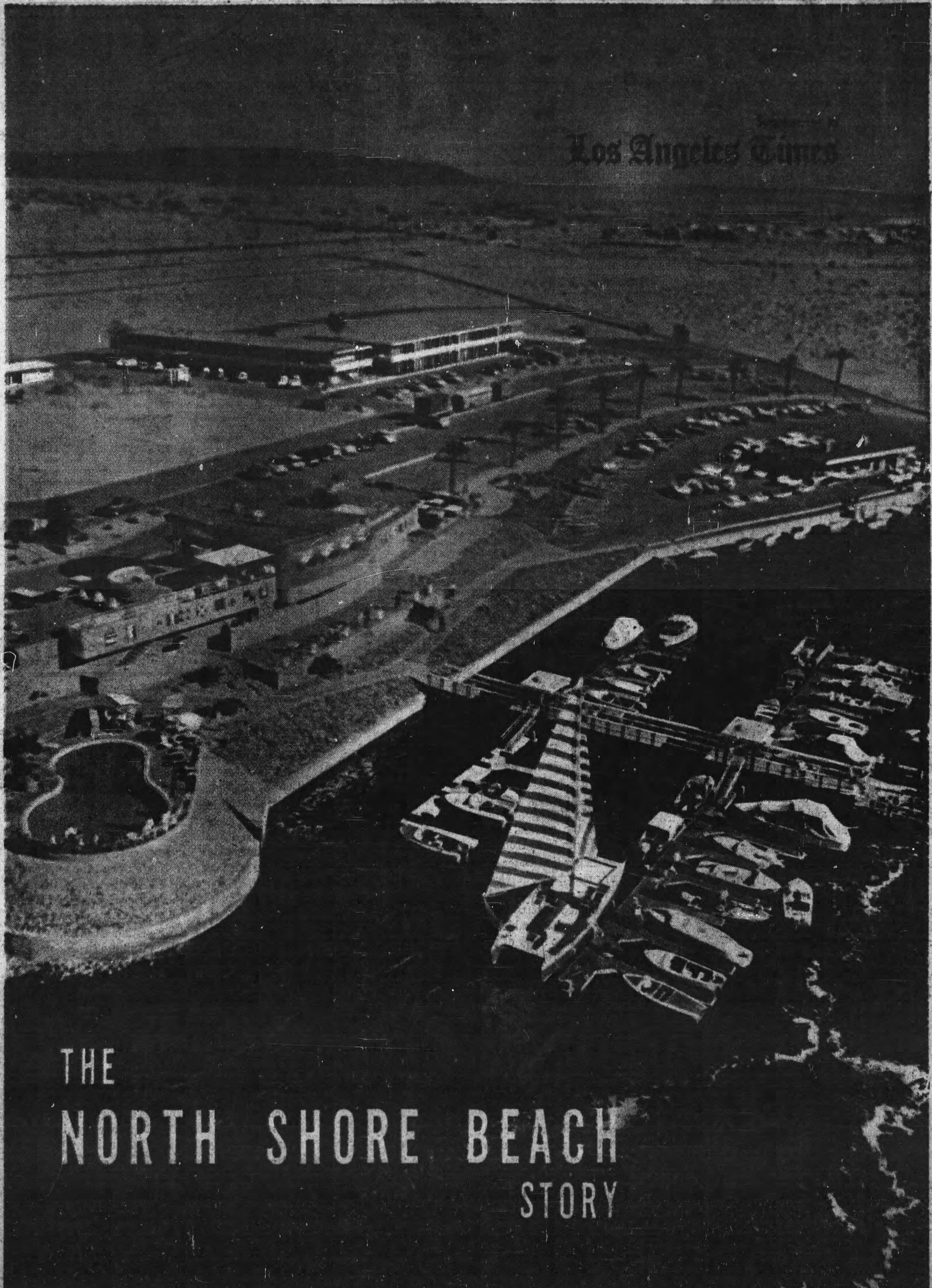


Los Angeles Times



THE  
NORTH SHORE BEACH  
STORY

Tuesday, April 10, 1962

## NORTH SHORE NEIGHBOR

# STATE PARK GROWTH PHENOMENAL

BY CARL WHITEFIELD

Park Supervisor  
Salton Sea State Park

Judging from the way boating enthusiasts are jamming our facilities here at the State Park and our next door neighbor, North Shore Beach Yacht Club, I'd say boating is still in its infancy. I wouldn't be surprised to see the day when a two-boat family will be as prevalent as a two-car family.

There are 7,175,000 privately owned boats being operated in the nation presently with 426,000 of them right here in California.

In expectation of a record influx of water sports fans, the Division of Beaches and Parks is completing in excess of \$500,000 worth of improvements. This program includes expansion of boat launch facilities to a 12-car boat ramp, installation of lights at the harbor entrance, 450

additional parking spaces for autos and boat trailers, and 150 additional campsites.

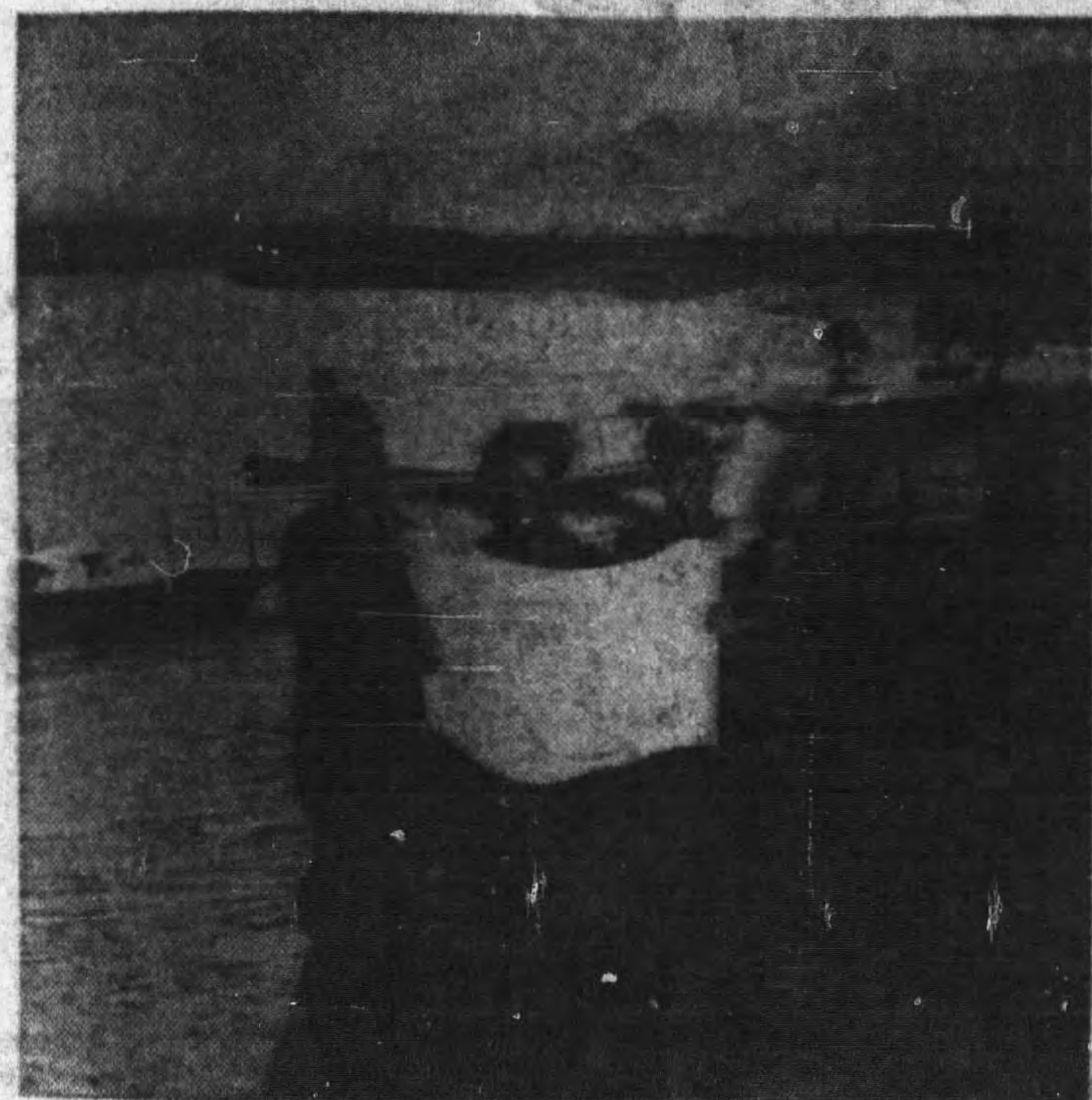
Provisions have also been made to expand the park's entire shore-line, which now covers approximately 18 miles.

Few of us dreamed that we were charting such a successful course when the Salton Sea State Park was officially opened February 12, 1955. There were only 25 picnic sites and a dirt launching ramp to entice visitors then. Only 74,000 persons came that year and only 1,154 boats were launched from the unimproved ramp. Only three men were needed to administer the park's operation.

In 1961 the park encompassed an area in excess of 16,000 square acres just south of North Shore. There were 477,356 park visitors and a total of 33,310 boats were launched.

The park now has a permanent staff of 10 men consisting of four rangers and six park attendants. They are hired on a competitive basis through Civil Service by the State of California. Each of these men is available to man the park's patrol boat, which aids in search and rescue missions.

This year we expect to host more than 600,000 visitors because other marina facilities are at a premium in Southern California, and many inland bodies of water are being closed to water sports.



Officials of Salton Sea State Park are getting ready to handle more than 600,000 visitors to the water sports haven this season. Left to right, they are Ranger Don Pohl, Carl Whitefield, Park Supervisor, and Jack Sutton, assistant Park Supervisor.

## HOW IS A CITY BORN?



North Shore Beach is 2 hours and 45 minutes from L.A.; 45 minutes from Palm Springs; 3 hours from San Diego.

The resort community of North Shore Beach was conceived the first time that Developer-Financier Ray Ryan stood on a rise of land and beheld the magnificent seascapes and mountain and desert vistas that abound at Salton Sea.

As he looked West from North Shore and drank in the symphony of sand and sea, he saw a perfect haven. The possessor of land development interests the world over, he never had perceived an idyllic scene that excited him more. Here, he decided then and there, was a place of pleasantness and play that all the world had been seeking.

Ryan and Trav Rogers, friends of long standing, were horseback riding at the time. Knowing that Rogers was steeped in knowledge of the sea, Ryan enlisted his aid.

The two men made several subsequent pilgrimages to the area, gathering all the information that would assist them in planning the community.

They knew they had chosen the right site when they learned that Salton Sea State Park was located only one mile south on Highway 111 and that state officials had been motivated in their choice by the superior climatic conditions prevailing in this particular part of the sea. These officials had discovered that there was less wind and more moderate temperatures in the North Shore region.

This research occurred early in 1957. Encouraged by what he had learned, Ryan began acquiring the land.

Among the first parcels of land purchased by Ryan was the acreage that now forms the home-site area of North Shore Beach. The topography

of this site is the answer to a land engineer's dream. It is so designed by nature—the land slopes upward from the beach to the foothills of the Chocolate Mountains—that a striking panoramic view of the sea and the surrounding mountains is sharply in focus from any point on the property.

Realizing that water is more precious than gold to any mid-desert developer, Ryan spent a fortune on water exploration. After numerous tests it was decided that the best source of pure, fresh water was obtainable from Mecca, nine miles north. Twelve miles of piping were built to bring the water in.

The Chocolate Mountain Water Company, formed early in the development to supply a \$1,000,000 water system to North Shore's residents and commercial enterprise, was later deeded over to the Coachella Valley County Water District.

This agency is now responsible for piping fresh water to every home and business at North Shore Beach. Its standards are of the highest, squaring with the standards of the American Waterworks System.

North Shore's water purity is attested to by the fact that it has the approval of both the State Department of Public Health and the Riverside County Health Department.

Concurrently with the installation of fresh water lines, soil percolation tests were made. The tests proved the adequacy of the soil for sewage disposal purposes. Riverside County Health Department approval of North Shore's sewage disposal facilities followed.

Now the embryonic marine community had progressed to the commercial development stage.

Unit No. 1, a large beach site, won Riverside County Planning Commission approval as Salton Sea's first major marina.

Designed by Civil Engineer Jack Woolley, the marina and its original waterworks began to take shape. Several months were needed to excavate the soil and build the jetties at the marina's entrance. The excavation itself was a titanic task, calling for the movement of tons upon tons of soil.

Subdivision plans, installation of utilities and the surveying and paving of miles of roads under the supervision of Land Surveyor Jerry Sanborn sped the project along.

In the home stretch of its third year of robust life, North Shore's growth pattern is in high gear. In fact, it couldn't have achieved a higher development plateau. The box-score on 1,000 lots developed is a perfect one of 1,000 lots sold!

Today, 500 newly engineered homesites are being offered for the first time. A new 500,000 gallon water tank, which will eventually be increased to a 1,000,000 gallon capacity, is being constructed to serve these new units.

Many homes are now under construction in this rapidly burgeoning community. The projection is for a level of 3,500 homes and a population of 10,000. Builders who have a hand in making this projection come true include Ra-Thel Homes, Dunes Construction Co., Robert Pillow, Charles Gibbs and Jerry Apelby.

The lion's share of credit for this accelerated sales program belongs to Don Eastvold, who became Ryan's partner early in 1961.



Don Eastvold, right, and Ray Ryan display a framed photo of the Yacht Club Compass Room.

## THE MEN BEHIND NORTH SHORE

### RAY RYAN

John is the middle monicker of Oilman-Financier-Developer Ray Ryan. But his parents might just as well have given him the middle name of "Challenge."

For Ryan lives for the high voltage excitement of challenge. It has led to his becoming one of the top independent oil producers in the country. And it has turned him into a developer on a global scale.

It is in the field of developing planned communities in resort areas that Ryan has distinguished himself. Rather than rushing to sell lots upon acquisition of a site, Ryan pours money and ideas into a project before a single lot is sold.

North Shore Beach is a shining example. This spectacular 1000-acre marine community wasn't something that existed only on maps or drawing boards when lot sales commenced. Ryan didn't allow a single parcel to be sold until construction was completed on:

A \$500,000 two-story clubhouse. A 400-boat marina with all modern facilities for pleasure boaters. A \$400,000, 50-unit motel. 22 miles of paved and curbed streets and access roads. And 27 miles of water lines that bring in water of the highest purity.

The oilman, who rose from humble beginnings to acquire an empire so extensive that even he is not sure of its total scope, was the seventh child of a Watertown, Wisconsin sub-contractor and cement man. He picked peas, washed dishes, worked his way to Europe. But at some time in his teens, he had a vision. It was to become wealthy.

Money, he decided, could be made more quickly in oil. So he went to Tyler, Texas, where friends in the oil business gave him inside tips. With money earned from the sale of tobacco, he bought some leases. He would wait until oil was struck near a given lease, then sell his rights. Ryan made a little money and learned something of value.

Gaining inside information was the most important aspect in achieving wealth, he decided. Tips could only come from friends. Thus, friendship with many people on a sincere basis became a goal. "If you're well liked, you get information," Ryan declared. "You may bolster a fellow worker or help someone in trouble. It all comes home to roost."

It was through such a tip that he bought into an oil lease in Illinois. He had saved \$10,000 from his sales activities in 1939 when he leased two promising fields totaling 100 acres of land.

The first well was a gusher. Fourteen more

wells came in and Ryan sold his interest for several hundred thousand dollars.

Now he was free to start his own wildcat operation and drill with his own resources. The company he formed, Ryan Oil Company of Evansville, Ind., now drills about 100 new wells a year and has producing oil properties in Texas, Oklahoma, Indiana, Montana, Illinois, Kentucky, West Virginia and Colorado.

But instead of the end of a story, it was really just the beginning. Seeking financial diversification, he has become one of the biggest land developers in America.

Ryan's 100 per cent ownership of Palm Springs' 22-acre, 200-room landmark hotel, El Mirador, is now one year old. Long-time major stockholder, Ryan bought out 26 fellow stockholders for \$1,400,000 in cash.

He is currently developing, with Realtor Ernie Dunlevie, the 1,000-acre golf course community of Bermuda Dunes near Palm Springs, home of the famed Bermuda Dunes Country Club.

Other Ryan enterprises include a 32-acre shopping center in the heart of Palm Springs' new civic center, a planned community on 400 acres adjacent to Indian Wells Country Club, and a similar project on a 2500-acre site in Desert Hot Springs.

He also owns and is developing more than three miles of waterfront property in the booming area of Montego Bay, Jamaica, British West Indies. And, with Actor William Holden, Ryan is the most substantial American investor in Kenya, East Africa. World renowned is Ryan and Holden's multi-million-dollar Mount Kenya Safari Club. It is the first country club established in the heart of East Africa's storied big game country.

### TRAV ROGERS

who heads the North Shore Beach Yacht Club and marina, wishes he had a dollar for every time he was asked: "Got a horse?"

Born in the ranch country of Texas — a town with the happy name of Mount Pleasant — he came to Palm Springs, built the Red Horse Ranch, and became one of the desert resort's pioneers.

The corral of the Red Horse was built of logs that Rogers trucked in himself. Desert devotees found that Rogers had a way with people as well as with horses and his venture became an overnight success. Movie celebrities, then starting to discover Palm Springs as a prime vacation retreat, turned up by the score. Such personages



### DON EASTVOLD

Managing partner in the vast North Shore Beach community is Don Eastvold, a former Attorney General in the state of Washington.

A graduate of the University of Washington Law School, Eastvold came to Washington when his father became president of the University there. Following service in the Army Air Corp. during World War II, Eastvold completed law school and became an outstanding young attorney in the Northwest, winning the "Young Man of the Year" award in 1950, and election to office as state senator.

Don will always remember the excitement surrounding the nomination of General Eisenhower at the Republican National Convention. His efforts were of no small consequence during the Chicago convention and as a result of the limelight in which he was put at the time, his popularity rose, resulting in his election to the post of Attorney General in Washington. After serving for four years in the post, Eastvold was defeated for governor.

During this tenure as Attorney General, it was Eastvold's responsibility as Chairman of the State Land Board to supervise the lease or purchase of land from the state. He derived an intensified and widespread knowledge of real estate and land values as a result of this activity. Following his term in political office, Eastvold recognized the need for the development of recreational areas and so, together with his Seattle law partners, Joe Hutton and M. W. Smith, he turned his office into a headquarters for land developers in the Northwest.

Some of the projects with which Eastvold was connected include Surf and Sands on Wideby Island, a 500 acre development in Puget Sound. Another project was on Lummi Island and, most recently, the Ginny Simms Ocean Shores, a 6,000 acre development on Grays Harbor.

When Eastvold met Ryan and saw the latter's North Shore project, he immediately envisioned the same potential which had at first struck "Mr. Palm Springs" when he too first saw the locale. It wasn't long afterwards that the two made a deal which put Eastvold in charge of the resort-residential development as co-partner.

Although his manifold activities as director of the enterprise keep him on the go constantly, Eastvold likes to spend as much time as possible at North Shore. "I'm a devotee of sea and sunshine," the youthful-looking executive declared, "and I don't know of a better place in all the world to enjoy both than right here."

Eastvold is especially pleased over the fact that several of the personnel whom he brought with him from the Northwest have themselves been so won over by the lure of North Shore that they have built their own homes.

as Mary Pickford, Rudolph Valentino, Big Boy Williams, William S. Hart, Tom Mix and many others visited his ranch.

His next venture found him on the site of Palm Springs' main Bank of America branch. In those days it was part of the Indian Reservation. Trav, his wife, Willie, and their two children, Jimmie, now Mrs. Milt Hicks, and Margaret, now Mrs. Joe Donovan, moved to the reservation to open the Palm Springs Stables.

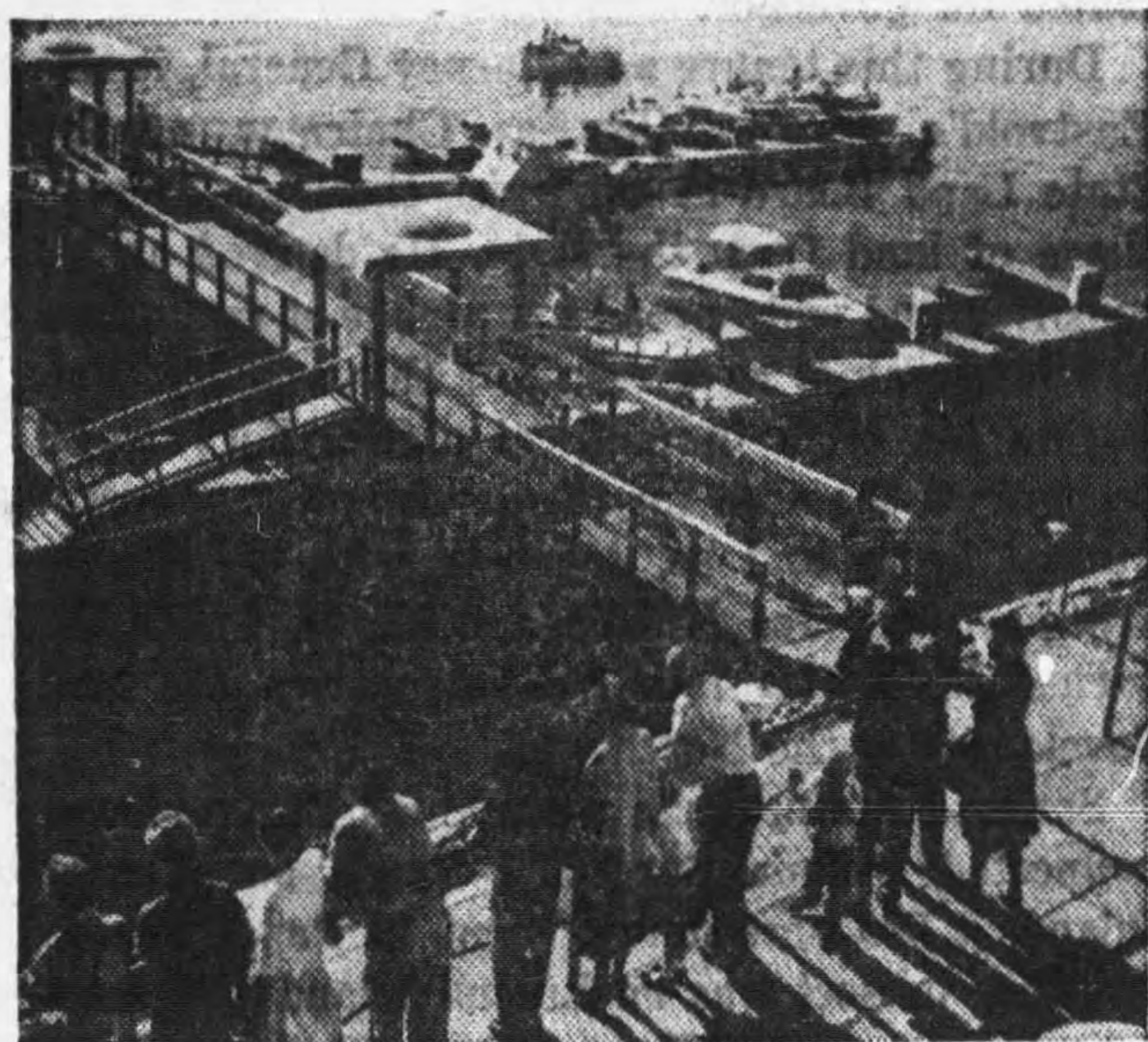
Trav operated the Stables for three years before launching his most successful western-style enterprise, Rogers Ranch, in 1936. It was here that Trav achieved wide fame with his popular barn dances.

Rogers had such an affinity to his ranch that he sold and re-purchased it three times before getting it out of his blood. All together he spent 12 glorious years there.

**BY TOM CAMERON**  
Times Real Estate Editor

**NORTH SHORE BEACH.**—Here in what was once a desolate wasteland, imaginative men are carving out one of the West's most promising recreational developments. It is the North Shore Beach marine community of homes, apartments, commercial facilities, and the two-story yacht clubhouse and 400-boat marina on the shore of the azure, shimmering Salton Sea.

Work is proceeding apace on streets and underground utilities to keep ahead of the sale of lots and clearing of building sites. Many homes, some of the luxury class, are rising in various parts of the development. Hundreds of palm trees have been planted along the streets, and some builders are installing trees and shrubs on their



North Shore Beach Yacht Club's marina is teeming with activity these days as the graphic photo above reveals. New slips were constructed by Trautwein Bros. of Newport Beach.

properties even before the dwellings are completed.

Among corollary developments is work on an airstrip near the marina, adjoining the sea. The job began recently and is now completed. This will permit use by big twin-engine as well as smaller airplanes.

A driving range and putting greens have been installed in a preliminary to establishment of a full-scale golf course. A string of saddle horses is maintained nearby on the edge of the foothills of the Chocolate Mountains for rides along the Colorado River Aqueduct and in the picturesque hills.

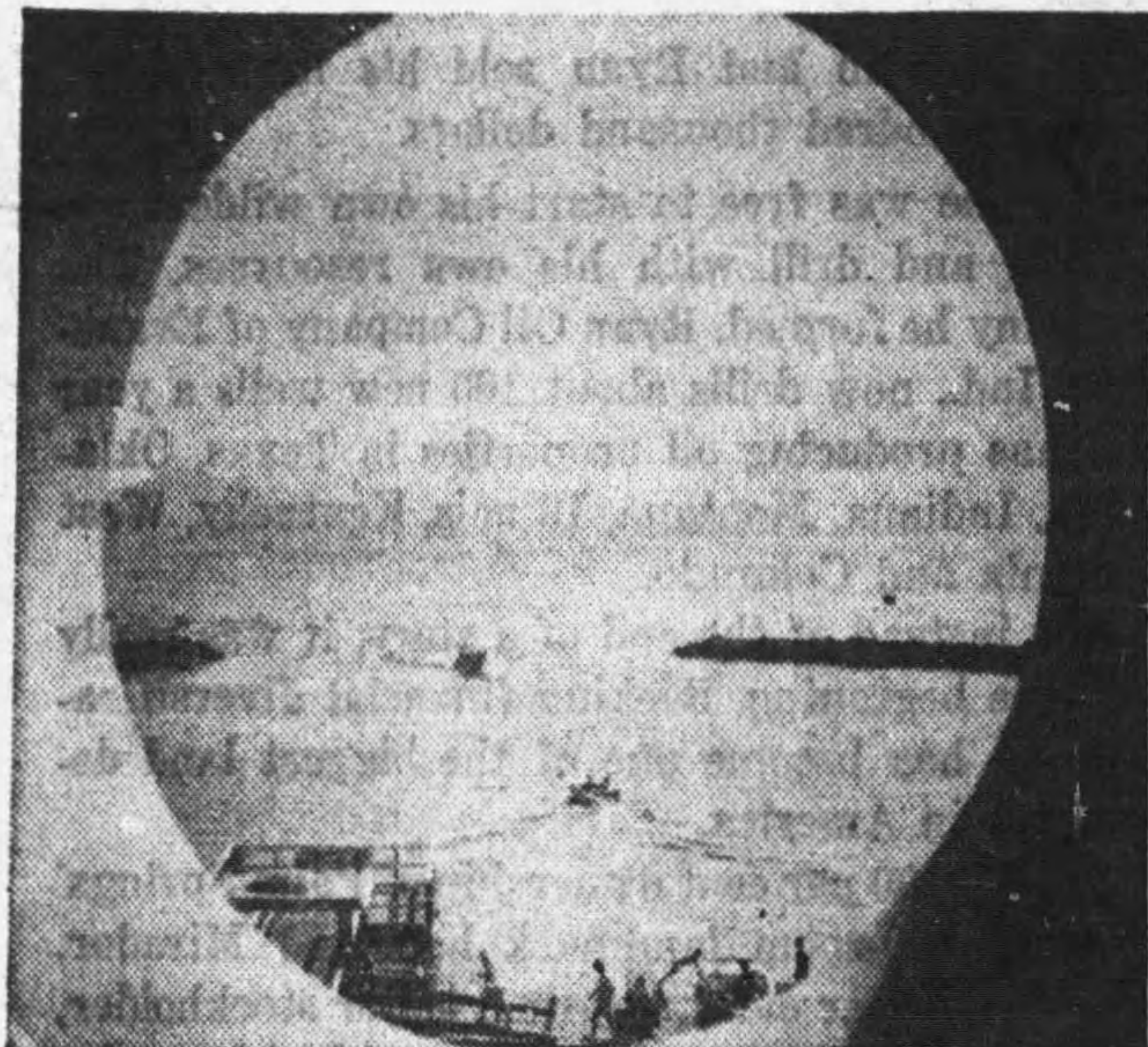
Hayrides for the younger people, dances, barbecues and fiestas are among activities offered residents, guests and visitors.

And last but not least, the Salton Sea is without an equal for corbina fishing, with other

varieties also available. Our colleague and expert fishing companion, Lupi Saldana, explores this subject authoritatively in this supplement.

Trav Rogers announced he was embarking on an elaborate program of varied activities at the Yacht Club designed to entertain and intrigue residents and visitors to the area.

The area's owners, who have a lengthy record of successful property improvement and community development, assert that North Shore has an advantage over some other desert regions. The sand doesn't blow during windstorms—for the reason that the gravelly soil is well stabilized by terrain and vegetation. Air conditioning units help keep homes comfortable at low cost during summer, but a big help is "Nature's air conditioner," the huge body of salt water in the adjoining sea, which helps stabilize temperatures at desirable levels.



View from the North Shore Beach Yacht Club's \$500,000 marine clubhouse. Special glare proof window glass is hooded like a camera lens, bringing even distant objects into sharp focus.



Peggy Dexter proudly takes the measure of a 12 lb., 14 ounce corvina she hooked while fishing at North Shore. Aiding her is Palm Springs' Mayor, Frank Bogert.

## Times Editors Report on NORTH SHORE . . .

**BY LUPI SALDANA**  
Times Outdoor Editor

They say that truth is stranger than fiction. And a good case in point is the Salton Sea, which was transformed into a multimillion dollar recreational area by a freak flood and a colorful fish called corvina.

At the turn of the century the sea was nothing more than a dry, salty sink. Except for producing some salt it was considered about as worthless as a desert mirage.

Today, a scant half-century later, a two pronged miracle wrought by Mother Nature has filled the Sea and created a year-round mecca for fishermen, hunters, boaters, water skiers, campers and those who enjoy just soaking in the sun.

The Sea, by the way, is 152 miles from L.A. City Hall and it is practically all freeway driving.

Originally this geological freak was part of the Gulf of California. Over the ages, bars built by the mighty Colorado River separated the Salton Sea sink from the gulf. Then about 700 years ago it was a clear, fresh water lake known to the estimated 100,000 Indians who lived around it as Lake Cahulla.

It was a handsome spread of water, being 100 miles long and over 25 miles wide. Eventually the lake dried up and left nothing more than a salt sink.

However, the land in the Coachella and Imperial Valleys was rich and fertile and by 1900 the Imperial had blossomed into a top agricultural

center. By 1904 the California Development Co. had constructed over 700 miles of canals and ditches to provide the ingredient that was the key to the boom—water.

Suddenly the valley's water supply was cut short by the Colorado River itself. It did this by silting in the channel that carried the water to the valley.

During the low water period the development company in 1905 cut some by-passes before the usual spring floods. But instead of a gentle flood, the mighty Colorado became a raging torrent that roared unharnessed through the by-pass ditches. Before it was finally tamed on Feb. 11, 1907, the river had again filled the Salton Sea Sink.

This set the stage for the second "miracle." For years the Sea was ignored by all save the wintering waterfowl. Finally in 1929 a man with vision, the late D. A. Clanton, who was then with the State Department of Fish and Game, got the idea that the sea would sustain a fishery.

The saline content was so high, however, that chances of developing a fishery were considered practically nil. Clanton never gave up and finally in 1950, with the help of other FG men, he hit the jackpot. They took a trout truck on the first of several trips to the Gulf of California, loaded it with every fish they could catch and dumped them in the Sea.

Eventually the gulf croaker, a forage fish, took hold. Then the corvina and the sargo became established—and the Sea became a living thing.

The corvina took to the Sea like ducks to water

and the exploding population developed into a top flight fishery. And the beauty of the corvina was that it had size with fish 10 to 15 lb. being common, while some of the lunkers went over the 30 lb. mark.

The sargo are also abundant, but they are smaller, being in the 1 to 2 lb. class. They hit very well on worms.

Corvina can be taken from shore, trolling or fishing with live bait (mudsuckers). Many fine catches are made right off the breakwater at the North Shore Yacht Club.

From the club's launching ramp, boat anglers can go in either direction and find corvina.

During the spring and early summer many anglers cast right from shore with lures (red and chrome Hot Shots are best), or troll them close to shore.

For still fishing with mudsuckers, anglers should use "shorty" wire leaders, large hooks, 1-0 to 4-0, and a light pinch-on sinker about two feet above the leader. The weight of the line depends on the anglers, some using 15-lb. test and others 30-lb. A fresh water rod or light deep sea rod with either conventional or spinning reel fills the bill.

Then hook a big mudsucker through both lips, cast out and as the bait nears the bottom start reeling in slowly—and get ready for action, because the corvina generally strike hard.

Another plus along Highway 111 for the sportsman is that in season he'll also find good duck, quail and dove shooting.



Ann and John Williamson get ready for one of the vast array of recreational pastimes available at North Shore Beach as they, their family and friends start a week-end of pleasures that combine water, desert and mountains — all within a few minutes of their North Shore home. The horses the Williamsons are selecting will take them on a breakfast ride through some of the most colorful panoramic scenery on this or any other continent.



Trav Rogers and his affable Yacht Club lieutenant Pete Petitto are great hands at dishing out breakfast ride chow. Eager plateholders include John Williamson, his son and daughter, Jack and Linda, his wife, Ann, and their friend, Sherie Ellis.



Riders, including the Williamson party, arrive at breakfast campsite at the base of the Chocolate Mountains after covering miles of scenic trails. Their steeds, strikingly etched against the colorful mountains, rest while the riders minister to king-size appetites.



John Williamson, left, co-owner of Williamson Motors of Los Angeles, supervises the launching of his boat at the Yacht Club's marina, while his cruise partners look on with keen anticipation.



The Williamson family are ardent boaters. Their North Shore Beach holiday home, to which they regularly shuttle from their Los Angeles residence, is within a few blocks of the Salton Sea and its rich assortment of water sports for young and old alike. The Williamsons, their breakfast ride now a happy memory, hook up their inboard speed boat preparatory to launching it at North Shore Beach Yacht Club's marina.



The Williamson party bid adieu to their slip neighbors in North Shore Beach's marina as they start cruise over Salton Sea's velvety waters. Jack Williamson, in rear, has his water ski at ready for his favorite sport.



Their cruise over and their boat snug in its yacht club slip below, the Williamsons join friends for a patio snack on the seaview patio. The clear, exhilarating air sharpens appetites and makes the luncheon get-together extra enjoyable.

## THE WILLIAMSONS' WEEK-END

### Pleasures Abound Year 'Round

What are the attractions that are causing North Shore Beach on the Salton Sea to explode in jet-propelled growth?

There are numerous factors contributing to the record sales pace in both homes and home-sites achieved by North Shore Beach Development Co.

Heading the list is the fact the vacation pleasures that abound at North Shore Beach are available on a year 'round basis and include something for everyone.

In fact, there is no place in the world offering more of a challenge to your proneness for activity. The myriad patterns of pleasure impart a Mardi Gras spirit of carefree fun, gay amiability and cheerful companionship to North Shore.

You are able to fish, swim, hunt, go boating, and horseback riding, and sharpen your golf swing on a spacious driving range only minutes from your door.

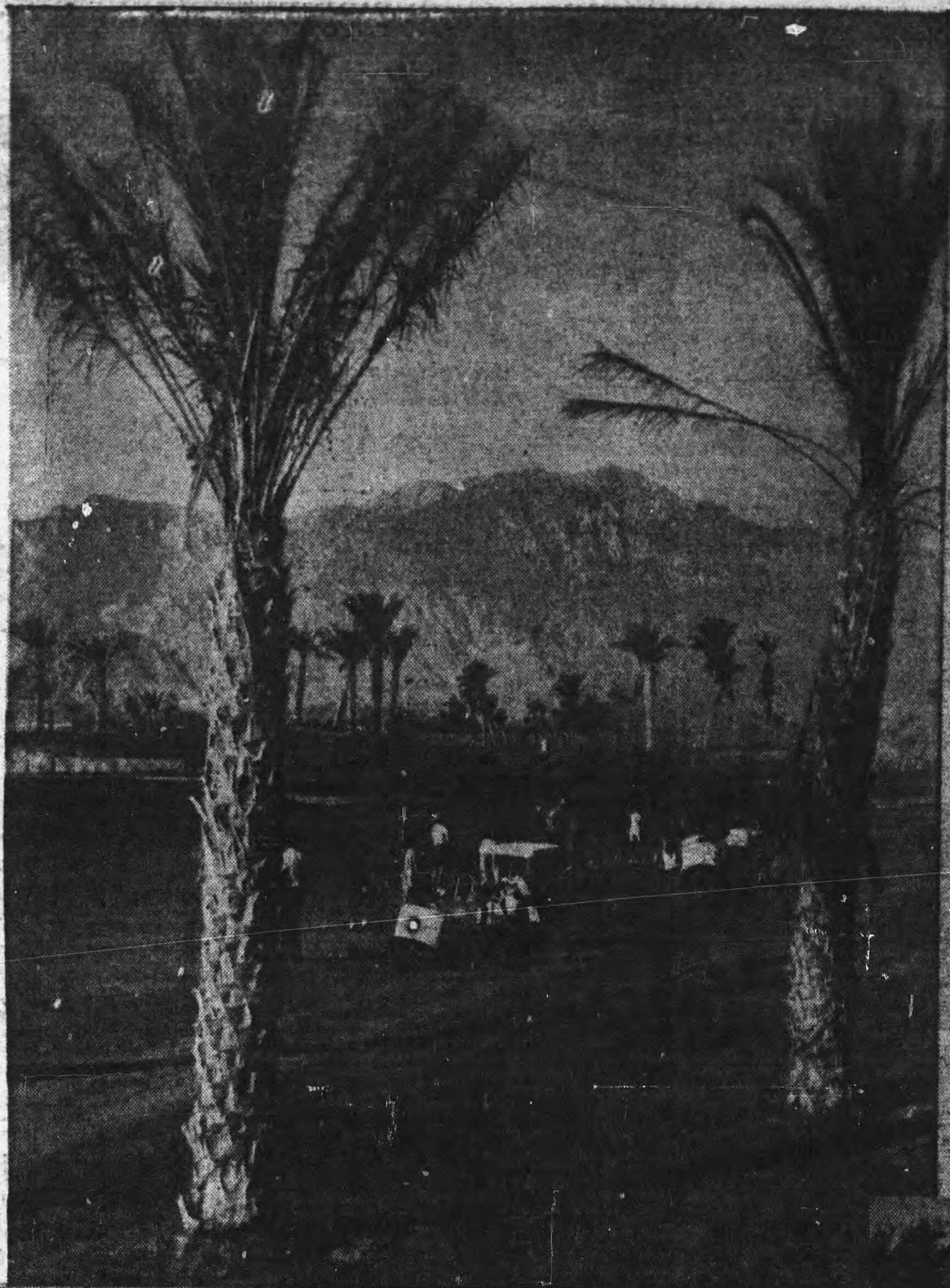
The sun-drenched land is so fertile it provides a built-in green thumb for producing citrus fruits and vegetables and exotic floral and cactus gardens of exquisite beauty and color.

And all around is the grandeur of the Chocolate and Santa Rosa Mountains, whose foothills offer a fascinating world for endless exploration. Canyons in these foothills invite you to creosote-studded mesas, ancient Indian trails and carpets of wild flowers forming purple, lavender, white, blue and yellow galaxies against the desert sands.

Sunsets are of unsurpassed glory. The dawns are noted for their spine-tingling splendor. The air is incredibly clear because there's nothing to sully it. And you revel in the unlimited space—space for elbow room and for thoughts, reflection, visions and dreams.

There's a touch magic in the ease with which vacation settings can be changed in this unique desert-mountain-sea area. In minutes you can move to the fabulous, world renowned community of Palm Springs, with its exciting shops, fine restaurants, entertainment, business, financial, shopping and cultural centers and its conveniently located banks, brokerage firms, Desert Museum and Library.

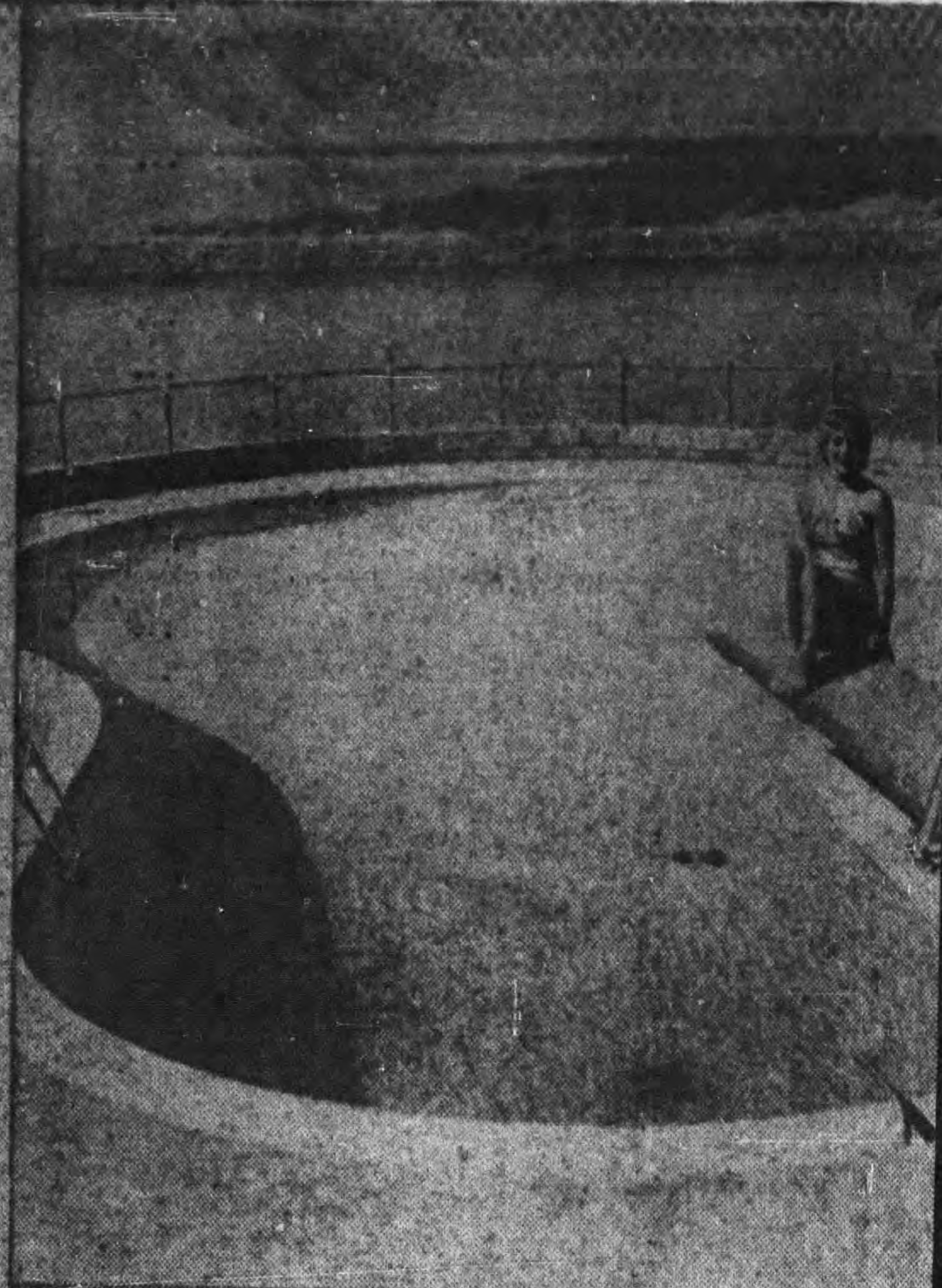
In Palm Springs you can switch from sun-drenched dunes to the deep shade of towering pines in nearby mile-high Idyllwild. And in 1963 you will be able to enjoy the reality of the long-dreamed-of Mount San Jacinto Tramway. Currently under construction, the Tramway will have a vertical lift of more than a mile and will have two cable cars (one descending while the other ascends), each with a capacity of 80 passengers. The lower terminus of the tramway, which will be at the 2,700-foot level of Chino Canyon, will be reached by a paved road from Highway 111, the same route used for North Shore Beach, 45 miles east.



Thirty minutes from North Shore Beach are the sand dunes and the stillness of the Arabian desert. But, instead of turbaned camel-drivers, eager golfers zoom in gaudy colored fairway carts over emerald fairways. This is Bermuda Dunes Country Club—the only mid-desert course in America that is not flat. Yacht club members often drop over for a round of golf. It's another Ray Ryan development.

Shuffleboard is a far cry from his professional duties at Cornell University, but Stanley J. Brownell and his wife are enjoying this recreational pursuit at North Shore Beach, where they have rented an apartment for a four-month stay devoted to basking in the sun, fishing and boating.

In the chips are the George J. Arcarises of Pasadena as they enjoy North Shore Beach Yacht Club's annual Millionaire Party. Gaming atmosphere pervading the yacht club's picturesque clubhouse was just like Vegas, except there were no pocketbook casualties. All the gambling was done with play money!



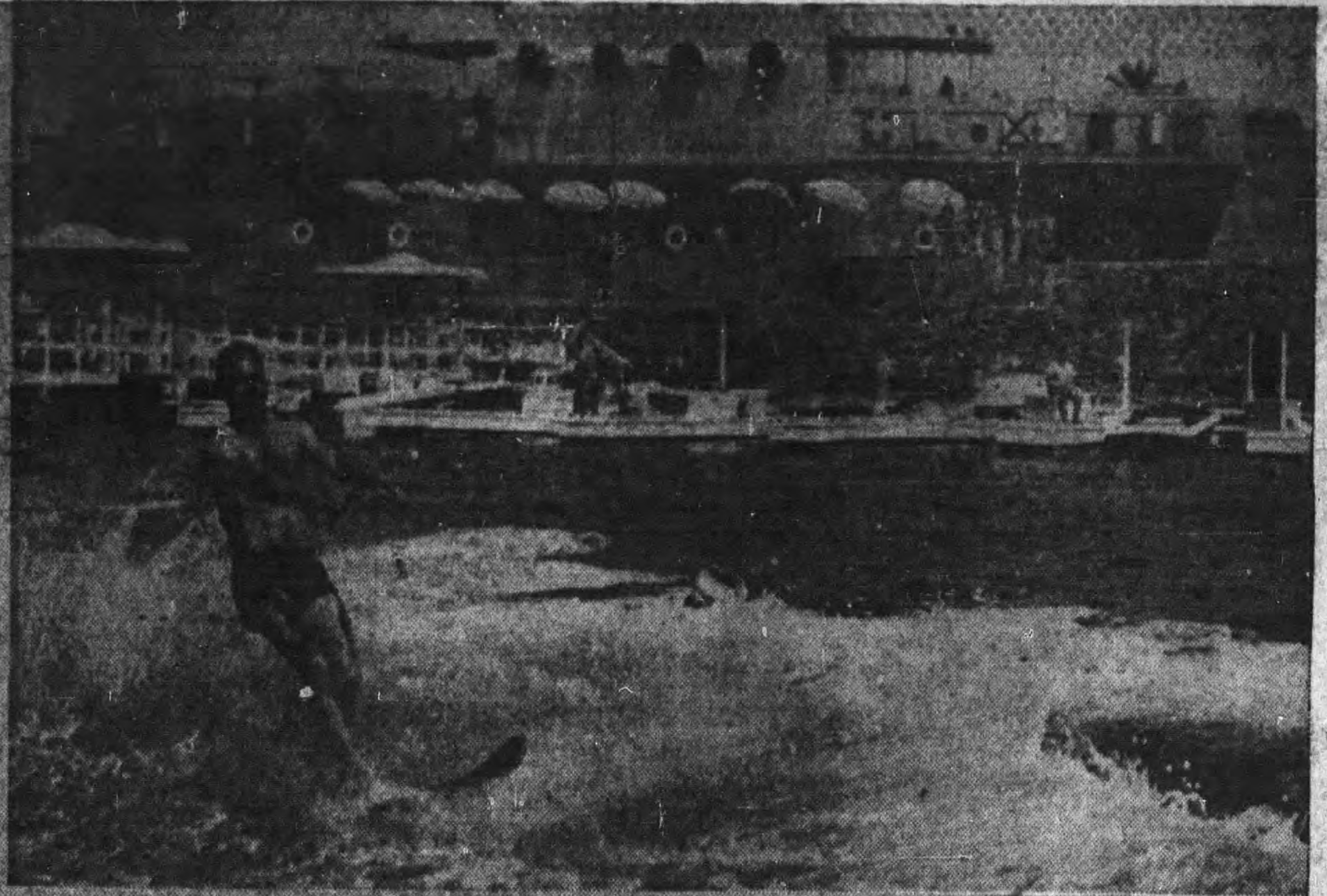
# FUN BY



Historic palm trees, transplanted many years ago, bring a modernistic, completely air-conditioned El Mirador Hotel side from North Shore. Nightlife is in full swing at this Ro...

left:  
Dramatic introduction of fresh water to North Shore Beach has enabled its developers to install Solano Sea's first seaside swimming pool. Freddy Moran Tompkin tries the pool's diving board.

right:  
George A. Thompson, Jr. finds water skiing at North Shore Beach a welcome change of pace from busy days on his multi-acre citrus grove nearby. Thompson, a North Shore Beach resident and veteran skier, considers the Solano Sea the finest body of water in America for his favorite sport.



# THE SEA...



Hurry Oliver, self-styled Desert Rat and discoverer of the mythical Peg-Leg Smith gold mine, regales youngsters of the Yacht Club with tid-bits from his inexhaustible store of whimsical tales of the desert.



Junior Frank Watkins have a glamorous setting for their cards and corvine angling in the 400-seat marina of North Shore Beach on the Solano Sea. North Shore's ultra-modern clubhouse, perched on a rocky promontory, stands guard over the pictorial scene.



H. Dean Gaddis, left, North Shore Beach Estates' sales director, says it with a paint brush as the marine community's new 28-foot Chris-Craft launch, "Miss North Shore," is christened. Looking on are, from left, sales staffers Ken Neff, Marwyn Boyce (better know as Ish Kubibbie), Ralph "Buzz" Prince, Byron Ellis, Bill Toff, Gordon Erickson, Harry Gillis and Col. Hendrick, sales manager. The craft is one of several delivered to North Shore Beach boaters by John Gale, of Newport, largest Chris-Craft distributor in the world.



Recreational smorgasbord on top at North Shore is graphically illustrated as horsemen are off for the scenic trails in the nearby Chocolate Mountain foothills. At their left is the yacht club's swimming pool. The soils belong to a mammoth colomatan, typical of the wide assortment of boats plying the calm waters of the giant inland sea.

atmosphere to the otherwise  
the Springs, a fast 40-minute  
on hotel.

# GOODBYE TO WORRIES . . .



North Shore Beach co-owner, Ray Ryan, famed as a party giver, receives a traditional lei from Actress Rhonda Fleming at a Polynesian Party at North Shore Beach Yacht Club.



Mexico's trick water skiing champion, Mundo Villegas, shows the new sport thrill—sky skiing—at North Shore Beach Yacht Club's spacious marina. Famed as the "Batman," Acapulco-born Villegas performs his death-defying exhibition by means of a huge kite. Villegas soars 200 feet or more by means of air pressure generated by a speeding motor boat.



Bob Cummings is pictured at North Shore Beach's brand new 2,700-foot-long, hard-surfaced landing strip, North Shore Airport, just after landing in his flying automobile, the Aerocar. Cummings and his TV crew headquartered at the North Shore Motel during several days of shooting water scenes for his TV show.

North Shore Beach is a breeding place for a new independence for men and women who live in complete slaves to city pressures and worries.

Problems are forgotten as the desert air exhilarates and the sun lays its warm, possessive fingers upon you. You strip off both clothing and complexes as you respond to the irresistible call of the sparkling Salton Sea.

Business difficulties, the world out of tune? You put them out of mind as your enraptured gaze drinks in the Santa Rosa and Chocolate Mountains that rise colorful and commanding in the distance.

Is life too hectic and horrifying in its strain? Then let the desert air whisper in your ear the age old counsel of the desert, "Be still and listen to me for a while. Hush!"

North Shore Beach is easily accessible via Highway 111. It's a scenically spectacular drive that includes views of colorful date farms, citrus groves and many of the magnificent country club golf courses that have made Palm Springs the Winter Golf Capital of the World.

Entering North Shore Beach Yacht Club portals, you're transported into a world of vacation fun.

There's even an amusement center for the small fry. It boasts a fully equipped and carefully supervised playground and is an admirable substitute for a baby sitter.

North Shore is at its finest flower when the sun disappears in the distant direction of beautiful Santa Rosa Mountains. Evening fun reigns in the clubhouse's dining rooms and cocktail lounge.

The revelry of sparkling entertainment, including Singing Star Ginny Simms and the cornet-playing comic, Ish Kabibble . . . gourmet menus that stimulate your appetite . . . mixologists with a knowing way with your favorite libation.

Palm Springs, home of more golf courses per capita than any other place on the globe, continues to be the brightest star in the resort firmament. Fifty years ago the Cahuilla Indians formed the bulk of the population of this oasis. Today the country's top industrialists, world renowned artists and scientists, stars of stage, TV, radio and the movies contribute in large numbers to its permanent population.

Awaiting you just west of North Shore are Palm Springs' many attractions, including Palm Canyon, Andreas Canyon, Tahquitz Falls, Palm Springs Tramway (in 1963), leading department stores and specialty shops, dozens of smart dining and entertainment spots, libraries, museums, big league baseball and scenic tours. All this is in a compact desert area that gleams in the sun while wearing a garland of snow-capped mountains.

You can cover practically all these things between breakfast and luncheon. Then devote the afternoon to magically changing vacation settings. On the towering heights of Mount San Jacinto you can change from water skis to snow skis. In minutes you can switch from sand dunes to meadows of fresh blooming wildflowers and pines that offer magnificent vistas of majestic trees.

No wonder there's been a rapid roll of development Eastward into North Shore Beach; no wonder houses are springing up there in all directions. It behooves you to join the parade to a wonderful way of life.



Singer Ginny Simms, above, is only spoofing. She really digs Ish Kabibble's cornet-playing at North Shore Beach Yacht Club on the Salton Sea. Ish and Ginny, who first star in special events in the glamorous setting of North Shore's water edge Commodore Room.

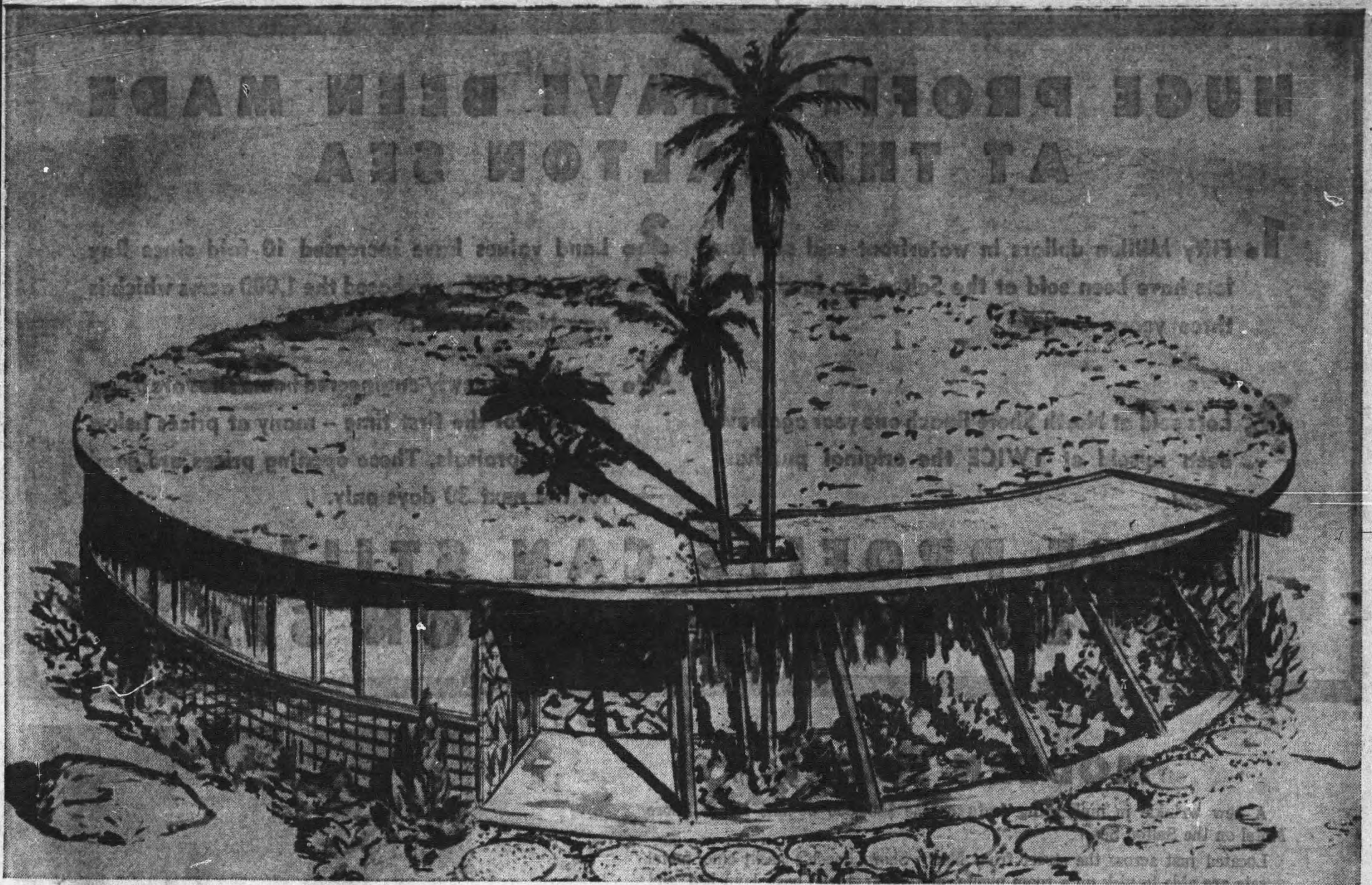


North Shore Beach welcomes aboard as a member Donald Campbell, England's famed water speed king and holder of the world's record at 260 miles per hour.



Ice-Skating Star Sanja Henie and her husband, Niles Onstad, are obviously enjoying party tossed in honor of British Speed King Donald Campbell at the Yacht Club.





Artist's conception of the Round House, one of many unique furnished model homes under construction. Ra-Thel Homes has been selected to build this dwelling. President Jim Johnston and Ra-Thel have built more homes at North Shore than any other company.

## A SEA and DESERT HOME for \$200 DOWN

A sea and desert home for only \$200 down! Incredible as it may seem, this is the opportunity which awaits the wise purchaser at North Shore Beach Estates.

It isn't done with mirrors, either. Just a combination of intelligent factors makes possible a new home on the shores of the Salton Sea for use as a permanent residence, vacation home, second home or retirement residence.

Thanks to the values established at North Shore by the major development company, financial institutions have given their loan committees the green light on the issuance of mortgages for

North Shore properties. A \$200 down payment on a lot will make possible the following: the land development company will subordinate the balance to a construction loan, which it will also help arrange for you with a nearby savings and loan institution.

North Shore Estates will also supply a list of local contractors, qualified by an architectural committee, who will provide competitive bids for your home. These are builders who have the endorsement and recommendation of the developers.

This is what may happen—to you—for only \$200. After your home is built, North Shore will rent and manage it when not in use (if you wish).

### FINANCING AVAILABLE

Dunes Construction Company is now making available to North Shore Beach homesite owners financing, with payments as low as \$68 per month.

The building company, with offices in Indio and Banning, guarantees completion on any home it contracts to build within 90 days.

Gerald V. Anderson, general manager and co-owner of the company with James C. Armstrong, made this announcement as Dunes Construction completed more than \$250,000 worth of duplexes and individual homes at North Shore. Each of the units is a Medallion all-electric home, equipped with refrigerated cooling.

### DESERT BOATING NO MIRAGE



General Contractor Robert D. Pillow, right, discusses building program he's initiated at North Shore with Ralph M. "Buzz" Prince. Prince checks plans for several houses and apartment buildings.

Many a seafaring soul has rued the day he disposed of his yachting cap on heading desertward to live. For boating and kindred water sports have become the height of fashion in the California desert these days.

Ready to completely capture your heart at North Shore Beach is waterfront living at its best—in the awe-inspiring setting of the mysterious desert. You will marvel at the sweeping marine vistas and the strikingly beautiful seaview homes that dot the gently sloping hills. And you will thrill at the drama of witnessing a city being built right before your eyes.

What a revelation it is to take the pleasant drive to North

Shore via Highway 111 and behold the marine splendor on tap there. First-time visitors invariably rub their eyes in disbelief at the sight of such spectacular marine facilities galore.

Heading the list of tourist meccas is the sparkling seafront clubhouse, a two-story ship-like edifice, that houses the North Shore Beach Yacht Club. With the club's burgee and pennants flying from its mast and yardarm, the building looks for all the world like a land-bound ship.

Located just south of Mecca and one mile north of Salton Sea State Park, it is approached by a palm-lined road. At night the palms are lighted, giving a fairyland feeling.

There is excellent dining at

reasonable prices in real nautical surroundings. The beautifully appointed dining room overlooks North Shore's magnificent marina.

Do you like boating, fishing or water skiing? They are yours on a year 'round basis. The sweeping expanse of the Salton Sea beckons to the boats snug in the slips of the marina, which offers a picturesque pier, unexcelled docking, landing and servicing facilities and abundant boat slips with storage lockers, fresh water and electricity.

For those who want to combine water sports with a scenic tour there's horseback riding along miles of picturesque trails that skirt the foothills of the colorful Chocolate Mountains.

# HUGE PROFITS HAVE BEEN MADE AT THE SALTON SEA

1. Fifty Million dollars in waterfront and seaview lots have been sold at the Salton Sea in the last three years.
2. Land values have increased 10-fold since Ray Ryan, in 1957, purchased the 1,000 acres which is now North Shore Beach.
3. Lots sold at North Shore Beach one year ago have been re-sold at TWICE the original purchase price!
4. Today, 500 newly-engineered home sites are being offered for the first time — many at prices below bank appraisals. These opening prices are good for the next 30 days only.

## HUGE PROFITS CAN STILL BE MADE AT THE SALTON SEA

### MODERN MOTEL

A new wrinkle in innkeeping features the \$500,000 50-unit North Shore Motel on the Salton Sea.

Located just across the street from North Shore Beach's yacht club, motel guests are able to pick up a room phone and order their boat launched and ready for cruising.

Motel guests also have full guest privileges in the beautiful 2-story clubhouse, and can enjoy their own swimming pool, shuffleboard courts and ping pong tables.



H. Dean Geddes, right, and wife, Stacey, congratulate Alex and Carol Czerny on becoming parents of the first baby in the new marine community of North Shore Beach. Mrs. Czerny is holding the infant, five-weeks-old Catherine. Geddes is sales director of North Shore Beach and has evidenced his faith in the project by buying the 6-unit apartment in which the Czernys reside. Geddes earns a net-net return of 20% on his investment!

Harold Haskell, Coachella Valley Volunteer Fire Association vice-president, shows Tom Kieley, of Curtis-Kieley, Inc., artist's sketch of new fire station that will be erected at North Shore this summer. Thanks to the efforts of Haskell, the Riverside County Board of Supervisors and the State Forestry Service, sufficient funds have been appropriated by Riverside County to build a modern fire station with the very latest in fire-fighting equipment. As a result, fire insurance rates on North Shore Beach's residential property will be reduced as much as 70 per cent and commercial property as much as 50 per cent.



Dr. Seth C. Eastvold, right, and his wife inspect progress on the planting of a unique biblical arboretum at North Shore Beach with Bob Taliaferro. The garden, which contains the more than 400 plants mentioned in the bible, covers every plantable area gracing the Eastvolds' new home, built by Charles S. Gibbs Construction Co. Dr. Eastvold is retiring as president of Pacific Lutheran College of Tacoma, Washington. He will divide his time between North Shore Beach and Thousand Oaks in the Conejo Valley, where he assumes the post of executive vice-president of the new California Lutheran College Foundation.

### BIBLICAL PLANTS THRIVE

North Shore Beach Estates boasts one of the world's most unusual arboretums.

Gracing the property of Dr. and Mrs. Seth C. Eastvold, the arboretum contains all the plants mentioned in the Bible. It is in keeping with the theological background of Dr. Eastvold, who has served Pacific Lutheran College of Tacoma, Washington as president for the past nineteen years.

Bob Taliaferro, former manager of North Shore Beach Yacht Club, assisted Dr. Eastvold in designing the garden and collecting the more than 400 biblical plants.

The particular biblical plant holding the greatest interest for Dr. Eastvold is the Burning Bush of Moses. From this plant God spoke to Moses, directing him how to lead his people to the Promised Land.

"The Burning Bush of Moses has never been identified as to variety," said Dr. Eastvold, "but our collection will include every variety mentioned in the Bible. So our garden will undoubtedly duplicate it."

### AIRPORT NOW OPERATING

Work has been completed on Salton Sea's first North Side airport. The project, known as the North Shore Airport, will make fly-in boating, fishing and water skiing reachable within an hour's flight from virtually every airport in Southern California.

The airport has a hard surfaced 2700-foot long and 75-foot wide landing strip with a 500-foot overrun of compact surface for emergency use. There will also be a group of "T" hangars for yacht club members and their guests. Tie-downs for these

planes consist of an apron spacious enough to handle 100 planes at one time.

The airstrip is able to handle a wide variety of aircraft, including DC-3's and will be equipped with lighting for night flying. Original plans have been expanded to encompass a ramp for amphibian planes with tie-down facilities about 1800 feet from the clubhouse. The airstrip has a left-hand approach coming over the jetties and the Yacht Club's marina.



**left:**  
Title to new sub-division unit at North Shore Beach on the Salton Sea is presented to Dick Deman, center, vice-president of the development by Paul Stewart, left, and Armand Bruns, vice-president-manager, and secretary-assistant manager, respectively, of the Title Insurance and Trust Co. of Riverside. All property purchasers at North Shore are given investment protection by the Title Insurance and Trust Co.



**right:**  
Jack Moore, left, and Jesse Watts, of Hicks and Allred, general contractors of Cathedral City, check measurements of the new North Shore Airport. Hicks and Allred is also building 15 miles of new curbed and guttered roads.

**right:**  
ANS for the construction of a 500,000 gallon fresh water storage tank at North Shore Beach are inspected, left to right, by Perry Sanborn, land surveyor, Lowell O. Weeks, general manager and chief engineer of Coachella Valley County Water District, and Phil Abrams, civil engineer.



## BANKS APPROVE

Coachella Valley Savings and Loan Association of Palm Springs and Indio pioneered the financing of building projects at North Shore and carries virtually 100 per cent of the mortgages on buildings in the marine community. A 48-hour appraisal service highlights its transactions in behalf of North Shore home builders and commercial developers.



William Smith, President



John Cassatt, Secretary, Indio Office



Arthur Cooper, V.P., Indio Office



Leonard Stein, Vice-President

Coachella Valley Savings and Loan Association

## SPECIAL INTEREST?

Perhaps this Supplement, dedicated to the broad horizons, the beauty, the climate, the many opportunities for all at North Shore Beach may have special significance for you. We invite inquiries concerning plant re-location; plans for home building companies to join with us; a retirement community for a religious or fraternal group; medical or dental clinics; trade unions or credit unions wishing to establish an interest in Salton Sea properties.

MAIL THIS COUPON REGARDING YOUR SPECIAL INTEREST

### NORTH SHORE BEACH ESTATES Salton Sea, North Shore, California

I am interested in:

- |  |   |
|--|---|
| <input type="checkbox"/> Retirement community    | <input type="checkbox"/> Re-locating Plant    |
| <input type="checkbox"/> Investing for a Union   | <input type="checkbox"/> Building Homes       |
| <input type="checkbox"/> Buying a Lot or Acreage | <input type="checkbox"/> Medical-Dental Bldg. |

Name \_\_\_\_\_ Title \_\_\_\_\_

Co. or Group \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Telephone Number \_\_\_\_\_

## GRATEFUL

A unique Sea-Desert community such as North Shore Beach can result only from the efforts of many individuals and companies, expert in their fields. We are grateful to them all.

Ray Ryan, Don Eastvold

**ABEL ELECTRIC**  
44th & Circle  
Indio, California

**ARROWHEAD OFFICE SUPPLY CO.**  
45-127 Smurr Street  
Indio, California  
Locally Owned & Operated by  
Charlie Dometrius

**BUSINESS EXTENSION BUREAU**  
1335 So. Flower Street  
Los Angeles, California

**CHRIS CRAFT DISTRIBUTOR OF  
NEWPORT BEACH**  
2505 West Coast Highway  
Newport Beach, California  
John Gale, Owner-Manager

**COACHELLA VALLEY GLASS CO.**  
81-806 Highway 111  
Indio, California

**CURTIS-KIELEY, INC., INSURANCE**  
756 No. Palm Canyon Drive  
Palm Springs, California

**DAVIDSON-CHUDACOFF COMPANY**  
10555 West Jefferson Blvd.  
Culver City, Calif.

**DONES CONSTRUCTION COMPANY**  
82644 Highway 111  
Indio, California

**DWYER LUMBER**  
Avenue 50—Highway 111  
Coachella, California

**EASTERDAY SUPPLY COMPANY**  
565 Williams Road  
Palm Springs, California  
Wm. S. Ford, President

**FREEMAN & FOSTER**  
575 Williams Road  
Palm Springs, California  
Wholesale Meat Distributors

**GAYLE PHOTO**  
108 E. Palm Canyon Dr.  
Palm Springs, California

**CHARLES S. GIBBS, Gen. Contr.**  
45-666 So. Shadow Mountain Drive  
Palm Desert, California

**GORDY'S POOL SERVICE—  
POOL MAINTENANCE**  
P.O. Box 207  
Palm Desert, California

**H. & H. LUMBER**  
Lumber & Hardware Supplies  
1034 Highway 111  
Coachella, California

**HANNER FURNISHING COMPANY**  
Catalpa Avenue  
Coachella, California

**HICKS & ALLRED**  
P.O. Box 111  
Cathedral City, California  
Road Engineers & Water Contractors

**CLYDE JOHNSTON, POOLS OF  
THE DESERT**  
73302 Highway 111  
Palm Desert, California

**LITTLE GIANT PRINTERS**  
45-737 Flower Street  
Indio, California  
Ethel M. Stevens—Co-Owner

**MABSCO CORP.**  
1268 El Dorado Avenue  
El Centro, California

**MANNY'S TREE SERVICE**  
P.O. Box 1041  
Palm Springs, California  
Manny Chacon, Proprietor

**A. T. MARTIN & SON,  
Masonry Contractor**  
43-735 Carmel Circle  
Palm Desert, California

**PAUL ASSOCIATES, INC.—Printing**  
505 Industrial Place  
Palm Springs, California

**R. D. PILLOW, General Contractor**  
85-305 Araby Street  
Coachella, California

**PIONEER SIGN COMPANY**  
548 Industrial Place  
Palm Springs, California

**RA-AL CONSTRUCTION CO.**  
P.O. Box 876  
Mecca, California

**RA-THEL HOMES, Gen. Contractor**  
44-869 King Street  
Indio, California  
Jim Johnston, President

**S & W LATH & PLASTER**  
11700 Matthews Road  
Sunnymede, California

**SUBURBAN GAS COMPANY**  
Butane Gas Suppliers  
P.O. Box 817  
Thermal, California

**SUSHI & SAKEMI**  
Garage-Truck Repairs  
(Dealer for National Truck)  
P.O. Box 486  
Indio, California

**TEXACO GAS & OIL AND  
TEXACO PRODUCTS**  
North Shore Beach, California  
(on the Salton Sea)

**THOUSAND PALMS READY MIX**  
Thousand Palms, California

**TRAUTWEIN BROS.**  
2410 Newport Boulevard  
Newport Beach, California

**VALLEY INTERIORS**  
81-856 Highway 111  
Indio, California

**VALLEY LUMBER & SUPPLY CO.**  
74-124 Highway 111  
Palm Desert, California

**WESTERN SANDS PLUMBING**  
83-580 Peach Street  
Indio, California

**YOXSIMER PLUMBING**  
Avenue 47  
Indio, California

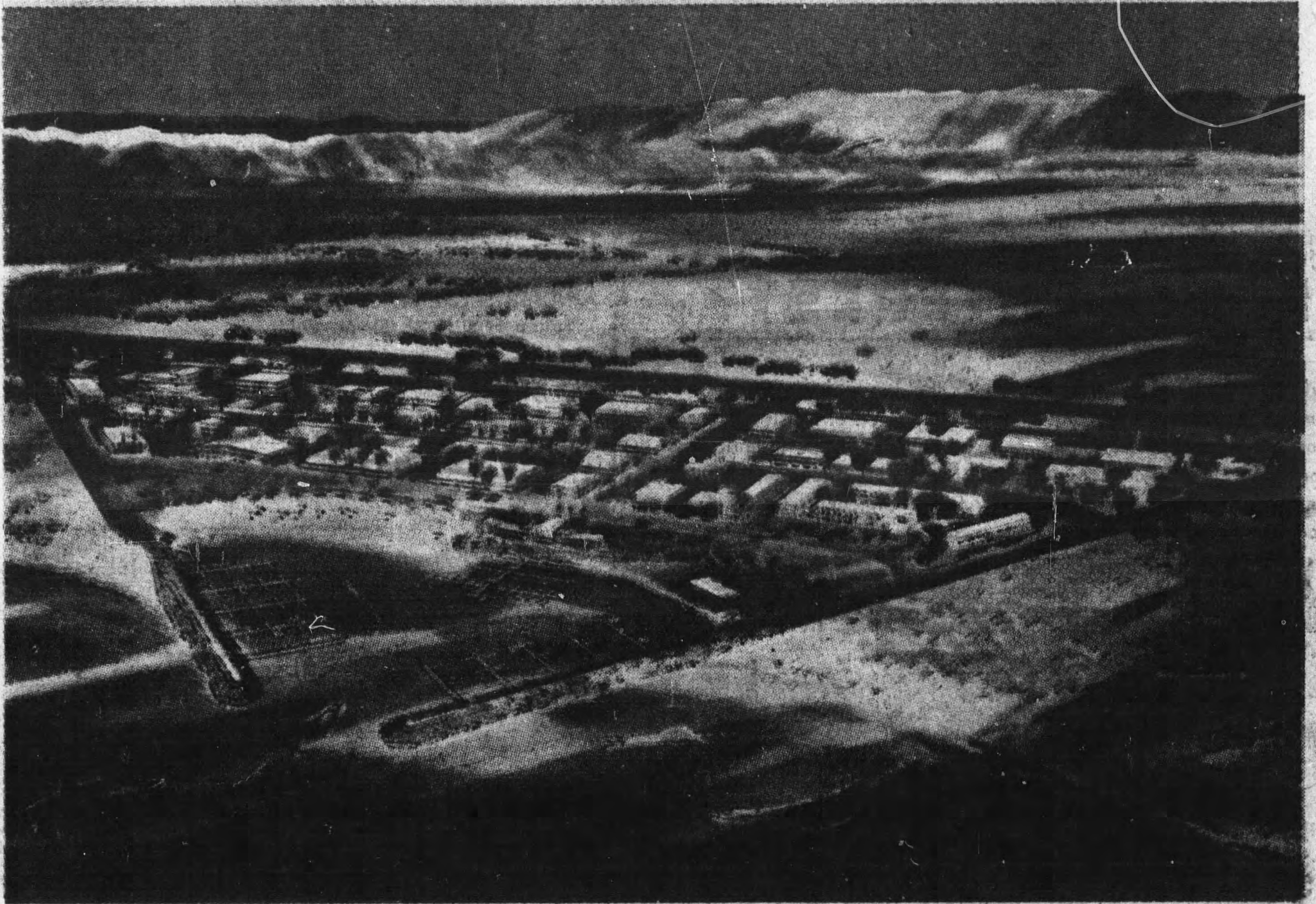
*Complimentary*

# OVERNIGHT INVITATION

To Visit ... Enjoy ... Inspect

## North Shore Beach

*The Glamour Capital of the Salton Sea*



*How The North Shore Marine Community Will Look When Completed*

### OUR REASONS

For Extending This Invitation

1. Over 50% who come buy a lot.
2. Over 75% join the Yacht Club (whether they buy or not).
3. EVERYONE goes home and tells his friends what a great place North Shore Beach is.

### WITH OUR COMPLIMENTS!

- Free Room for Husband and Wife
- Dinner for Two
- Cruise on Chris-Craft Yacht
- Tour of Yacht Club & Property

*This Offer Good Anytime During Next 30 Days*

PHONE

**MAdison 4-7011**

*call collect*

**MAdison 4-6606**

*if toll*

or

**NORTH SHORE 6 in the Coachella Valley**

Confirmation of your Reservation will be mailed to you. Validation of your visit must be made in person at North Shore Beach Real Estate sales office. You are under no obligation to buy a lot in order to take advantage of this complimentary offer. However, you must bring your wife (if married) and be prepared to make a small down payment after inspecting the property, should you choose to purchase.

### WRITE

North Shore Beach Development Co.  
Salton Sea,  
North Shore, California

Gentlemen: Please reserve room for two (2) on \_\_\_\_\_  
(Date Preferred)

\_\_\_\_\_  
(Name) (Street)

\_\_\_\_\_  
(City) (Zone) (State) (Phone Number)