



# Barry Lawrence Ruderman Antique Maps Inc.

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## Salton Sea

**Stock#:** 97112  
**Map Maker:** Triumph Press Inc.  
**Date:** 1963  
**Place:** Glendale, CA  
**Color:** Uncolored  
**Condition:** VG  
**Size:** 16.25 x 20.75 inches  
**Price:** \$ 375.00



### Description:

#### ***Maximum Salton Sea -- Watersports Paradise -- Sinatra and the Beach Boys!***

Rare separately published promotional brochure for the Salton Sea, published in 1963.

The brochure provides a detailed look at the area around the Salton Sea at a time when it was at its largest size, with photos, local advertising and extensive promotion for the community and its watersports.

### **Salton Sea**

The Salton Sea in Southern California is a saline lake that was accidentally created in 1905. Its formation was the result of a breach in irrigation canals that were diverting water from the Colorado River to agricultural areas in the Imperial Valley. This breach resulted in the Colorado River flowing into the Salton Basin for approximately two years before repairs were completed, creating what is now known as the Salton Sea.

Drawer Ref: Southern  
California

Stock#: 97112



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### Salton Sea

In the decades following its creation, the Salton Sea became an unexpected resource in the desert and was used for recreational purposes. By the 1950s, it was a popular site for boating, swimming, and fishing, with surrounding settlements growing in number. The Salton Sea witnessed a surge in development due to its burgeoning status as a resort area and a hub for angling enthusiasts. Infrastructure to support tourism—including hotels and yacht clubs—sprang up along its banks. Residential buildings, including homes and educational institutions, were also constructed to accommodate the growing population.

The resorts in towns like Bombay Beach attracted high-profile performers such as Frank Sinatra, The Beach Boys, and Bing Crosby, adding to the area's allure. Social life thrived with yacht clubs organizing evening soirees and golf courses offering daytime leisure. The lake itself was alive with activity; it had been stocked with fish, which multiplied, enhancing its reputation as a fishing destination. Water skiing became a popular pastime, drawing many to the lake's expansive waters.

The lakeside communities expanded as more people sought to build vacation homes in the vicinity. At the height of its popularity, the Salton Sea attracted over 1.5 million visitors each year, a testament to its appeal as a recreational hotspot.

However, the lake began to experience problems due to its increasing salinity and the influx of agricultural runoff, which introduced contaminants and raised nutrient levels, fostering algal blooms and other ecological issues. The fish population, once thriving due to intentional stocking, started to decline as salinity levels rose and habitat quality deteriorated.

Over time, the environmental conditions of the Salton Sea had degraded significantly. Fish die-offs had become a regular occurrence, and the recreational appeal of the lake diminished as the water quality worsened. Efforts to address the environmental issues faced by the Salton Sea had begun, but the challenges were substantial, given the lake's isolated location and the complex water rights issues in the region. The Salton Sea's future was uncertain, with ecological concerns continuing to mount.

#### **Rarity**

The brochure is very rare.

OCLC does not locate any other examples of the 1963 edition, although there were several issued between 1961 and 1970.

#### **Detailed Condition:**