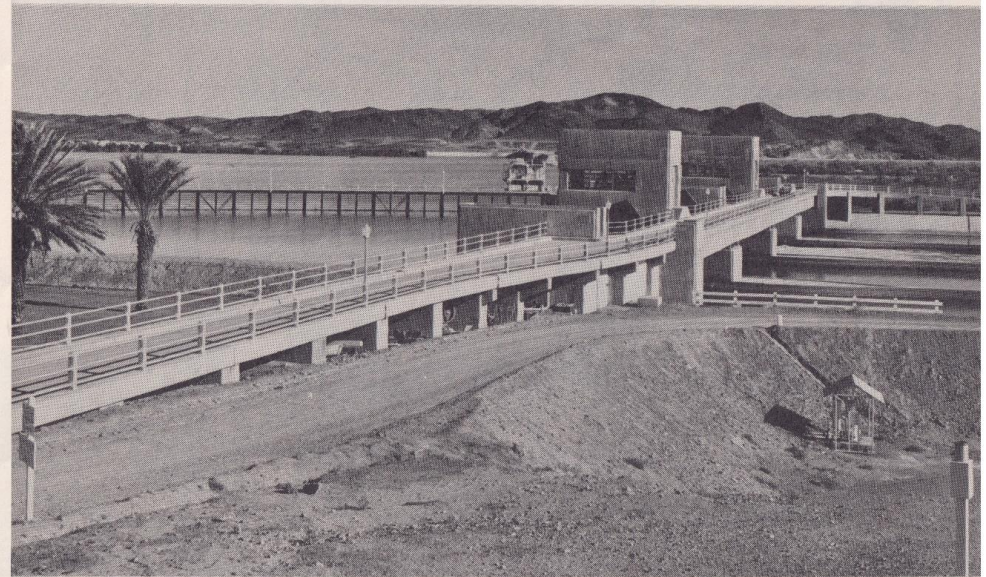


WESTMORLAND is the birthplace of the multi-million dollar cattle industry in Imperial Valley. Above is depicted the modern, new Willey feedmill installed at the San Pasqual Land and Cattle Company feed yard. Capacity of the installation is 25,000 head of cattle.

## WINTERHAVEN AREA

In the southeast corner of Imperial County lies the unique WINTERHAVEN AREA, where the Colorado River is diverted into the All-American Canal for distribution to the Imperial, Coachella and Mexicali Valleys.

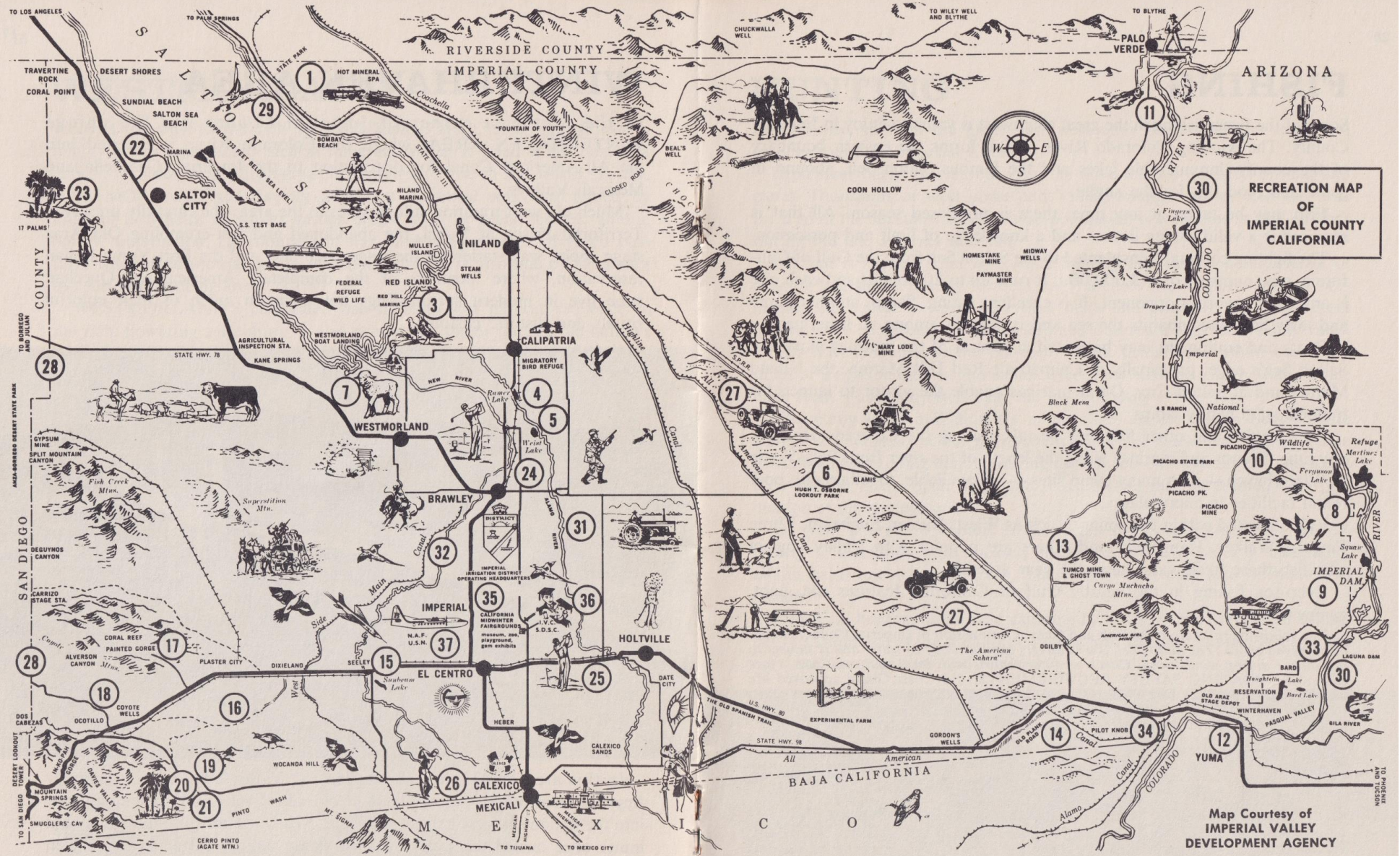
Much old west tradition still survives in the area: the carefully preserved Territorial Prison at Yuma, the abandoned and fast-crumbling Old Araz stage depot, way station on the stagecoach line, and the Fort Yuma Indian reservation, where members of the completely Americanized Quechan tribe live in modern surroundings but maintain much of their colorful rituals and historic customs.



In this area also is the entrance to the Valley's heartline—mighty Imperial Dam, where water from the Colorado River begins its long journey into the nation's largest irrigation system. Nearby, Tumco's abandoned gold mines once owned the world's largest stamp mill. It extracted millions in gold from the Cargo Muchacho Mountains. Tumco is but a short distance from the railroad town of Ogilby, while the lively town of Bard is a jumping-off place for a lot of lower Colorado fishing activity. This area is destined for a tremendous amount of growth and development.

WINTERHAVEN is 59 miles east of El Centro on Highway 80, over a fine highway which runs directly through the famous sand dune area. Roads to interesting spots are all in excellent condition.

A visit to Imperial County wouldn't be complete without a day in this fascinating WINTERHAVEN corner of the county.



**RECREATION MAP  
OF  
IMPERIAL COUNTY  
CALIFORNIA**

Map Courtesy of  
IMPERIAL VALLEY  
DEVELOPMENT AGENCY

- |                                 |                               |   |                                      |
|---------------------------------|-------------------------------|---|--------------------------------------|
| 1. Hot Mineral Spa              | 11. Palo Verde Marina         | 21. Crucifixion Thorns                  | 29. Salton Sea State Park            |
| 2. Niland Marina                | 12. Old Araz Stage Depot      | 22. Salton Bay Yacht Club and Marina    | 30. Colorado River                   |
| 3. Red Hill Marina              | 13. Tumco Mine and Ghost Town | 23. Salton City Golf Course             | 31. Alamo River                      |
| 4. Ramer Lake                   | 14. Old Plank Road            | 24. Rio Vista Golf and Country Club     | 32. New River                        |
| 5. West Lake                    | 15. Sunbeam Lake              | 25. Barbara Worth Golf and Country Club | 33. Laguna Dam                       |
| 6. Hugh T. Osborne Lookout Park | 16. Oyster Shell Beds         | 26. International Golf and Country Club | 34. Andrade Park                     |
| 7. Westmorland Boat Landing     | 17. Painted Gorge             | 27. Sand Dunes                          | 35. California Midwinter Fairgrounds |
| 8. Ferguson Lake                | 18. Fossil Canyon             | 28. Anza Borrego Desert State Park      | 36. Imperial Valley College          |
| 9. Imperial Dam                 | 19. Vista de Anza Monument    |   | 37. Naval Air Facility               |
| 10. Picacho Peak Camp           | 20. Petrified Wood Area       |   |                                      |

## FISHING

Some of the finest fishing in the great southwest is yours to enjoy in Imperial County. The winding Colorado River, which forms the eastern boundary of the county, innumerable lakes and the famous Salton Sea, abound in game and food fish for the angler.

Fish may be taken at any time; there is no closed season. All that is required is a valid fishing license and a knowledge of limit and possession.

The fighting corvina, transplanted to the Salton Sea from the Gulf of California, now numbers over 3,000,000. It runs up to 20 pounds and each one is an angler's worthy opponent. It is excellent eating. Sargo, another game and tasty fish, also inhabits the sea and is popular among all fishermen.

Boats and equipment may be rented at several of the marinas along the Salton Sea's edge, principally at Calipatria's Red Hill Marina, the Niland Marina and at Salton City. Other marinas enable the visitor to launch his trailer-boat at handy ramps.

Bass, catfish and other fish may be taken along the Colorado River at any time. Ramps and marinas along the length of the river from Palo Verde to Winterhaven—with many camp sites—are available, together with boat rental facilities in many places.

Lakes located within the county, such as Wiest, Ramer, Sunbeam, Three Fingers, Walker, Haughtelin and others are popular with Valley anglers who fish these fresh-water lakes the year around.

Deep-sea fishing in the nearby Gulf of California features the giant, gamey totuava.

The following rules from the Fish and Game Commission of Imperial County should be observed by all: *The Salton Sea is a relatively shallow body of water and is subject to turbulence during windstorms. Check weather reports with local radio stations before embarking.* BOATING SAFETY REQUIREMENTS: (1) Coast Guard approved life jackets or cushions. (2) Fire extinguisher. (3) Anchor and line. (4) Bailer or bucket. (5) Distress flares. (6) Lights. FISH LIMITS: 6 corvina/20 sargo/Valid California fishing license plus warmwater stamp is required to take fish in Salton Sea.



## HUNTING

Few, if any, spots in the great southwest offer the hunter the sport and scenery found in Imperial County.

September opens the season when the dove takes possession of field and canal. Thousands of west coast and Valley hunters swarm into the area for a go at the succulent dove, whose population is estimated in the millions during the late summer and fall.

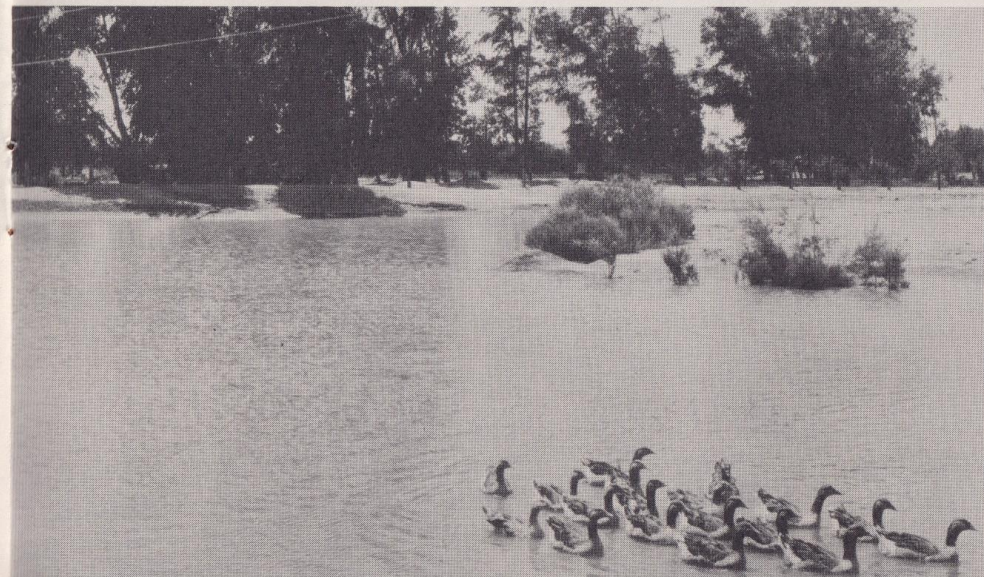
All that is needed is an up-to-date hunting license and a knowledge of existing bag limits. Valley farmers and ranchers are without peer in permitting the hunter to range over their fields and pastures. All they expect in return are courteous sportsmanship and observance of basic safety rules.

The dove abounds in the cut-over alfalfa fields and around the many miles of irrigation ditches and canals. Here they settle so thickly that a single blast from a shotgun often bags the 10-bird daily limit.

The many lakes and marshes along edges of the Salton Sea Wildlife Refuge are located on the north-south flyway of ducks and geese. These fowl make for exciting hunting during the fall season. Myriads of quail make their habitat in the open fields and pastures and may be hunted with permission of the landowner.

Of great interest to hunters is the recent pheasant plant in the Valley. Nearly 15,000 birds were released on posted lands, livestock grazing land, alfalfa fields and irrigated areas. These tasty fowl may also be hunted in season.

Nearly all hunting areas have camping facilities. A check with the Chamber of Commerce in the area to be hunted will secure complete information on these camping sites and facilities.



## GOLF

Keep your golf clubs in the car while driving around Imperial Valley; you'll have plenty of opportunity to use them, and on some of the finest courses in the southwest.

Many fast and beautiful championship courses dot the Valley's landscape, from the Salton Sea to the Mexican border, where—if you're not careful—you will hook or slice a ball out of this country.

Golf is one of the Valley's prime winter, spring and fall sports and several top-flight tournaments are staged annually. The International Golf and Country Club in Calexico, right on the international border, stages an annual tourney in March, drawing name golfers from all over the west.

Brawley's Del Rio Country Club also stages two annual tourneys in the spring: the Elmer Sears Lettuce Tournament and the Beef N' Sheep fairways battle in which cattlemen and sheepmen continue the old range feud in friendly fashion on Del Rio's beautiful greens.

The Barbara Worth Golf and Country Club, between Holtville and El Centro, also hosts several tournaments, while the new Salton City Club along the shores of famed Salton Sea is drawing much attention from west coast golfers.

All of these courses are open year-round and invite the public to use their facilities. So, whether you're visiting in the Valley or just driving through and feel the urge to relax on one of the modern, beautiful courses, the golf latchstring is always out.



## FOSSIL CANYON

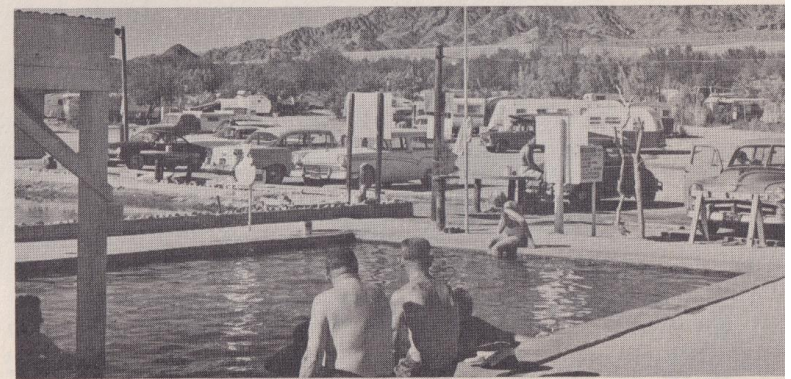


22 miles west of El Centro on Highway 80. Turn right at marker and drive 3.6 miles to the north. This area is rich in prehistoric sea animal deposits.

## HOT MINERAL SPA



These famous hot mineral springs lie on the Imperial County line, 20 miles north of Niland, off Highway 111. Plenty of trailer and camping space. HOT MINERAL SPA, noted for therapeutic powers of hot mineral water, is nearly 170 degrees hot as it bubbles from the ground and into large pools built for bathing and soaking. Open year-round. Food and supplies available at Niland.



## NILAND MARINA



Eleven miles north of Niland, just west of Highway 111. Accommodations available for approximately 150 campers with extra wide, newly paved 4-lane boat ramp. Sanitary facilities in area. Small store and boat rentals at ramp. Excellent site for swimming and water sports. Fine fishing in waters adjacent to the marina.



## OLD ARAZ STAGE DEPOT



3.7 miles west of Winterhaven in eastern end of county on Highway 80. The first line through this part of our state was the San Antonio and San Diego Mail Line, beginning in 1857. This was succeeded by the Overland Mail Company, John Butterfield owner, which stopped running in 1861. After the war, Banning and Company took over and was followed by the Texas and California Stage Company in 1874.



## PAINTED GORGE



22 miles west of El Centro on Highway 80. About a 45 minute drive. 600 acre area. Colorful rock formations in narrow Gorge. Good road into Gorge. Ideal for out-of-the-way picnicking and rock and mineral study. Five miles of unpaved but graded road into Gorge after leaving Highway 80.

## PICACHO RECREATION AREA



An area of primitive and rugged beauty with some eight miles of frontage along the Colorado River. 21 miles north of Winterhaven, 17 miles of which are paved or improved dirt road. Dirt road extends 4 miles, 4-wheel drive recommended here. Old ghost mining camp that produced millions in gold. A few structures still extant. Interesting historical site with excellent fishing, camping, boating and hunting in season. Old mining camp is 3 miles south of Picacho Peak. Suitable water supply on site. An area of rugged volcanic mountains, extensive washes and river-bottom sloughs. The state has plans for an extensive scenic and recreational area here.

## RAMER LAKE



Seven miles north of Brawley, just east of Highway 111. Turn right off highway at marker sign one-half mile to entrance. Good boating, swimming. Excellent fishing and hunting in season. Water and sanitary facilities on site. Launching ramp to water's edge. Supplies, tackle and bait available in Calipatria, four miles north on highway.

## RED HILL MARINA

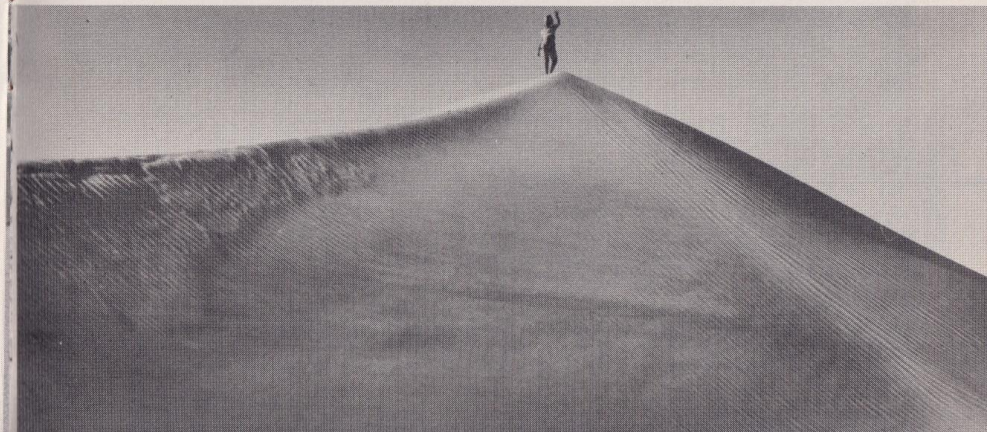


Excellent boating and fishing marina on south end of Salton Sea. North of Calipatria 3.6 miles on Highway 111. Then turn west on Estelle Road at marker sign, go 4.5 miles; turn north on good gravel road to marina. Ample camping and trailer space. Water and sanitary facilities available plus fresh water showers. Boats and fishing equipment for rent. Gasoline available. Snack bar with package foods on grounds. Hunting in season. Campfires on grounds permitted. Experts say it's the best fishing area on Salton Sea with gamey corvina running up to 20 pounds.

## SAND DUNES



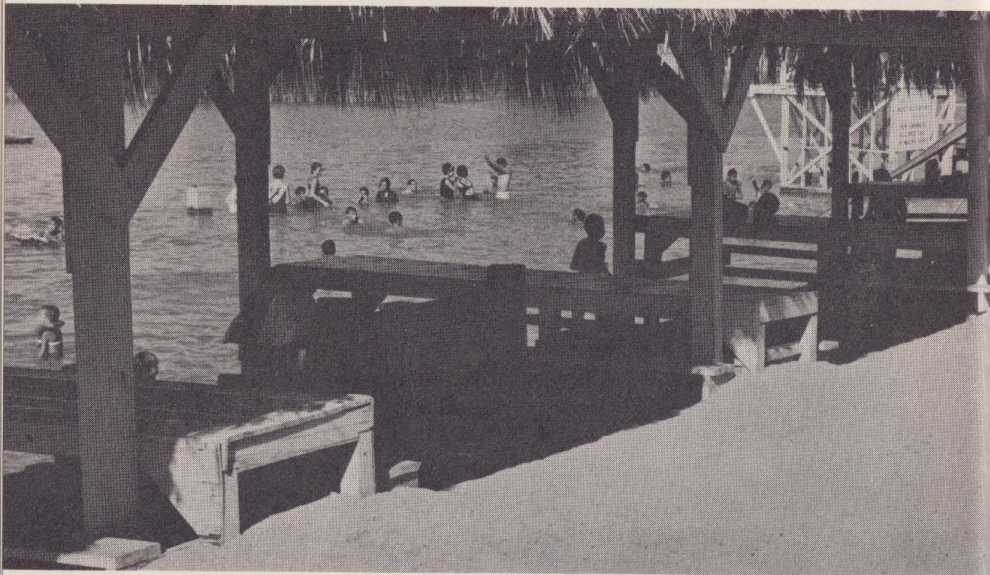
Here is the American Sahara, so-called because of its strong resemblance to that arid desert. 24.7 miles east of Brawley on Glamis Road to Hugh T. Osborne Lookout Park, perched above the road amid rolling dunes. Paved observation area with sanitary facilities at top and bottom of dunes. Good *winter* picnic spot. Dunes extend 40 miles in length and four miles wide with dunes as high as 90 feet! Dunes area encompasses 102,000 acres. Spectacular view of desert and mountains from observation point. The movie, "Beau Geste" was filmed between Holtville and Winterhaven near U.S. Highway 80, which also traverses the dunes east of El Centro, Holtville and Calexico.



## SUNBEAM LAKE



Quarter mile south of Seeley off Highway 80. Complete park facilities available for 400 campers. Adequate water and sanitary facilities including showers. Has barbecue pits and picnic tables. Good boating and fishing area. Also has Little League baseball park and snack bar.



## TUMCO MINES



Located in colorful Cargo Muchacha mountains. Easily accessible from Highway 80, 34.5 miles east of El Centro. Turn north at marker sign for 6 miles to Ogilby, then follow map closely for another 5½ miles to the mine area. Good roads all the way. Abandoned gold mine, once one of richest in the state. Many old structures still remain. Some smaller mines still operating in the area. Excellent hiking and riding country. Interesting and historical side trip between El Centro and Yuma.

## WESTMORLAND (or BENSON) BOAT LANDING



Five miles west of Westmorland on U.S. Highway 99. Turn right at marker sign at Vendel's Corner then four miles to the Salton Sea. Good fishing and boating but swimming and other water sports not recommended. Camping permitted along shore but no water or sanitary facilities nearby.

## WIEST LAKE



Four and one-half miles north of Brawley on Highway 111. Turn right off highway at marker sign for 2.5 miles to lake. Excellent boating, swimming, water-skiing, fishing and hunting in season. Open year-round. Ample water and sanitary facilities on site. Accommodations available for trailer parking. Picnic benches under ramada. Barbecue pit and cooking facilities at hand. Pure fresh water to depth of 11 feet in lake.

## WISTER GAME REFUGE

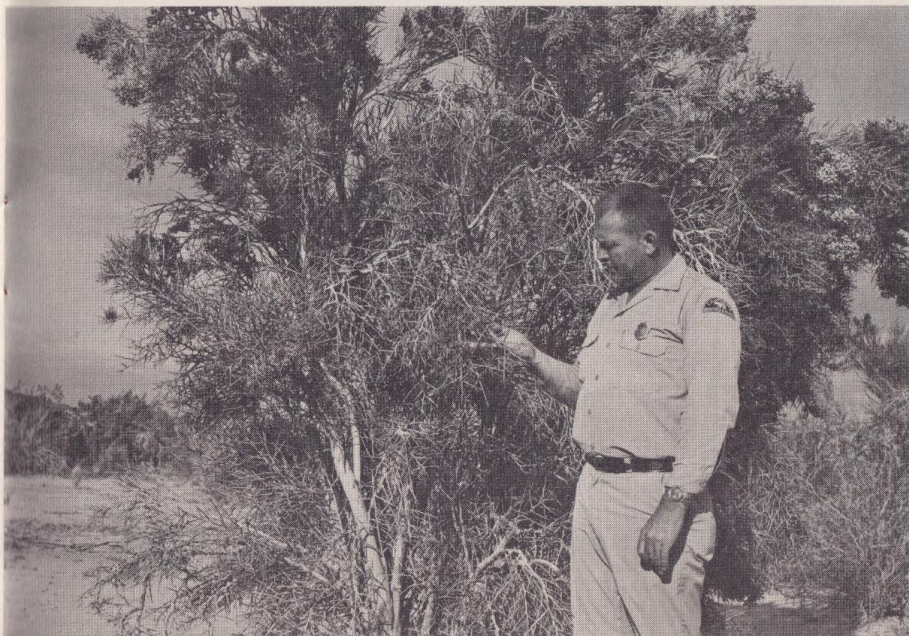


Seven miles northwest of Niland on Highway 111. An artificial pond, State Game Refuge consisting of some 9,203 acres along west side of Salton Sea. Excellent waterfowl hunting in season. Good road to area and plenty of parking. Refuge stretches several miles along shore of Salton Sea.

## YUHA DESERT RESERVATION



17.5 miles west of El Centro on Highway 80, then turn south on dirt road at sign. About a 45-minute drive. Ideal sightseeing, historical, picnicking and botanical study area. Rugged desert terrain in northern part. Contains fossil beds, two dry lakes upon which grow "Thorns of Christ" or "Crucifixion Thorns." Only other place in world with this rarity is Palestine. Also in this area — large deposits of fossil sea shells from old ocean bed.



## I. V. D. A. BUILDING and AROUND THE SALTON SEA

For an unusual trip through the Valley and around the Sea, try visiting one of the state's natural wonders, Hot Mineral Spa, near the shore of Salton Sea. Here is one of nature's oddities, a gushing mineral hot spring whose waters are famous for bathing and soaking. Outside of Yellowstone Park this mineral spa is the only one of its kind in the entire country.

To reach the Spa head north from Imperial on Highway 99, ten miles to Brawley, then turn right at the signal for .6 mile to Eighth Street. Turn left on Highway 111 to the Sea. Just this side of Calipatria enroute to the Spa you'll pass the Alamo feedlot, where more than 20,000 cattle are fed at one time.

Leaving Calipatria you pass through some of the most productive winter vegetable-growing areas in the world. Here much of the nation's tomatoes and lettuce are grown for the winter market. You'll also see almost endless acres of cotton, sugar beets and alfalfa. Agriculture-related industries are also a big part of the economy of this busy community.

Calipatria, incidentally, is called the "lowest-down city in the hemisphere," because it is located on the bed of an ancient sea and is 184 feet below sea level. As you pass through town you'll see a tall flagpole on your left in the park. Top of the pole marks sea level.

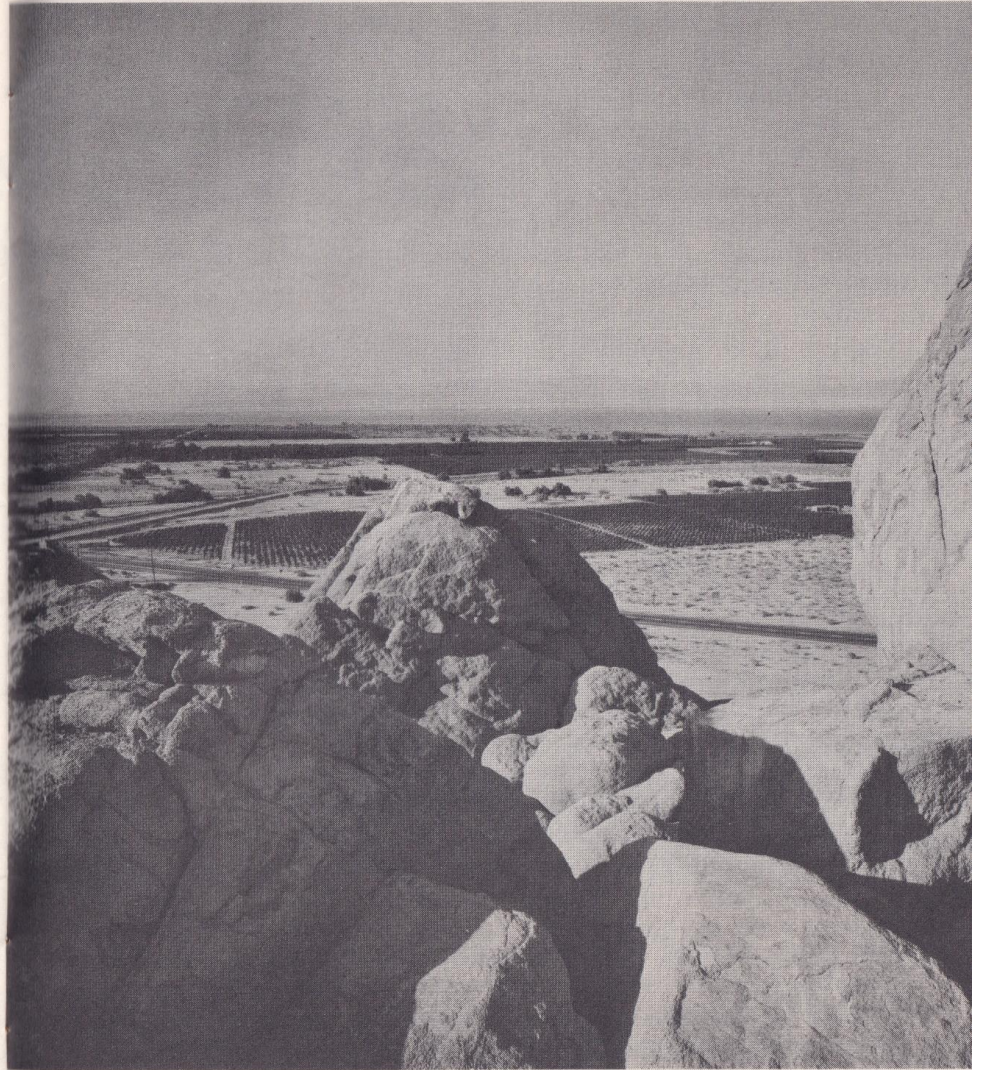
Eight miles north of Calipatria, as it's called in the Valley, is Niland, home of the annual February Tomato Festival. Then on another 23.3 miles along the shore of the Sea until you come to the Hot Mineral Spa road on your right. Turn right at the sign for another 3.7 miles on a good gravel road and you're at the Spa.

Here you'll discover mineral waters bubbling from an old well at nearly 200 degrees temperature. Hundreds of persons are soaking in the warm water pools. If you've thought to bring your swim suit, join them for a warm dip. It'll be a swim to be remembered.

Continuing north you'll see breath-taking views across the Sea to the west, especially at sunset. Many fine camping and boating sites are to be seen — and used — along the 25 mile Salton Sea State Park. Sailing, water-skiing and motor boat racing are at their finest in this far-below sea level inland sea. Game fishing here, of course, has become world famous. The Sea abounds in corvina and sargo.

A left turn before you reach Mecca, north of the Sea, will put you on Highway 195. Two miles westward make another left turn on 195 and you are headed south toward Highway 99 and the opposite shore.

The ancient sea-level mark is still clearly visible high up on Travertine Rock, a dramatic outcropping to your right on the Imperial County border. Then, following along the next 40 miles, you will see excellent resorts —



Desert Shores, Salton Sea Beach, Salton City — with fine clubs, hotels and motels, full shopping facilities, golf courses and swimming pools — a new recreational world projected for the southwest's burgeoning tourist industry.

Return via Westmorland and into the rich farm belt. Highway 99 meets with Highway 111 at Brawley and the circuit is complete . . . a tour around one of nature's great wonders — the lowest body of water in the world and a sportsman's paradise.

## I.V.D.A. BUILDING TO IMPERIAL DAM and RETURN

One of the most interesting Valley trips, one that combines rushing Colorado River water with rolling sand dunes, takes the visitor to Imperial Dam. A round trip to the Dam from Imperial, allowing time for sightseeing and picture taking, will take a full day.

The headquarters for the nation's largest irrigation project, Imperial Irrigation District, is located in Imperial. The vast project embraces well over 900,000 acres and diverts water from the Colorado River at Imperial Dam. More than 3,000 miles of irrigation canals and over 7,000 miles of drainage provide the ground level efficiency of the project.

Heading south from Imperial on Highway 99, you turn left at the signal in El Centro. Follow State Street for one and one-half miles and turn right at the sign pointing to Calexico. South on 99 you'll drive through acres of cotton, sugar beets and vegetables. Three and one-half miles south of Heber you come to Highway 98, heading east. Turn left at the sign, or visit Calexico en route.

You'll get your first look at the All-American Canal, about 12 miles farther east on Highway 98 and will parallel the canal for several miles. After joining U.S. Highway 80, you'll see the sand dunes, the "American Sahara." Passing through the dunes you'll catch glimpses of the ancient plank road, laid down over the sand in the early days.

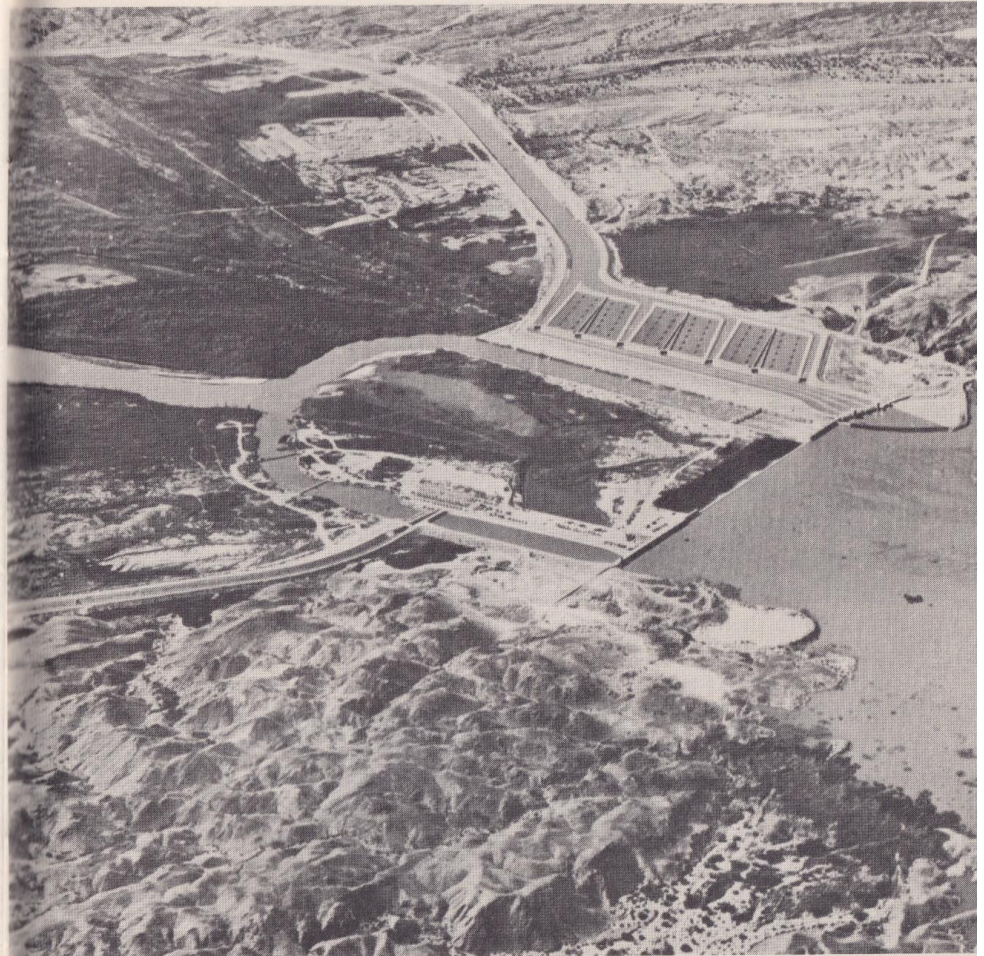
Just beyond the State Agricultural Inspection Station you'll pass the old Araz Stage Depot. Its adobe bricks slowly disintegrating into dust, here is a vivid reminder of the old west and the stagecoach route that brought life to the area a century ago.

At Winterhaven, about 5 miles beyond the Inspection Station, turn left for the Dam, which is 18.7 miles from Highway 80. On your way you'll pass through the Yuma Indian Reservation, where much Indian life, some of it almost primitive, may be seen. Passing through Bard you'll come to the Colorado River and Laguna Dam. Another 4 miles and you're at Imperial Dam, focal point of the Imperial Irrigation District's irrigation system — the nation's largest.

At the Dam, courteous and informed guides will explain working of the Dam and District. If you're pulling a trailer, ample space is available on the site for overnight camping.

Heading back to Imperial you pass through Winterhaven again, turning right on Highway 80. After driving 14.7 miles past the Inspection Station, notice Drop #1, just off the highway. Here water is siphoned from the All-American Canal into the Coachella Canal which flows north into Riverside County.

Another 5 miles west of Drop #1 you pass the District Experimental Farm where thousands of trees and plants undergo constant desert growth



testing. Drop #2 is on the left.

Continuing on Highway 80, go ahead 22 miles to Holtville, a busy town known as the "Carrot Capital" of the nation, where each February enthusiastic citizens stage a "Carrot Carnival." Outside and west of Holtville you'll find the stately Barbara Worth Golf and Country Club, named for a heroine in one of Harold Bell Wright's famous novels of the west. Wright's home was in Holtville. This homesite, now privately owned, is just west of the Country Club.

Still heading west on Highway 80 for another 10.5 miles, you come to El Centro again, and following the highway, turn right onto Highway 99 to Imperial, three miles north.

Round trip distance for this interesting excursion is 160 miles. Take plenty of film with you as your camera will be busy the entire day.

## I. V. D. A. BUILDING TO PAINTED GORGE and RETURN

For a day you'll long remember, pack a lunch and head for the Painted Gorge area, one of the Valley's most interesting one-day excursions. Might take a bottle of water too—you'll need it for lunch.

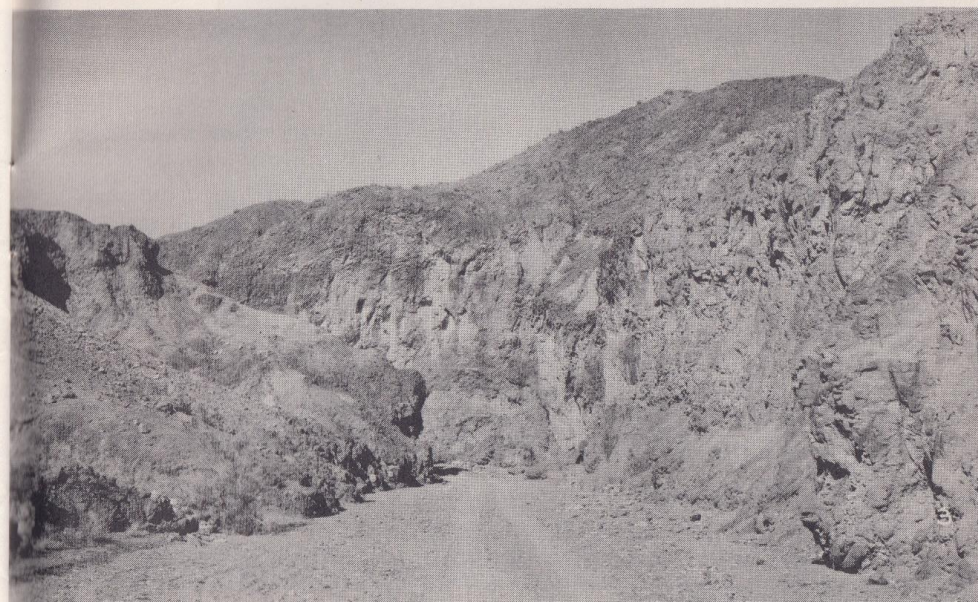
To reach the Gorge, head south from Imperial on Highway 99 to El Centro, turning left at the first signal light and drive through town still on 99 or visit El Centro en route. You'll pass through Heber and Calexico. Turn right in Calexico on Highway 98 or visit Calexico en route and head west.

Nine miles out you'll notice Mt. Signal on your left. This famous landmark lies across the border in Mexico. Another thirteen and one-half miles brings you to Sunrise Butte, topped by a cross, on your right. Keep going west another 2 miles. Turn right 3 miles north on an improved dirt road to the Vista De Anza Monument. Here at the elevated monument, with its parking area, you can trace routes across the desolate and barren Yuha Basin. Here in the Basin are acres of fossils and sea shells, in some places several feet thick, marking the bottom of an ancient sea. Don't try and drive to them, however, a conventional vehicle won't make it. A jeep is better!

The road circles back to Highway 98. Then head west again past beautiful Davies Valley off to the left, until you come to the junction of Highway 80. Turn right on Highway 80, go seven-tenths of a mile, turn off the highway to your left for Fossil Canyon. Here you may see oyster shells and other remnants of the sea that once covered the area. Returning to the highway, turn left (east and then north) for another short drive to the fabulous Painted Gorge. Here, on high painted cliffs, you'll see all the colors of the rainbow. A good road winds through Fish Creek at the base of towering rock cliffs. You'll see the famous Mud Hills and fantastic rock formations. Take the circular route and return to the highway. If you've brought lunch, Painted Gorge is an ideal place to stop for a picnic.

Following Highway 80 east again you pass through Plaster City, almost a white mirage on the barren desert. Here U.S. Gypsum has one of its great mills. One out of every three homes in the western United States uses sheetrock siding from Plaster City.

Returning to your starting point, you pass through Seeley and El Centro on the way back to Imperial. On your day's trip you have covered 88 miles and have seen much of Imperial Valley's historic, scenic and agricultural landmarks.



## I. V. D. A. BUILDING TO MEXICALI

A pleasant one day trip to the "foreign" city of Mexicali will be a treasured memento of your Imperial Valley visit. Naturally you can stay longer if you wish. Excellent accommodations are available across the line. You might decide to return to Calexico for the night and spend another day in Mexico.

Mexicali, capital of Baja or Lower California, is a bustling metropolitan center of some 275,000 persons. It is the well-traveled gateway to the Gulf of California and the world's best fishing. Illustrated, a catch of the fighting totuava.

Mexicali is 10.7 miles south of El Centro on State Highway 99 and shares the international border with its sister city, Calexico. No passport is needed for a day's visit. If, however, you plan to stay longer, a five-day tourist card is necessary.

You may park your car in Calexico and walk across the line or drive across and park your car as in any American city.

Each person may bring back with him up to \$100 worth of Mexican merchandise duty free.



If you plan on driving south of Mexicali for fishing on the Gulf, auto insurance is an absolute must! This insurance is not expensive and may be obtained in Calexico or other Valley communities. Don't take any extended drives south of the border without it. American car insurance is not valid in Mexico.

All stores and shops in Mexicali accept American money but it helps to understand the exchange. Remember, on the present exchange, 12 pesos equals one American dollar. Conversely, one peso is worth approximately eight American cents. However, nearly all shops show American values on items for sale.

No liquor may be brought back into California.

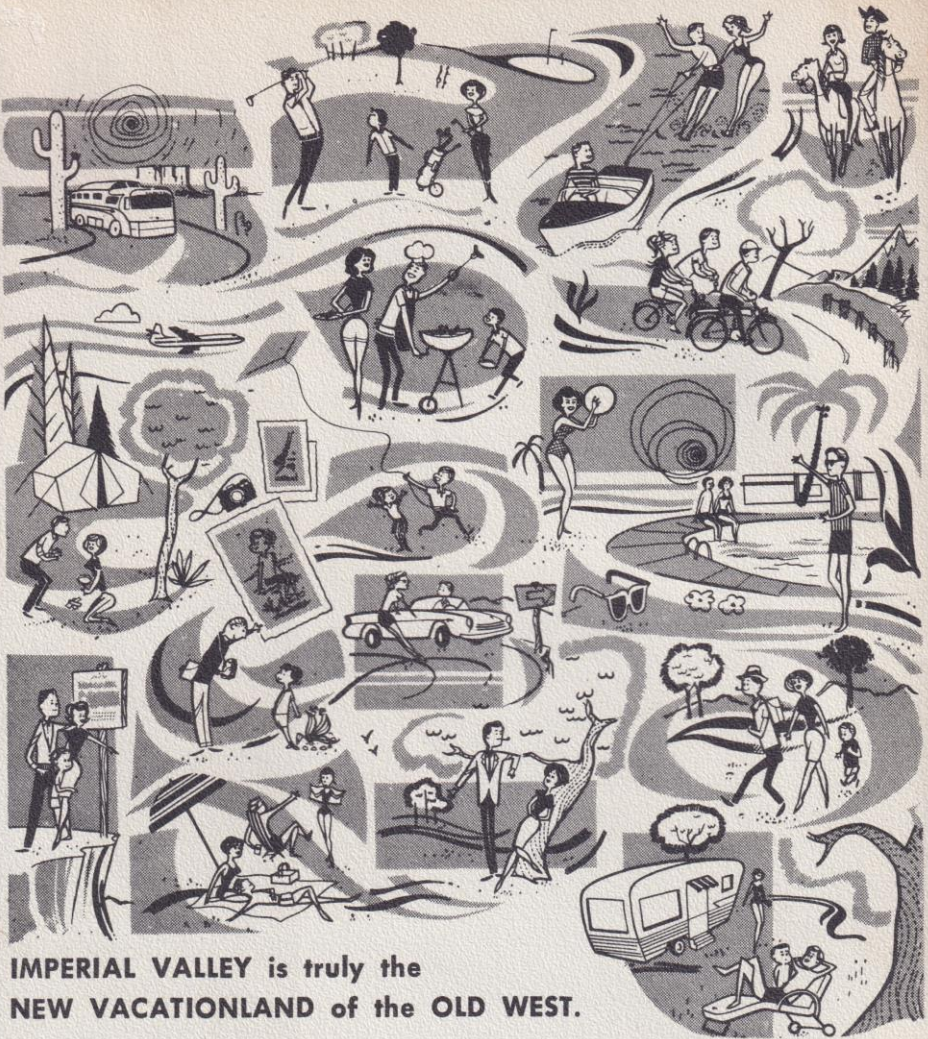
Always use Mexolina gasoline from the green and white pump. It runs 90 octane and costs about 27 cents per gallon. Other gasolines reduce power and may make your car knock. The best oil is Pemex Sol Special and costs about 50 cents per quart.

Use extreme caution if driving in the Mexican interior at night. There are few fences and cattle crossing the roads or unlighted vehicles can cause accidents.

Driving in Mexicali can be a little disconcerting, at first. However, if you understand some of the more important traffic signs you'll have little trouble. For example: "Alto" means stop; "Despacio" means slow; "Velocidad Maxima," speed limit; "No se Estacione," no parking. Remember these and you'll have little trouble. Mexican policemen are courteous and speak enough English to answer your questions.

Always remember, the Mexican people are very friendly and open-hearted folk. They like Americans and will do everything possible to make your trip into Mexico a long-remembered one. They have a Chamber of Commerce and a Department of Tourism in Mexicali. Both are most cooperative. The Calexico Chamber of Commerce can give you additional advice and information, if you like, before entering Mexico.

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