Salton City Resorter

VOL. 2 — No. 4 | SALTON CITY, CALIFORNIA | 20 CENTS | JUNE-JULY, 1961

Postoffice to Open in Early July!

Herald-Express Tells Desert Story

The Los Angeles Herald Express, largest evening paper on the Pacific Coast, is running a three-part series on the desert by their Real Estate Editor, George McElroy.

This series, one of the finest ever written on the desert, tells the story of why the desert areas are growing so rapidly. Part of the series features Salton City, Coachella and Imperial Valleys.

As a service to Resorter readers, if they should happen to miss this fine series, the RESORTER will mail a copy free of charge to all readers requesting the "Desert Story."

Write for your copy to Salton City Resorter, Salton City, California.

Highway 99 Moves Nearer Widening

Following a series of meetings of Imperial County Officials and Salton City representatives the project for the making of Highway 99 into a four lane roadway moved one step closer to reality.

The last meeting held June 12th saw the recommendation that Highway 99 from the County Line to Salton City included in Priority "A" on the schedule which will give the project preference in planning and design, and will probably be placed in the budget for 1963-64 for construction. Until the June 12th meeting the widening of Highway 99 held a "C" priority.

In attendance at the meeting held in the County Court House in El Centro were Jake Deckema, district engineer for Division of Highways from San Diego, N. Peterson, engineer in charge of finance for State Highway Department, a representative of the Board of Public Works from Sacramento and representatives of the State Chamber of Commerce plus members of the Imperial County Board of Trade and County Highway Commissioner Dave Pierson.

Desert Gardens Motel Has New Management

Chuck and Doris Hester, former managers of the Marina Vista Motel are now the new managers at the Desert Gardens Motel. They replace Mr. and Mrs. Burt who have returned to San Jose, the motel company headquarters, to assume new duties there.

TV Service And Installation Opens

Salton City has drawn upon San Diego for another addition to its rapidly expanding business ranks. The new firm is a TV and Radio service and will be operated by Pete O'Lexy of the beach city.

The new owner of the firm reports that he has spent considerable time in research on television reception at the City, and that as a result he is able to receive clear reception signals from faraway stations.

He plans to build a store with complete facilities on his business property located near the Yacht Club. Until that time he will operate his repair and installation service from his Salton City home where he has complete equipment and line of replacement parts.

Yacht Club Launches Week-End Dancing

A regular feature of the Salton Bay Yacht Club is week-end dancing and entertainment by Gloria Newell and her Yacht Club boys, Eddie at piano, Mark at bass, and Bob at Sax.

The regular dancing and entertainment program has made a complete hit with Salton City regulars and Yacht Club members.

Gloria Newell, wife of Yacht Club co-developer Bill Newell, has an outstanding background of successful professional singing engagements at some of the top supper clubs in the nation. She sings with the combo during her visits to the Yacht Club and has become a great hit with Yacht Club regulars.

She states that if it wasn't for all the activities of her husband in connection with Salton City and the task of moving into her own newly bought home at Salton City that she would like nothing better than to keep her hand in on the entertainment at the Yacht Club.

Escondido Pilot Takes Honors At Sea

Winner of the Western Outboard fifty mile marathon race at Salton City was Gary McElrath who copped the honors in the single engine unlimited class following a crack-up two weeks earlier in his boat during trials at Salton City that required 14 stitches in McElraths head.

Seventy-four boats clashed for top honors during the Association's events at Salton City which drew a spectator crowd of an estimated thousand persons.

The Association's next race will be the Catalina Channel race the latter part of this month.

Congressman Tells Good News

Salton City will have for itself another pat on the back when a United States postoffice will open its doors for the first time early in July.

Word of the welcome news to Salton City came in a letter to Sam Winograd, President of Pacific Community Management Company from Congressman D. S. Saund on June 12th.

In Saunds letter which gave out the pleasant information of a post-office facility for the City the Congressman stated "It has been a sincere pleasure for me to work with the community leaders and citizens of this fast-growing city in Imperial County. I am confident it is destined to become one of the major developments in all Southern California".

Saund also included with his letter a copy of a letter to the congressmen from R. L. Hulick, Director of the Post Office Department of Operations in which Hulick stated that the first person in charge of the new post office will be Salton City community leader and grocer Pas quale Carone, with the Carones Market to be the initial location for the post-office.

Because of the high interest among Salton City residents and property owners in the obtaining of postal facilities the Resorter reprints in full both Congressman Saunds letter and the copy of the Post Office Department Bureau of Operations concerning the new facility.

Letter Received From Congressman D. S. Saund

June 8, 1961

Mr. Sam Winograd
Executive Vice President
Pacific Community Management Co.
1111 West Foothill Boulevard
Azusa, California

Dear Mr. Winograd:

I was delighted to receive your recent letter, advising me of your interest in the establishment of postal facilities at Salton City in Imperial County.

I have just been advised by Mr. R. L. Hulick, Director of the Rural Appointments and Post Office Changes Division of the Post Office Department, that a rural station will be established in Salton City on July 1 or shortly thereafter.

Enclosed is a copy of a letter I have just received from Mr. Hulick, which presents the details of the plan.

It has been a sincere pleasure for me to work with the community leaders and citizens of this fast-growing new city in Imperial County. I am confident it is destined to become one of the major developments in all of Southern California.

With kindest personal regards.

Sincerely yours, D. S. SAUND, Member of Congress

Enclosure 1. Hulick letter

June 6, 1961

Honorable D. S. Saund
House of Representatives
Washington 25, D. C.

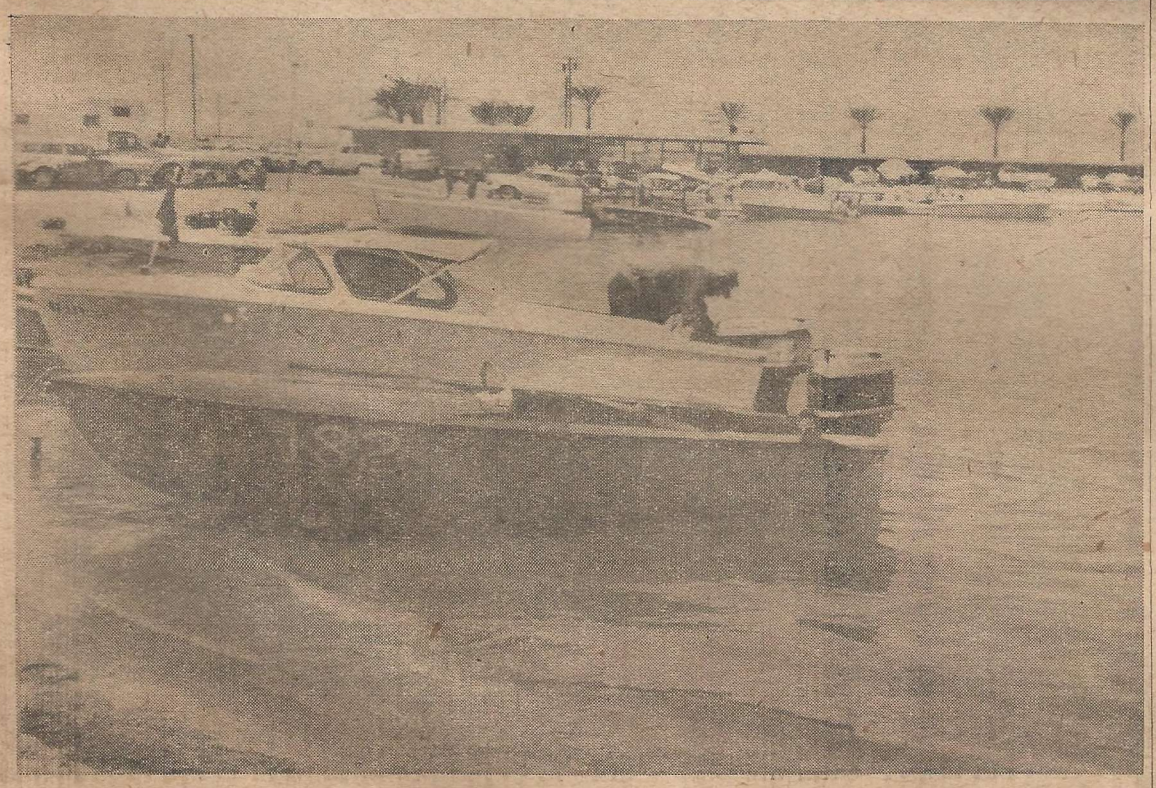
Dear Congressman Saund:

This will confirm the telephone call from Mr. Barnes of your office today, and also refers to previous correspondence concerning Salton City, California.

It has been determined that a rural station should be established at Salton City. Incident to this action, rural route No. 2 at Thermal will be reduced from 86 to 76.3 miles. This will provide service to the families who do not reside in Salton City and who would have been inconvenienced by the rural route change as originally proposed.

Mr. R. R. Holmquist, Regional Director at San Francisco, California, is being requested to proceed with the establishment of the Salton City Rural Station, effective at the beginning of business on July 1 if the necessary service arrangements can be completed by that date, or as soon thereafter as possible. Mr. Pasquale Carone will be clerk in charge of the rural station.

Sincerely yours,
(signed) R. L. HULICK,
Director



THE SALTON CITY MARINA is rapidly becoming the favorite boating headquarters for southern enthusiasts. As many as 200 boats check into the Marina facilities over an average weekend.

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Salton City Resorter

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Promotion Program Advances

The city council this week passed a resolution endorsing a revised County-Wide Promotion Program.

The proposal meets with the approval of the other cities in the Valley, and if it is accepted by the Board of Trade and Board of Supervisors, the $100,000 a year program should get underway soon.

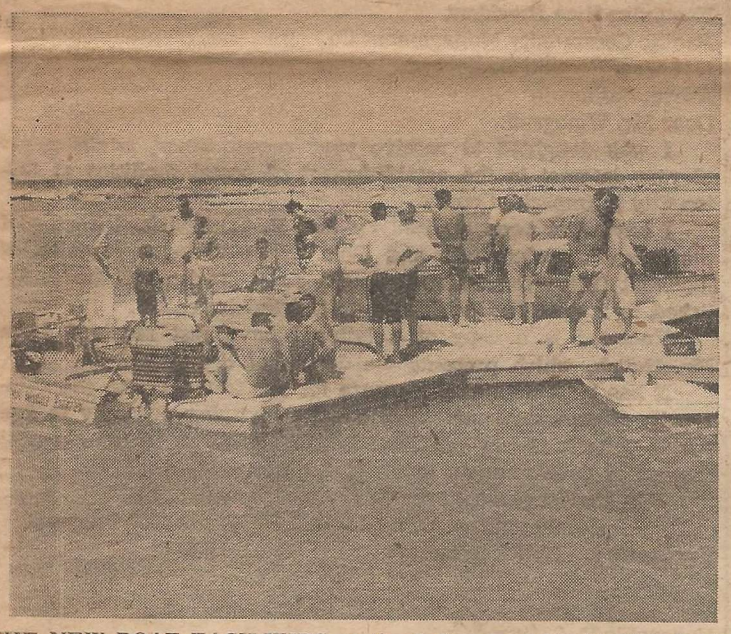
If all will work together, and overlook any advantages that might accrue to a neighboring city, there is every reason to believe that a wisely-planned program will succeed.

It seems to be agreed that at the moment tourism is our best bet. California is a mecca for tourists, and the Imperial Valley to date has not been able to do much to get them to stay here. We have thousands who pass through, and perhaps buy a tank of gas, stop at a motel or buy a meal, but this area is usually not on their schedule. If half those who pass through would just stop for a day, hundreds of thousands of dollars more would be spent here each year.

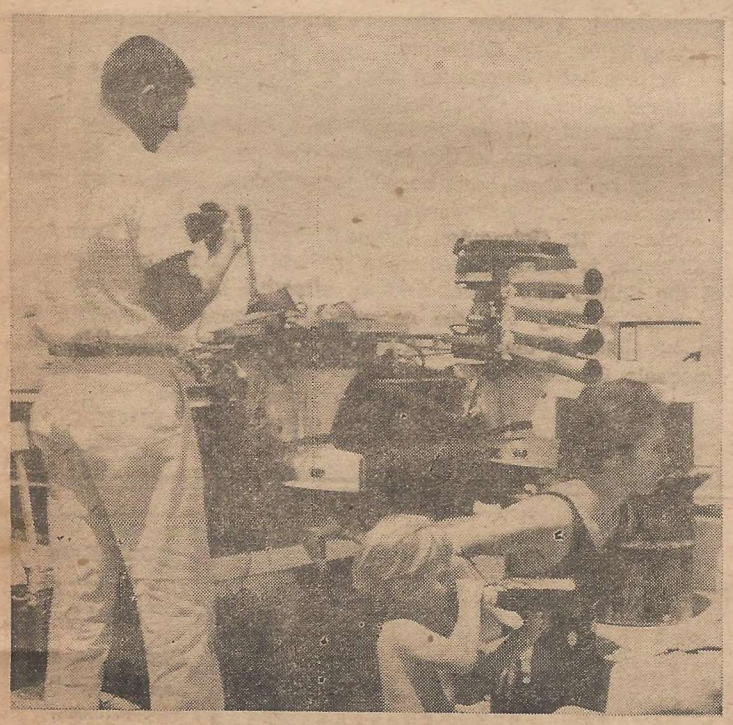
A good start has been made at Salton Sea, and much more can be done. We hope that the program is given a fair chance to succeed over a period of several years, and that once it is launched that other kinds of development are also planned and undertaken.

We can and should diversify our economy, in the interest of our long-range growth and stability.

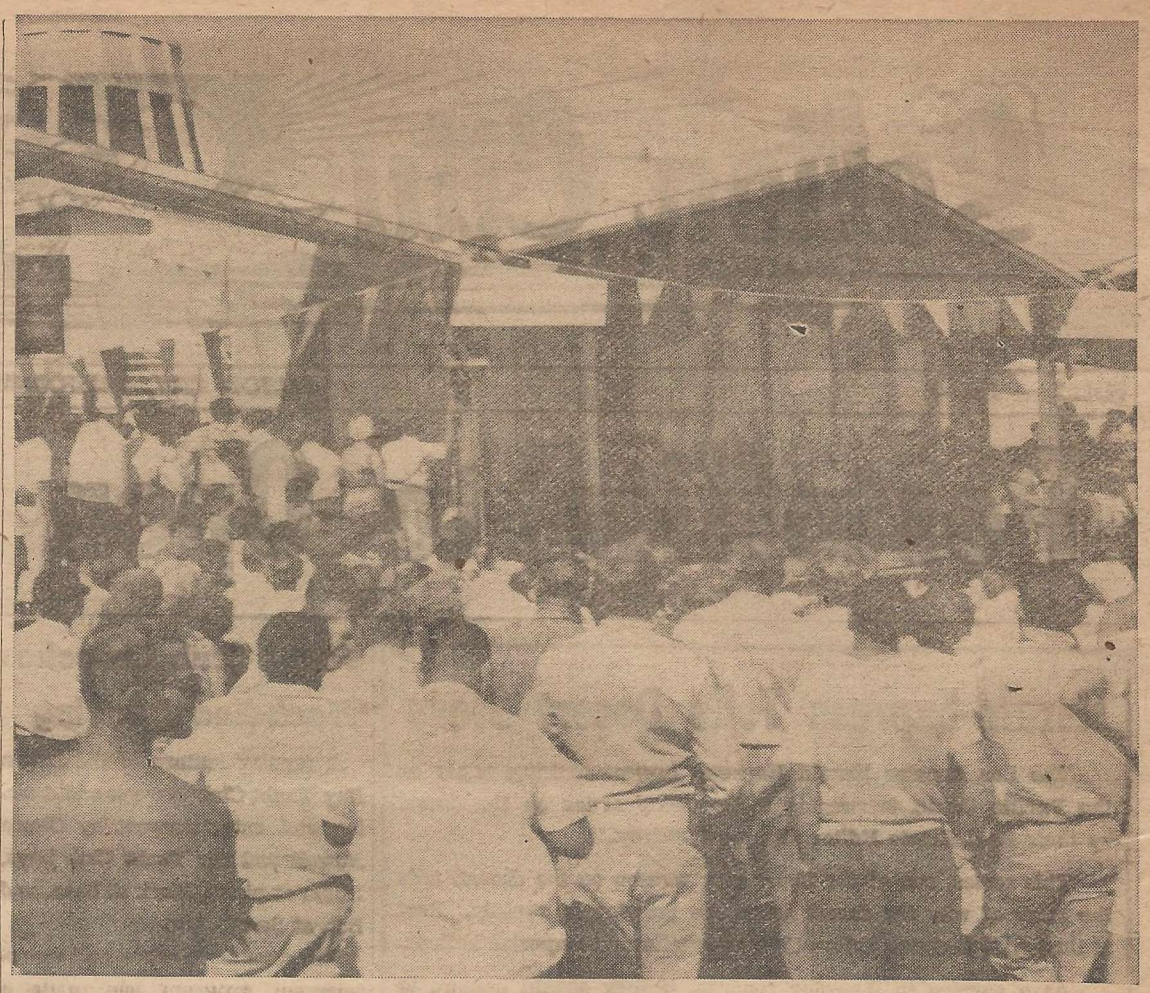
(EDITOR'S NOTE: This editorial appeared in the Holtville Tribune. Imperial County officials are now studying the proposal for the creation of a $100,000 tourist development for the entire County, including the Salton Sea area. The program was first proposed by Claude Finnell, secretary of the Board of Trade, and we understand from Mr. Finnell that the idea has gained wide acceptance in the County.)



THE NEW BOAT FACILITIES at the Salton Bay Yacht Club is the scene of bustling activity every weekend at Salton City.



WORKING ON ONE of the powerful outboard motor boats that participated in Salton City races is Howard Esslyn. This boat has been timed at 85 mph during speed dashes.



OVER 2,000 VIEWED the Royal Tahitian stage show with its cast of nine dancers and musicians on Sunday evening as a featured highlight of the Yacht Club Opening.

Pacific Community Managem't Elects S. Winograd, Pres.

Sam Winograd, who was executive vice president, has been elected president of the Pacific Community Management Company, a major California land developing firm and a prime developer of Salton City.

"It will be our policy for the present time to further the completion of our developments in Salton City before commencing additional large scale development in California," Winograd stated.

"At our 19,600 acre development at Salton City, which is just three years old, we have in conjunction with other developers and the Salton City Community Services District, finished the first stage which included the expansion of a pure and potable water system, streets, marinas, housing and business area at a cost of several million dollars. Our attention will now be focused on additional recreation facilities, a comprehensive financing and planned architectural program for greater housing development and the utilizing of the many natural assets at Salton Sea to provide a well rounded community," said Winograd. "In short our position will be to have the 'dirt flying'."

Winograd brings to his new post varied and wide experience. He is a member of the New York State Bar, a former College Professor, and a recipient of the Doctor of Philosophy Degree from New York University. During World War II he received a direct field commission while in service with the U.S. Army in the European Theatre of Operations. He was later decorated by Prince Charles of Belgium with the Chevalier of the Order of the Crown for distinguished service to the Beligum Government. He was a member of the United States Olympic Committees for '48 and '52 and served as a college delegate to the NCAA. His business career includes wide experience in real estate, corporate and financial investments. He is a former member of the Real Estate Board of New York. Currently he is a member of the American Bar Association and the Veterans of Foreign Wars.

Salton Sea Receives "Mat" Treatment From State

Nine tons of shoal grass from Lauguna Madre on the gulf coast of Texas has been transplanted by the State Fish and Game Department into Salton Sea.

The grass mats on the sea bottom provides excellent waterfowl food and good habitat for fish and the small organisms they eat, State officials reported.

It will not interfere with boating or swimming.

Cost of procuring and transporting the grass was paid for from County fish and game fines.

The grass was transported by refrigerated truck in 1300 plastic bags, each containing a ten pound square chunk.

The squares were planted in 18 inches of water along a ¾ mile stretch of the Salton Sea shoreline off Highway 99.

Each planting was covered with a wire grid, secured with two stakes.

If the grass flourishes as expected by the state officials, it will be used as nursery stock for further shoreline planting.

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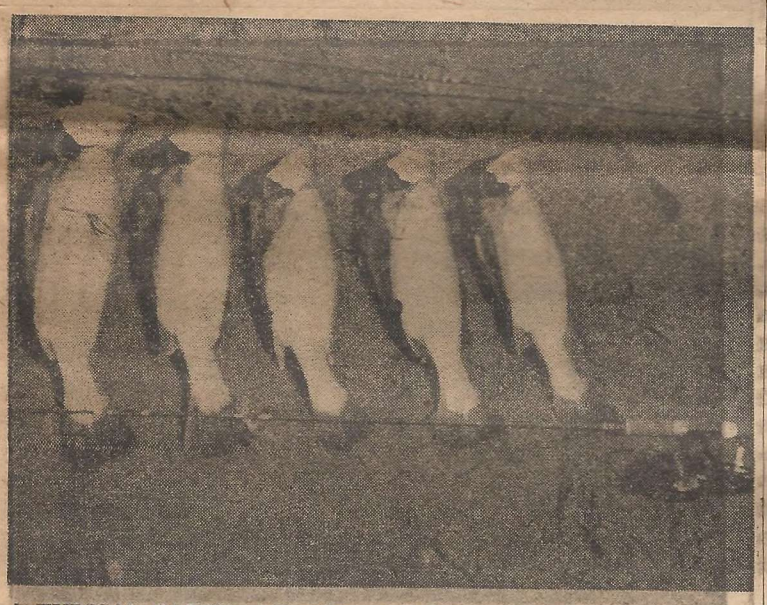
HOWARD CORNMAN of National City proudly shows off his 6½-pound Corvina that he landed off the marina shoreline at Salton City.



A TYPICAL CATCH of Corvina at Salton sea. The fisherman was Albert J. Kouba of 184 E. Montana Ave., Pasadena, Calif. He made his catch off the Eastern shore of the sea.



A YOUNG CORVINA fisherman at Salton City is busily engrossed with his catch along the jetty-line at the marina.



"HEY, MOM, I'm bringing home dinner," says Blaine McCurdy of San Diego as he shows off his five-pounder landed after a 5-minute struggle for the thrill of this young fisherman's life.

Corvina Fishing At Sea Hits Alltime Peak

Salton City's marinas are beginning to look like a convention spot for Isaac Waltons followers on the heels of one of the finest fishing streaks ever found at an inland body of water in California.

Observers report that the fighting hump-backed corvina are being hauled to gaff in record numbers both for the shore and boat fishermen.

Fishing columns of newspapers throughout Southern California have been filled with items of record catches, fishing conditions and the editorial praise for fishing conditions at Salton City.

A Sunday count of fisherman taken at Salton City by Bud Aldrich at eleven o'clock in the morning showed 267 shore fishermen along the jetties and banks in front of the two marinas and 92 boats laden with happy fisherman. A launching count for the weekend tallied over 250 boats heading for the great corvina fishing jackpot.

Hil Johnson, Salton City's honorary mayor or ambassador-at-large reports limit catches being taken from the youngsters to the elders. He stated his wife Lillian Johnson, took an 82-year-old house guest to the shores for a spot of fishing and the house guest promptly caught her corvina.

Corvina catches are ranging in size from 2 pounders up to 30 pounders. Reports at the City indicate that shore fisherman have taken up to 17 pounds but that the average shore take is from 2 to 5 pounds. Boat fishermen report up to 30 pounds with an average of 3 to 7 pounds for the fishing efforts.

Fishing experts and the Department of Fish and Game for the State fully agree that the Salton Sea has come of age as a fishing paradise according to this season's reports. It was only three years ago that Corvina fishing was just beginning at the Sea, and all catches at that time were reported with a somewhat freakish interest by the press.

It is the general consensus of those that have followed the Salton Sea fishing conditions that the present run of Corvina will last through the summer period. It is generally believed that the warm water brings the Corvina schools to the surface of the sea from the sheltered depths where they spend the winter months.

Construction Starts on Drive-In, Liquor and Delicatessen

Work has commenced on building a 4700 square foot specially designed Drive-Inn Liquor and Delicatessen Store at Salton City.

The new store owner is W. B. Becker of Riverside, operator of a chain of similar stores throughout the Southland.

The location of the new store will be on Frontage Road between the Salton Riviera offices and Carone's Market. Architectural design was created by William Lee Gates of Riverside, while Joe Bester of that city, has charge of the construction work.

The new owner, W. B. Becker, states that he has had Salton City in mind for this type of business for a considerable time. With the rapid growth on the resort community and the heavy increase in persons using the recreation facilities he feels the time is ripe for opening his business.

The fully equipped modern store will be 47 feet wide and 100 feet long with special parking and window facilities for drive-in customers. It will be fully air-conditioned.

The estimated construction cost of Salton City's first drive-in business will be between $45-50,000, the new owner reports. Completion date for the building is late summer.

Marina Snack Bar Booming

Under the able management of Walter and Annette Southard the Salton Bay Marina Snack Bar is doing a land office business. With tasty sandwiches, cold drinks, and Carmel Corn, candy and candied apples, fresh from their own factory at Lakewood, the snack bar has much to offer the beach crowd that enjoys the Salton Sea's shores.

The Southards, formerly located at Pierpoint Landing on the coast, are now concentrating their efforts at Salton City. They are veterans in the business and had their first concession at Pierpoint Landing which proved to be a very successful venture. From their very first visit to Salton City's marina area their decision was made to transfer their activities to this desert sea paradise.

They have great plans and enthusiasm for the snack bar. At present they employ five helpers to help run the concession. They also plan to build a home at Salton City.

Their family consists of two teen age sons.

Another of the ranks of needed business firms for Salton City opened its air-conditioned doors when John Whitmore started his Salton City Refrigeration and Air Conditioning Company.

Whitemore, who came to Salton City from Glendale with his family, is most optomistic about his new enterprise. He points out that his is the only firm of the type operating between Coachella and Brawley, and that his potential service area ranges over 2500 homes and businesses.

He has brought to Salton City complete repair equipment for refrigeration and air-conditioning. He also is in the process of securing an outstanding line of franchises in the area.

Whitmore has chalked up a record of many years as a refrigeration mechanic and is thoroughly familiar with all phases of the business.

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Haynes Purchases Mobil Station

New owner of the unique and specially designed Mobil Service Station and Salton City is Floyd Hayes who hails from National City.

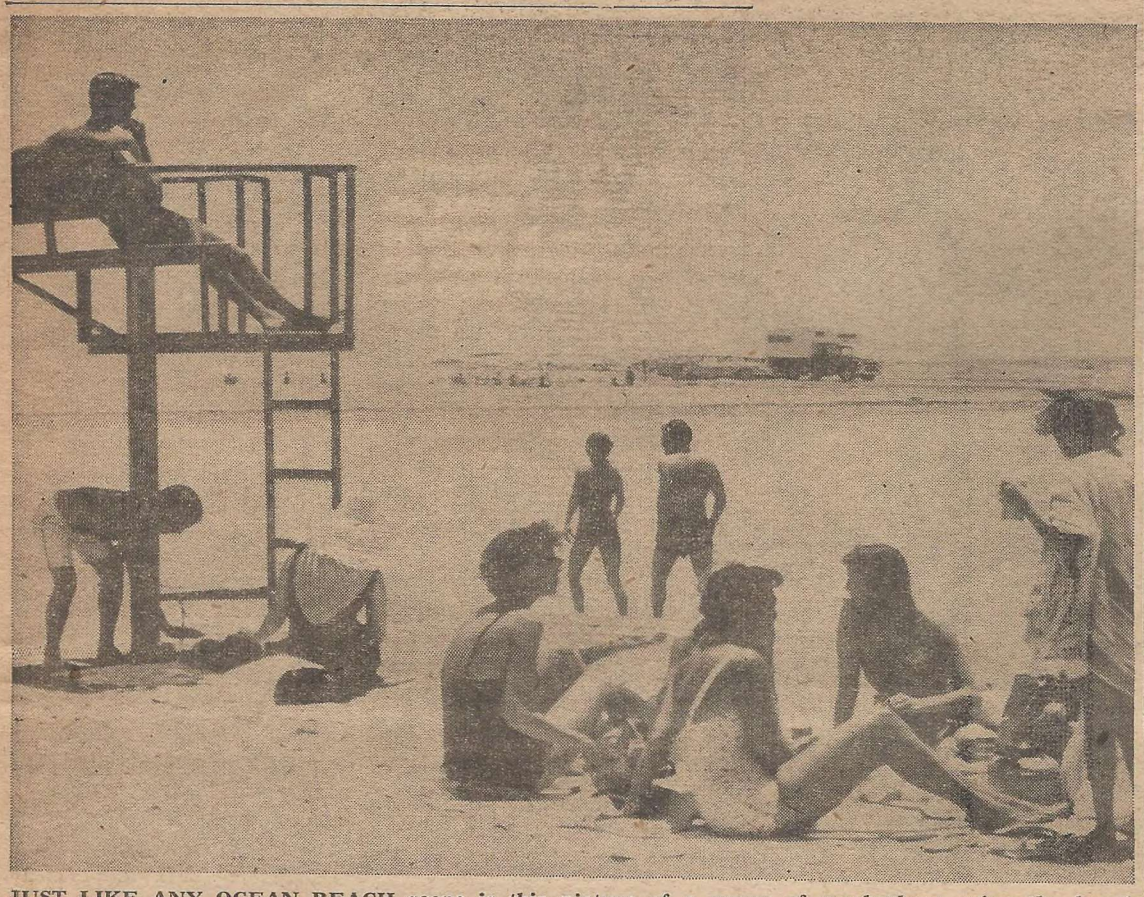
The Mobil Station, one of three of its type on the Pacific Coast, under Hayes management will have complete mechanical and garage service in addition to the regular service station line.

The Hayes family plans to build at Salton City and have finalized all plans and financing for their new home.

They purchased the station from Nod Steidel who first opened the business two years ago.



FRED SPENCE OF COMPTON, CALIF., brought to bay a 13-lb. Corvina as a result of his fishing excursion to Salton City.



JUST LIKE ANY OCEAN BEACH scene is this picture of a group of sun-bathers using the beach facilities at Salton City provided by the Salton City Recreational Foundation.

Salton Sea Recreationl Foundation Spurs Growth of Salton City

Persons interested in the progress and development of Salton City have often heard the term "built by the Salton Sea Recreational Foundation" or a"a project of the Salton Sea Recreational Foundation." Many have wondered about the Foundation—where it receives its funds—who operates it, why was it started and a multitude of other questions.

In short, who waves the wand for Salton City?

The Foundation was formed almost the same time that Salton City first opened its doors, April 23, 1958.

The reason for its forming was farsighted on the part of the original developers of the area. They wanted to make sure that the stripling community had funds to meet its present and future recreational needs. They locked the barn door before the horse left in this instance by creating the program before it was too late, by reserving certain lands and by providing the method of financing.

According to the Corporation Charter, the Recreational Foundation was formed "to promote and to assist in the promotion, construction and/or maintenance of the club house or club houses, parks, playgrounds, golf course, air field, marina harbor, whether one or more of each, beaches and any other social and/or recreational facilities, in the vicinity of the townsite of Salton City . . ."

THE FUNDS

Monies for the Recreational Fund were provided for in the contract of the sale of lands to the various developers of the area. The sales contracts called for a payment of $50.00 to the Recreational fund for each lot sold. The payment was to be due, one year after the sale of the lot and from that time over a period of ten months.

As a result of the original crystal ball forming of the Rec Fund, as it is commonly called, there has been spent during a two year period of time over $350,000 for various projects.

The future finances for the Recreation Fund look rosy too. Sam Winograd, president of the Recreation Foundation puts it this way, "the continued growth and development of Salton City and the set-up of the Recreational Foundation suggests that the district will be splendidly equipped with recreational and social facilities."

WHAT'S HAPPENED

According to observers the Recreational Foundation has already proved its worth during the past two years. Its list of accomplishments are many.

Already the Rec Foundation has spent well over $300,000 on the Marinas. This includes the Salton City Marina, the Kids Marina, the boat house and restaurant, the Snack Bar, paving for 1,200 cars, dock facilities, kids playgrounds, beach picnic areas and other improvements that are in daily use at Salton City.

For example, the construction of the Snack Bar, Bath House and Playground at the Salton City Marina this past year cost in excess of $70,000 while the improving of the swimming area with its beach facilities and the necessary dredging took another $60,000 out of the Recreation Fund coffers.

WHAT'S DOING

Present projects set up by the Recreation Foundation Board of Directors number 12 specific improvements at an estimated cost $25,000.00. Most of the present projects are scheduled for completion by the end of June (some are already finished) by the Directors of the Recreation Foundation.

These projects include expenditures for additional boat docks to help meet the demand; to install styrofoam under the present docks; renovate ramps and existing floats; new hardware ties and boat fenders; new electrical service for the coffee shop; for landscaping; painting of curbs at parking islands; repairing of some asphalt work; a boat storage building and certain repairs and improvements to the parking lots.

Also underway is the work on improvements to the Salton City campground including restrooms, paving and improving the campground beach at an estimated cost of almost $10,000.

Indicative of the enthusiasm and the sound programming being done for the Salton City Recreational Foundation by the directors is the fact construction work done for the Foundation is done on a cost basis without profit by the major developers such as the construction department of the Pacific Community Management Company.

FUTURE PROJECTS

The Board of Directors of Recreational Foundation meet on a regularly bi-monthly basis to discuss the future projects and present projects of the Foundation. Before taking on a project the Board has displayed a sound business approach in that it obtains necessary engineering data, cost estimates, bids and the financial status prior to making any commitments.

According to the Foundation President, Sam Winograd, it is the boards policy to delve into all aspects of a project prior to its undertaking. He points out that there are many projects for the board to consider such as parks, additional recreational facilities, sports facilities etc., but that the Board of Directors must place a priority on these projects in the order of greatest need and useage commensurate with the financial ability of the Foundation to undertake the project. We have even gone to the extent of securing soil analysis to make certain that we are on the right track, Winograd says.

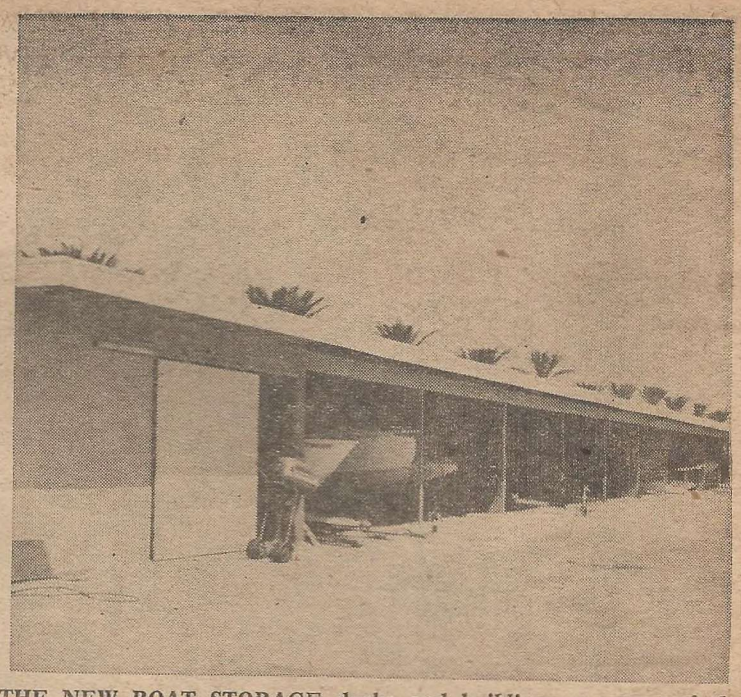
"Our object and purpose is to deliver the most benefit and value to Salton City by using available funds for the benefit of every property owner and resident," states Winograd.

All board members and officers freely donate their time to the activities of the Recreational Foundation.

The officers and directors are Sam Winograd, president; William E. Newell, vice president; George Meirer, vice president; Boyd Thomas, vice president; Bishop Moore, secretary; George E. Holmes, treasurer; and Irving X. Burg, assistant secretary.

TRAILER PARK POPULAR

With fishing good and weather fine, Riveria Trailer Park is proving a wonderful spot for trailerites and camperites alike. Many people are taking advantage of this spot on the sea with its fine swimming pool, shuffle board, and fine shower and dressing rooms. There is also a self service laundry where coin operated machines are available. Located close to the marina play area and Snack Bar make it popular with those with families too.



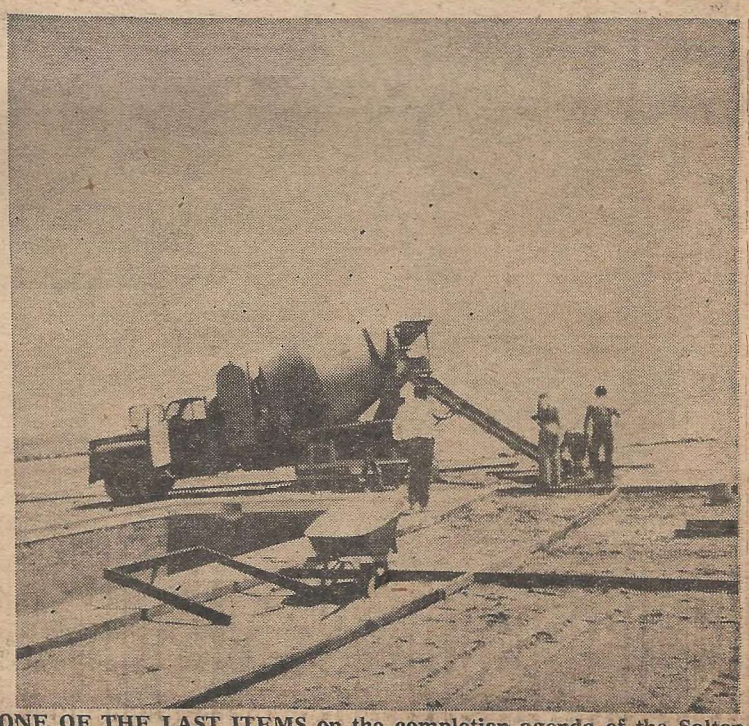
THE NEW BOAT STORAGE docks and buildings are part of the facilities just installed at Salton City by the Recreational Foundation.



NOT EVERYTHING IS ROSES during the outboard boat races held at Salton City as is shown by this disgruntled boater paddling his highpowered boat back to the dock after it conked out during the height of a race.



PART OF THE HUNDREDS of spectators that viewed the Chuck Stearns National Champion Water Ski Show held at the Yacht Club Marina. The hour-long show featured not only the National Champion, but water clowns, acrobatics, and a 12-year-old girl.



ONE OF THE LAST ITEMS on the completion agenda of the Salton Bay Yacht Club is the swimming pool being built by Johnson Co. The pool with the spacious deck is scheduled for completion the latter part of June.

This Paper Has Courage Reprints Story In Full

One of the highlights or low-lights of the recent Luau and Yacht Club opening was the staging of a race for members of the press in the new Yacht Club marina. In spite of a few small difficulties such as gusts of wind, lack of row-boats and above all the difficulty of rounding up the press entrants for the race from the sheltered quarters of the beverage bar at the Salton Bay Yacht Club we finally staged the so-called "race".

The following is a blow-by-blow account of the race as it appeared in the Imperial Valley Press by handsome (and soaked) Jim Bald. This paper acknowledges the fact it has lifted the story from that paper with-out any approval from Virgil Pinckley or Phil Ault, big-wigs. However in our appreciation for our lifting the story we extend Messers Pinckly and Ault an invitation to appear in the next "world's championship press race".

★ ★ ★ ★

Rowboats Not Used In the Rowboat Race

By JIM BALD

SALTON CITY — It was supposed to be a rowboat race.

There was even a trophy, two feet high, engraved "World's Championship Press Race, Salton City, 1961."

Only we didn't use rowboats, there never was a "race" (except to the bar) and we flipped for the trophy.

All this took place Saturday in conjunction with 1,000 Days Celebration at the plush new Salton Bay Yacht Club.

Where Are Boats

"Well, where are the rowboats?" I smiled in greeting to a lei-bedecked Lorne Pratt, the world's most durable public relations man, as the four - man press delegation from Imperial Valley met him at the steps of the club that afternoon.

"No rowboats," he told us, "Aqua-Darts instead. You all brought swim suits?" he asked with a mischievious grin.

,An hour later, fortified by a visit to the Yacht Club's sparkling new watering hole, where we weighed in for the benefit of a wagering chamber manager from the Northend, we paraded to the post past a cheering throng gathered on the terrace above the harbor, clad in our trunks—except for portly Dick Nall, who had doffed shoes, socks, shirt and rolled up his slacks for the occasion.

A Fifth

Meanwhile a fifth member of the Fourth Estate had joined our ranks, a reporter from Riverside named Jim Stalnaker, who works out of Indio.

The heavy betting was split between us. He's even thinner than I am.

Awaiting us at the small harbor were five Aqua Darts — flat, six-by-four-foot fiberglass crafts fitted with a six-horsepower motor sunk in a hole in the forward half. You ride them standing up

Also waiting for us was a 40-mile-per-hour gale from the west.

My first ride on an Aqua-Dart was a great deal like my first ride on a horse—short and uncomfortable.

Nall, who stands 6-2 and weighs about 270 pounds, was the first to try. He climbed aboard, planted his feet firmly on the rubber mats, grasped the two handles fitted with ropes attached to the motor, and slowly sank into the blue waters of Salton Bay. He was too heavy.

His slacks dripping, he climbed aboard for another try and I cannot testify as to what happened next for by this time I had my own troubles.

Gets Help

My dart did not sink, but then it wouldn't start either, which made things difficult. I kept pulling on the starting rope until finally it slipped off the pully and, in trying to re-engage it. I nearly capsized the devilish thing.

A bronzed, beach-boy type approached and offered to help.

He climber aboard while I stood on the dock.

He pulled the starter rope.

It started.

Having just been proved a complete oaf in front of several hundred people. I nonetheless swallowed my injured pride and took over the reins.

"Thanks", I mumbled.

"That's OK," he smiled back through two rows of gleaming white teeth which I momentarily thought of knocking down his well-tanned throat.

Determined to catch the others, who by now were well out in the bay, I yanked back on the throttle, roared to the end of the slip, leaned to the right to steer towards open water, and fell off.

"Well," said the beach boy, his hands on his hips, "at least you got a swim out of it."

Gritting my teeth, I climbed aboard again.

Would it start?

Of course not. I must have jerked at that rope two dozen times before finally the wind pushed my dart back into the slip and the beach boy again climbed aboard.

Motor's Fault

This time it wouldn't start for him either and while I stood watching as if to say, "See, it really is the motor's fault," I became aware for the first time of just how strong the wind was really blowing.

Even in the sheltered bay, white caps had sprung up, and dust blew in great bellows across the water from the west shore.

During my difficulties, I later discovered, several things had happened.

1. Lew Little had capsized his dart when he fell off in the middle of the bay and forgot to let go of the throttle rope. It gashed him across the chest.

2. Nall, too, had fallen and scraped his elbow in trying to get back aboard. The motor wouldn't start.

3. Ed (Fearless)) Feeley, County Cork's contribution to the citizens of Celexico, had left his dart to attempt a rescue of a man who had been knocked off his small sailboat when the tricky wind whipped the boom across the back of his head. The boat capsized and Feeley nearly drowned in trying to rescue the sailor.

Due to all this, a sort of emergency had arisen, and the beach boy commandered my dart (when it finally started) to go out and help the stranded darts and floundering swimmers.

Falls In

Only he fell off too, halfway out. "There really is a God," I told myself.

About this time, Stalnaker came up in his dart and jauntily hopped to the dock.

"Well," he asked, "who won the race?"

I blinked.

"Where have you been?" I queried.

"Going around in circles," he said, "I couldn't make it do anything but go around circles."

I explained there never was a race.

Soon Nall, Feley and Little joined us, having swam ashore to the far side of the bay and hoofed it around, back to the dock.

"Well," said Stalnaker, "I was the only one to stay aboard, so I guess I win the trophy, right?"

,"Wrong!" we chorused.

"We'll flip for it." said Nall, taking over as press club president.

We did.

Nall won.



THE BRAWLEY SKY DIVERS took the honors on Sunday during the Grand Opening of the Yacht Club with the parachute divers exhibition into the Salton Sea. Shown here is one of the sky divers washing his parachute with Salton City fresh water so that the landing in the Sea will not affect the tensil strength of the chute. Parachutes had to be be washed within 30 minutes after the divers' landing.



THE BITTENBENDER FAMILY of Los Angeles are Salton Sea regulars when it comes to corvina fishing and having fun in the family boat.

YACHT CLUB PURCHASES LUXURY BOAT

The Salton Bay Yacht Club has a brand new addition. A 30 foot deluxe fishing and charter boat named the "Gloria II", (after Yacht Club co-developers William Newell's wife, Gloria).

The sleek, high speed cruiser will be used for special charter occasions such as parties, fishing trips and will be available for the "Summer Supper Specials" at the club, after dinner cruising over the 40 mile long Salton Sea.

The distinctive "Gloria II' is 34 feet long, and 13½ feet wide at it's widest point. It is powered by a 275 horsepower Chrysler Crown Motor and is equipped with automatic pilot, directional finder and has ship to shore radio telephone. The Chrysler motor will speed it over the surfaces of the sea at the rate of 20 knots.

The "Gloria II" will hold from 18 to 20 passengers and is capable of sleeping 6 persons.

Handling the negotiations for the $15,000 boat was Dean Cline and Andy Skeel. The pair traveled throughout the state seeking the boat that could best meet the specifications of the Yacht Club and Bill Newell.



THE PICNIC BEACH facilities supplied by the Salton City Recreational Foundation receive heavy usage by Salton City visitors. As many as a thousand persons can be found using the beach on week-ends.

All Year Club Touts Salton Sea & Valley Through-out Country

(The following is a story that the Southern California All-Year Club sent to newspapers throughout the country. This particular reprint is from the Pittsburgh, Pennsylvania PRESS of Sunday, April 16, 1961.)

Imperial Valley in the southeast corner of Southern California is coming into its own as one of the West's most interesting recreational areas.

It is a strange and fascinating valley naturally. There is no rain and it's never cold. Anyone from the lands where snow covers the farms will be passing vast fields of winter-ripening grain, tomatoes, lettuce, carrots, grapes. The produce goes out by the trainload to Eastern tables. It's called "America's Winter Garden."

There are years between rains. The valley gets its water from the Colorado River via the largest of man-made rivers, the All American Canal, 260 feet wide and 80 miles long.

In a contrast as strange as the Suez, the canal cuts through a tremendous range of giant sand dunes on the Arizona side of the valley. A fine highway does, too. It's kept clear of the ever-drifting sand by a special maintenance crew, but it was not always this way. You can see vestiges of the Old Plank Road that was once the only way through the dunes. They are considering making the area a new California State Park.

The Imperial Valley starts at exactly sea level at the twin cities on the border. Calexico is one foot above sea level and just over the line is Mexicali in Old Mexico is one foot below. You can cross the line for shopping, sightseeing or a Mexican meal.

Then the valley slopes down northward. Holtville is 13 feet below sea level, El Centro 45, Brawley, 113, Niland 124, and finally you come to Calipatria where they have a special flag pole reaching up 184 feet — exactly to sea level. Calipatria with a straight face once claimed it should pay no California taxes, because so deep below sea level, it was really a MARITIME TOWN.

You go down, down, to the heart of Imperial Valley's growing recreational area, Salton Sea. This queer orphaned ocean is 235 feet below and almost exactly as salty as the Pacific Ocean a little over 60 miles away. It was formed by overflow from the Colorado River over 50 years ago.

Especially at the new town of Salton City, the warm inland sea is a center for sports and fishing, all winter long.

There are no tides or undercurrents. Swimmers can walk out on the sloping beach for a quarter of a mile while still touching bottom. Water temperatures are generally in the 70's; the warm sun and desert air make bathing towels unnecessary.

New marinas and launching ramps for boats are being installed, and this is becoming a center for water skiing. For speed boating it is called the "world's fastest body of water." The greater air pressure below sea level gives the engines more efficiency and speed.

Salton abounds with a game fish, the Corvina. Their number is estimated about three million in the 25-by-16 mile water body. The Corvina, sporty to catch, grows big—up to 30 pounds and 42 inches long. There is also the Sargo, an ocean perch, growing up to 20 inches long. Both were transplanted from the nearby Gulf of Baja in California.

There are plenty of good golf courses in the valley and nearby, nd also ample good accommodations.

Scenery is fantastic. Colored rock mountains surround the valley. One is the range of Chocolate Mountains, which look like big blobs of melting chocolate ice cream.

Tract 579 Now Completely Paved!

Last December we reported the progress Salton Sands was making in its Paving Program at Salton City . . . NOW, according to Wayne A. Leeper, Salton Sands President, the Paving Program is ahead of schedule . . . Road barriers are now being removed thruout Tract 579 . . . This means the second largest tract in Salton City—19,600 acre master planned community — is now completely paved with wide sweeping roadways . . . There are approximately 8 miles of roads in Tract 579—We are told the total paving costs is in excess of $100,000.00 — on a per mile basis, this figures to be over 12,500 per mile for top-notch roadways.

The Paving of Tract 579 now completes 90% of Salton Sands total Paving Program reports Bob Henderson, Vice President of Salton Sands . . . In addition to Tract 579, paving has been completed in Tracts 527, 528, 540 and 549 representing 28.82 miles of completely paved roadways . . . According to Henderson, one tract remains to be paved—that being, Tract 592 and when its 3.18 miles are completed, Salton Sands will have accomplished 100% of its Paving Program for a total of 32 miles.



ONE OF THE MANY commercial exhibits during the Yacht Club Opening ceremonies was the Aqua Darts which drew a constant throng of spectators to watch the powered water skis scoot around the Yacht Club Bay.

New Manager At Marina Vista Motel

The new managers at Salton City's Marina Vista Motel are Mr. and Mrs. Merton Price, formerly of San Francisco. The Prices own considerable property here and are thrilled to be able to locate at the city.

REDLANDS GROUP HAS BIG HAUL

Salton Sea Corvina proved both big and plentiful for Redlands anglers Harry Cater, his son Bill and Bill Willard.

The three anglers caught 18 Corvina at midday in a 2½ hour stay. The Corvina checked in between 7 and 17 pounds to make one of the nicest Corvina catches of the season, according to Dean Cline of the Marina.

Community Club Notes

Helen Steidel and Iris Smith report the Salton City Community Club Rummage Sale held Memorial Day week-end a success. They wish to thank those who contributed to the sale with their time and donations. Special thanks go to Jimmy Thomas for the use of his Salton Sea Enterprise Office Building for a place to hold the sale.

Through arrangements with James Thomas the Community Club now has new Club Headquarters in his Salton Sea Enterprise Bldg. at Marina Drive and Haven Dr. Mr. Thomas has been most co-operative with the club and the use of his building affords the club a fine meeting place for the summer.

A weiner roast was enjoyed by club members and their friends at the Salton City Beach Pavilion May 23. A fine turnout was reported.

GARDEN GOSSIP

First of all I want to thank Margaret Haden of Los Angeles for her kind offer of cactus and succulents from her garden, also Karl Hamm of Hamm's Equipment Rental Service who so kindly brought the contributions out here to us. I think it was a lovely gesture, sharing her extra garden plants with us who are trying to beautify our yards in this new city. We appreciate it Margaret and many thanks.

Sharing plants brings to mind an old custom I think very lovely and that is "Friendship Gardens." Just who originated this delightful idea or just where it did come from I do not know but its one that in a short time are gone and forgotten but a plant or tree lives on and grows more beautiful with passing time.

In my own garden there are growing things that have been given me as gifts from friends I seldom see any more, yet as I walk thru my yard and see this tree or that flower I can't help but be reminded of where it came from or the person that gave it to me.

These I enjoy much more than the plants I have obtained myself. I know of some people that have plants in their gardens marked with the names of the friends that gave them to them.

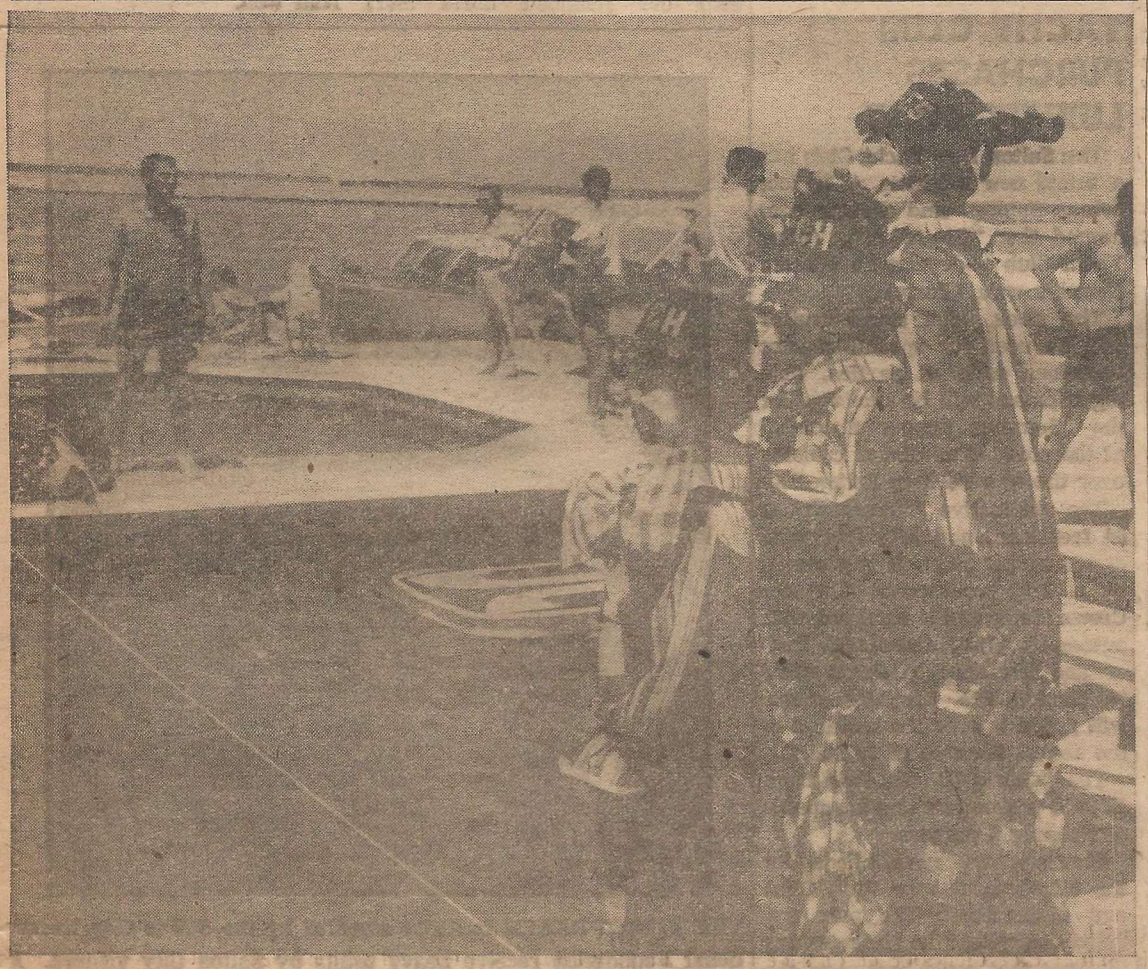
Its a nice idea, these friendship gardens. Next time you need a gift for a friend with a garden try giving a plant, its something lasting.

DAILY VACATION BIBLE SCHOOL

The Salton City Church of Christ will hold a daily vacation bible school for all youngsters during the first part of the school vacation.

Complete details of the Bible School and its summer program may be obtained from the minister at the Salton City Church location.

The Church of Christ [illegible] pates a good enroll[illegible] Summer School.



ON HAND FOR THE FUN and adding to the excitement of the Opening ceremonies was the Patches Clown group and their unicycles. The Clown group not only put on special shows but participated in practically all types of water activity staged during the two-day celebration.

What Other People And Papers Are Saying About Salton City And Salton Sea

The Resorter is starting a new regular feature with this issue. And frankly the Resorter staff can't take much credit for the new feature idea. The credit belongs to some fifty readers who suggested that the Resorter give each month a quick resume of various stories and quotes about our resort city.

After a considerable amount of candle burning the Resorter staff waded through literally thousands of inches of publicity concerning Salton City during the past months and came up with the following interesting quotes in response to the request of our writing readers.

Gilbert Simon,
Real Estate Editor
Los Angeles Mirror

"Newell, who operates the Salton Vista Estates and Sam Winograd, new president of Pacific Community Management Company, both emphasized that the $7 million already spent on Salton City Improvements (roads, sewers, water pipelines, etc) is just a beginning. Both expect the area will boom beyond most predictions."

Bob, Ketchem, Columnist,
Western Outdoor News

"NEW FISHERY: The Salton Sea has developed into perhaps our number one spot for inland fishing in California. If we can judge by what's been happening over there for the past month the DFG may have hit the jackpot on one of their programs. It will be unprecedented success that may lead to world wide recognition". (May 5th Column)

Charles Davis II,
Los Angeles
Southwest Wave Columnist

"Besides the fishing, there is excellent swimming, water skiing permitted in certain areas away from the bathers and the fishing grounds. It is an ideal spot for a day or an extended vacation. And oh yes, those corvina bite best at daybreak and late in the evening, and they are mighty fine eating. We're going back soon". (April 27th issue)

Lawrence Manzo,
Real Estate Editor,
Los Angeles Examiner

". . . west side of Salton Sea to Salton City, another fine example of private enterprise taking an area and developing it into a residential resort through proper planning". (April 30th column)

Press Enterprise,
Riverside California

"The result is an inland sea 40 miles long and 10-14 miles wide with a maximum depth of 45 feet. In the beach areas near Salton City it is possible to wade out a half-mile without getting your head wet.

Coupled with an average year round water temperature of 75 degrees, no tides, and the warming winter sun, the Salton Sea is a recreational natural as more and more people are discovering. coupled with that discovery, three developments along the shore of the inland sea promises one of Southern California's biggest resort centers. They are Salton City, North Shore and Desert Shores". (April 25th issue).

Al Johns,
Real Estate Editor,
Los Angeles Times

"Recreation opportunities abound. Retired persons are finding the deserts to be new havens of hope and happiness. And thousands seeking refuge from crowded cities are casting glances towards the desert.

They merit a look which could be most rewarding financially as well as finding a new haven for retreat" (May 28th 'Deserts Blooming Even in Summer' story).

George Lobaugh,Columnist,
Bell Gardens Review

"While sport fishing is gaining momentum on both the salt and fresh water fronts, anglers may be overlooking an excellent spot in Salton Sea. Right now is probably the best time of the entire year for catching big corvina at the big inland body of salt water." (May 18, 1961)

Jack McClanahan,
Staff Writer,
News Press, Glendale

"The Salton Sea is a wonderful place and the corvina are a wonderful fish. But a lot of fishermen are missing out on some of the finest inland fishing in California simply because it is new and the best methods for fishing for the big lunkers are not widely known. For the last two years fishing in the Salton Sea has steadily increased and corvina to 30 pounds have been caught".

J. Charles Davis,
Western Outdoor News
Feature Writer

"Salton Sea has long been one of my favorite places to fish and hunt. It has always been good for ducks and we've got our share of geese there, long before the days of Fish and Game Management; they have made it a lot easier for the sportsmen.

In the old days we fished mullet! to above 20 pounds and fighting fools. That was before the stocking of the Sea with exotic game from the Sea of Cortez. Now that corvina have caught on Salton Sea has really become a fisherman's paradise". (June 2nd issue)

Christian Science Monitor,
Special Travel Section

"Residents along the shores enjoy suberb boating facilities at Salton City, one of the newest of the new communities, was established only two years ago, but homes are almost springing up daily."

Dorothy Watson,
Feature Writer,
Indio Daily News

"The greatest earth-shaking entainment and Hawaiian Luau ever seen in these parts was present at the Salton Bay Yacht Club at Salton City last night, as hundreds of valleyites took a preview glimpse of the lush club and its facilities." (May 5th issue)

There is many more quotes and stories on Salton Sea, its area, and Salton City. But the Resorter staff feels these quotes are sufficient to provide the general idea that Salton City and the sea are favorably received throughout the columns of the country's press.

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LAUNCHING RAMPS

BOAT STORAGE

Salton 841

Full Fishing Information

The neophyte who is making his first stab at Corvina fishing or the died-in-the-wool fisherman can obtain the latest fishing information at the Salton City Marina or the Salton Bay Yacht Club according to Yacht Club and Marina operator Bill Newell.

Hot spots, best bait, best fishing time, methods, equipment & other pertinent information on the Corvina can be had for the asking at the Salton City Marina. The Marina shop also carries complete fishing equipment, fresh bait and has boats for rent, Newell stated.

The Marina headquarters have been making a thumb-nail survey of fishermen and their results and have come up with the following general advice for Corvina fishing, Newell said.

Boat fishing seems generally to be the best because you can cover more area in search of schools of fish. However when a school of Corvina hit the shore-line action can be every bit as good for the shore fisherman. Patience seems to be a virtue, it pays to wait for the schools to come to you rather than to try to search them out over a wide area.

Two kinds of bait are good, mudsuckers and wobbling spoons, preferably red, white and silver, white or gold. Mudsuckers are the most consistant producers of the larger fish. Other bait works well if a school hits, some fishermen even have reported success on a bare hoook.

Use a big hook, at least 1/0, tied directly in the monofilament line with a split shot or two above three or four feet of leader. If you are using the mudsucker, hook it up through both lops so that it is unharmed. The essential point is to keep the bait barely moving, just lifting it clear of the bottom and then dropping it back. Corvina fishing for the beset success requires energy to a limited degree on the part of the fisherman.

Corvina are a school fish, and apparently feed in cycles depending on sun, moon and barometrical conditions. To avoid wasting time check in at the marina to find out roughly what time of day the fish have been feeding prior to your arrival, then fish through the period and a couple of extra hours on both sides for safety.

During the best fishing periods of the year, spring and early summer, the corvina are mostly found in from 2 to 10 feet depth of water. Best spots are usually on brushy shorelines, where the car bodies have been dumped by the Fish and Game Commission or where there are ridges and gullies in the floor of the sea.

It is vital that your tackle be light enough to let you know what goes on with your bait at all times. Too heavy a tip will cause lots of lost strikes and no fish. When the Corvina hits a mudsucker, he first stuns him, then lets go and returns to pick up the bait if the fighting fish feels that everything is on the up-and-up. The fisherman must be able to feel that bump and distinguish it from a bottom bump or a snag and be ready to set the hook at the proper time of the sharp hitting strike.

After that the problem is to boat the fish, to keep it from the shore line and its tangles. The top fisherman from a standpoint of results will figure his play for the fish in advance of the strike. Where to boat it how much drag, how much play to give the fish and what pressure to apply to bring it to bay where he desires.

Yacht Club Hosts Community Club

The Salton City Community Club was guest of William Newell and the Salton Bay Yacht Club for a tour and refreshments following their regular business meeting.

While at the club an informal discussion was held by the members on programming future activities for the city.

SCOUTS HOLD OUTING AT SEA

Scouts of Troop 10 at Calipatria held a campout and swimming party at the Sea on May 27th and 28th where they were joined by the Webelo den of Cubs for the overnight stay.

Thirty scouts and parents participated in the event.



GREETING SALTON CITY VISITORS to the Yacht Club are Patches Jr. and Sr. In the background is Salton City Chamber of Commerce President William Newell and Salton Sea Estates developer Richard Millen watching the activities.



ANYTHING CAN HAPPEN and usually does at the Salton City Marina as shown by this shot of two waterskiers in the process of taking off under the watchful eye of a visitor who really walks on the water with the aid of two pontoons.

SALTON CITY C of C HITS 3,000 MARK

The Salton City Chamber of Commerce reports that as of June 12, there were slightly over 3.000 members in the local chamber. Although a great majority of the members are from Southern California environs, practically every state in the Union is represented.

William Newell, Chamber president said in spite of great number of people already members, a membership drive would get underway shortly.

The Chamber is kept busy answering the many letters and requests for information or brochures that arrive weekly. Answering the "hard" questions is a daily chore; the "impossible-to-answer" queries take a little longer.

Records kept by the Chamber indicate that the 3 color Chamber Brochure is much in demand. Since the inception of the brochure the chamber has distributed 200,500 to individuals, auto clubs, state recreation agencies, other chambers, and to members.

er" also is a popular item with

The chamber's "fishing fold-

all of the above. Since it was first printed about 18 months ago, the chamber has distributed 67,500.

3,500 of the big (22x28 inch) Chamber "Fun" maps have been sent to those asking for them. 10,000 of the chamber's "Picnic" flyers have been distributed. This brochure includes a map of the Salton City Marina area and the facilities provided.

It's A Small World

Two old friends came face to face after twenty-five years on Thursday. Prof. James Reager, famous concert pianist and teacher, visiting the Salton Bay Yacht Club and Iris Smith, local Salton City resident, met just prior to a radio broadcast each had been asked to participate in at the Yacht Club. They were introduced by Bessie King who, needless to say, was as astonished as Prof. Reager and Mrs. Smith at the meeting.

Prof. Reager, who is enchanted with this area, plans to build a home in Salton City this fall and make his home here.

Who Wants Rabbits When Theres Sargo

In spite of the fact that corvina fishing at the sea is drawing all the headlines, the gamey Corvina now have strong competition for the affection of the Sargo, an ocean-type blue gill.

This fine eating fish has set several records of its own at the Sea. First of all it is one of the two survivors (the corvina is the other) of the shot-gun approach & by the Fish and Game commission when it looked for fish suitable to the salty waters of the sea.

It was in 1951 that some Fish and Game man earned himself a medal when he dumped 65 sarga into Salton Sea that were transplanted from the San Diego Bay. Just 1 of 100 species that were transplanted. The Fish and Game man probably proceeded to promptly forget the Sargo, but its a cinch the Sargo didn't forget themselves.

They took to the sea like they owned it. Three years ago an excited fisherman at Scandia reported the first catch of the Sargo, eight years after the transplanting occurred. This first catch excited the Fish men who had evidenced doubts about the entire transplanting program.

More and more catches of the Sargo were reported. Finally the Fish and Game took gill net samplings of the fish, and they found to their amazement that the original 65 fish had worked overtime. The samplings showed that there were over a million Sargo running about the sea!

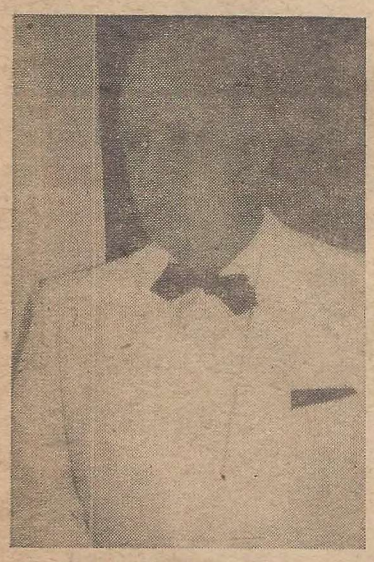
The Sargo ranges in weight from ¾ to 2 pounds and are now found throughout the sea by fisherman.

The obvious success enjoyed by the Sargo in the Sea brings the fish population into the multi-million mark. There have been estimates that the Corvina alone hit over 3,000,000.

As of March 1st, due to the huge number of Sargo, the limit was raised to 10 for the gamey fighter.

And the Sargo is probably as good an eating fish as you can find, according to Rollo Williams, outdoor editor of the San Diego Union Tribune. The fish is metallic silver in color with a rose rue identification mark to the back scales, but its chief characteristic is a black slash at the hump on its back. It is a member of the grunt family of fish.

It strikes the hook quickly like a trout, and will fight viciously up to five minutes before being boated. Small hooks must be used to fit the small mouth. Best bait seems to be worms.



VICTOR GROVES is the new general manager of the Salton Bay Yacht Club. Formerly with the Bel Aire Hotel, Saddle and Sirloin and the Beverly Hills Club, Groves brings a wide span of club management experience to the Salton City facility.

Business Men Hold Fish Fry

The Salton Sea Business Men's Association held a Corvina fish fry at their regular June Meeting at Helens Beach. Proceeds from the fish-fry were used to raise money for the promotion program of the association.

Heading up the committee for the preparations of food for the occasion was Salton City's Helen Hamm, who was assisted by Andy Skeel and Carl Hamm as chefs.

All members reported a successful meeting and a top-notch dinner.

NEW MAR VISTA TRACT MANAGER

Eileene Petit has been appointed as the new tract manager for the Mar Vista Office at Salton City.

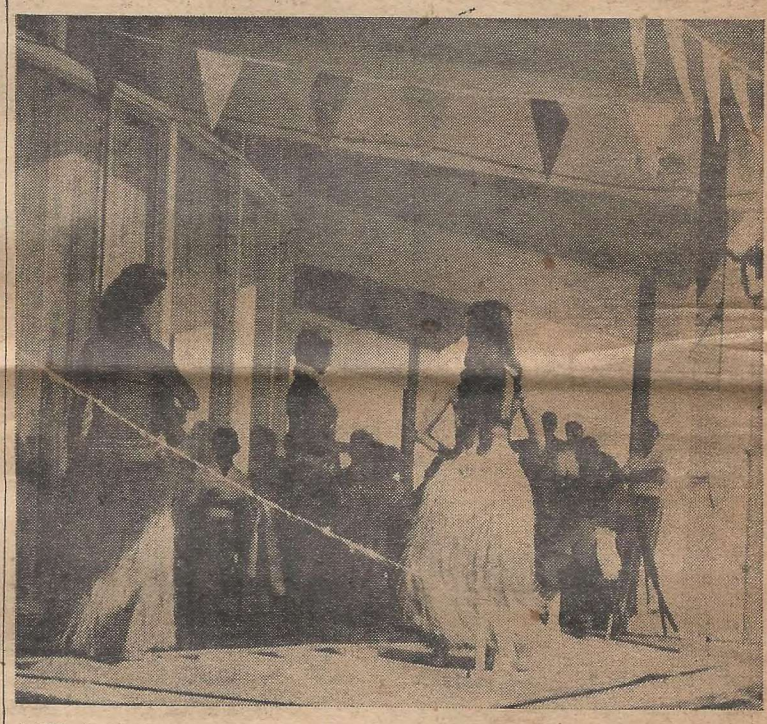
She replaces Barbara Howe who suffered severe injuries in an automobile accident a few weeks ago.

Phi Alpha Xi Boaty Party

A boating party for members of the Phi Alpha Xi chapter of the Beta Sigma Phi sorority was held at Salton Sea on June 10th.

The sorority chapter first met at the home of member Mrs. Carl Langwell, before proceeding to the Sea for the days activities.

Over twenty members took part in the day's activities.



ANY EARTHQUAKE or heavy vibrations felt by the spectators during the Luau was caused by the shaking, quaking Royal Tahitians who staged their shows on the veranda of the Yacht Club and in the Yacht Club dining room throughout the day.



PART OF THE THRONG of visitors that enter the newly completed Salton Bay Yacht Club each weekend. Yacht Club Hostess, Sally Venuti, estimates that the Club played host on an average Sunday to over 1,000 people.