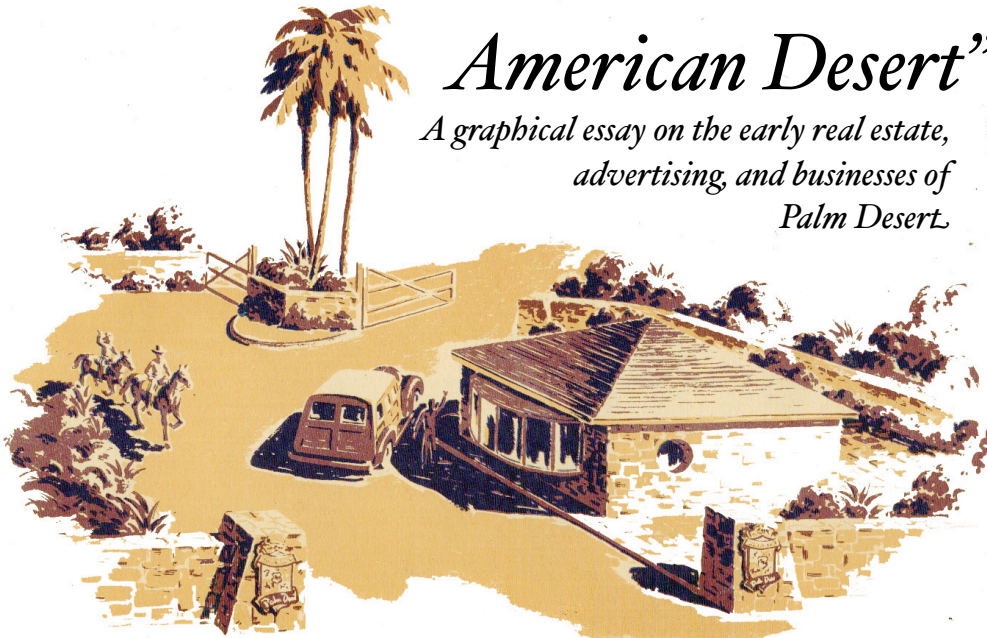




The Hourglass

“Smartest Address on the American Desert”

A graphical essay on the early real estate, advertising, and businesses of Palm Desert.



House depictions from a late '40s/early '50s Shadow Mountain Club poster:

“Shadow Mountain Club is in the heart of the Palm Desert Estate area—and the entire area is being enclosed by charming and picturesque ranch fencing—entered through the beautiful stone gate shown [above]... These estates are available only to Shadow Mountain Club members.”



CONTINUED ON PAGE 4

Event Calendar

Coachella Valley Watercolor Art Show

Feb. 3-18.

Spring Membership Gathering

Tentatively March 18.
Details to be announced.

DesertScapes in April

A valley-wide art extravaganza with Society participation.

Friday Night Lectures

(All 7 PM at the Palm Desert Community Center)

February 24

Jesse McKeever,

Historian, Bush Pilot will speak on General Patton and the Desert Training Center.

March 23

Peter & Melanie Rhalter,

award-winning filmmakers:
Season of the Sand Blossoms.

April 27

Dee Zeller, Naturalist, Big

Morongo Canyon Preserve:

Are They Really Our Birds?

Museum Hours

10 AM to 3 PM

Monday, Wednesday,

Friday, Saturday

PRESIDENT’S LETTER

Time flies when you are having fun. I am a few weeks late in getting this letter put together so I am sure I am holding up production of the newsletter. My apologies to Duchess.

This has been a busy fall and looks to be an even busier spring. Just to list the events from this fall: mini-muster, second grade tours, opening of the time capsule, fall luncheon, Friday night lectures, visit by the COD student nurses, past-perfect training, yard sale, art appraisal, book signings and we cannot forget the regular days open at the museum. There are probably a few other things that I forgot. None of these events would have worked without the efforts of many people. We sure have a great bunch of people.

We are now getting ready to open our second annual DesertARC Art Show. This will have happened by the time the newsletter is out, so I hope you were able to attend. This was so much fun and so rewarding when we did it last year. We have the

Coachella Valley Water Show coming up in February and DesertScapes in April. There is a possibility of another Art Appraisal day this spring, and we are also looking at a possible major fund raiser this spring too. And, of course, we will have our annual spring meeting.

We were the recipients of a wonderful donation by Kevin Stewart this fall. He and his wife have been the backbone of our Art Appraisal day. They donated an extensive collection of Jimmy Swinnerton memorabilia, letters, sketches and a painting. We are in the process of cataloging these materials right now. The plan is to convert the old fire station office into a small desert southwest gallery. These materials will be a good start to that display. A great big thank you to the Stewarts.

The membership also adopted the revise by-laws. Thank you for your support on that.

I look forward to seeing everybody at the fire station and working with each of you on one or another event.

—Brett Romer

The Mission and Purpose of the Historical Society of Palm Desert (HSPD)

To preserve, record and provide access to its historical collections.

To relate an on-going history of the City through exhibits, publications, media, programs and events.

To support, with volunteer efforts, activities sponsored through the Society and co-sponsorship with other private and public agencies.

HSPD is organized as a non-profit corporation that supports its mission and purposes in a responsible manner. The Society cares for the materials and pieces in its possession as unique and irreplaceable objects of local history and strives to protect and preserve its collections for posterity.

Executive Board

Brett Romer
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John Marman
Louise Neeley
Adele Sandman
Harry Quinn
Hal Rover
Susan Marie Weber

Newsletter

Duchess Emerson, editor
Ty Davison, layout

Newsbits

DONATION BY THE STEWARTS

The donation by Kevin Stewart and his wife is so exciting. It should also be mentioned that they have both donated their time and expertise to our Art Appraisal day last year and this year. This year they also donated a many personal documents from Jimmy Swinnerton. Swinnerton was a local artist and cartoonist. Interestingly, Swinnerton had a house just a few hundred yards south of the fire station. The documents are being cataloged and will become part of our new desert southwest art gallery in the old office at the fire station.

ART APPRAISAL DAY

Thanks to the efforts of Kim Housken and her crew, our second Art Appraisal day went off without a hitch. Carry over from last year almost had this year's event sold out before we opened the gate. Everybody enjoyed it and all left richer, some because they had something more valuable that they knew. We already have a list of people that want to bring items in the next time we do it. Thanks again to the Kevin Stewarts for their support of this event.

YARD SALE

The event everybody loves to hate. I say that because by the time this event is over everyone is so exhausted from the effort that goes into it and so exhilarated by how well the event. The normal comment, "I never want to do this again" followed by "when do we start collecting for next year?" This even is a lot of work but is always so successful and it is our largest fund raiser. It is also an event that brings out a lot of people we don't see very often and there is a great spirit of camaraderie. We have a great person coordinating this event, Adele Sandman, and she has a very large support group.

DESERT SOUTHWEST GALLERY

Harry Quinn and crew are in the planning stages of how to redesign the old office space into a gallery featuring local desert artists. The chamber pot exhibit has been returned to Carolyn Green with many thanks for the loan. That was a fun and interesting exhibit. If you have any thoughts on how this new exhibit might be accomplished, give Harry a call.

MINI-MUSTER

John and Madonna Marman continue with the aid of Engineer Kevin and the staff at our local fire stations and our own membership to put on an outstanding program. If you have never been out to one of these, you really must come out. You don't have to get wet, but it does make it more fun. It is both an instructional and a fun day for the third graders.

DESERTSCAPES

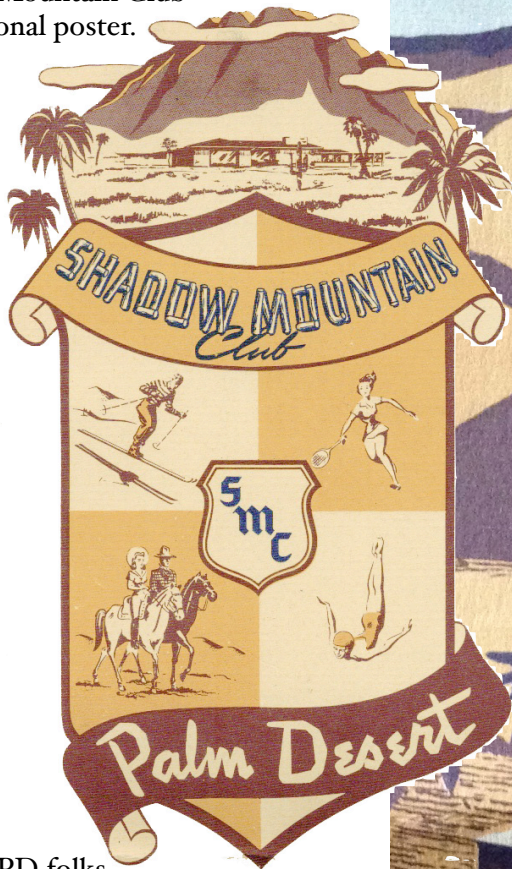
DesertScapes is coming again this April. Hal Rover is working with the city and our membership is planning what we will do in support of this valley wide event

NEW MEMBERS

Ronald Backer
Tina Gonzales
Marne and Raul Gonzalez
Thomas Jensen
Stanley Johnson
Patti Kelleher
Bob and Peg Leo
Carolee Nichols
Annick Milligan
Fred Montano
Francoise Rhodes
Betty Ann Toms

“SMARTEST ADDRESS”
CONTINUED FROM PAGE 1

Additional images from an early
Shadow Mountain Club
promotional poster.



Dear HSPD folks,

This edition of the newsletter takes a different tack from the usual. I recently found a big folder of my father's which is full of old old P.D. —from 1946 into the '50s—info, ads, etc. etc. It's been fun to see it from the 2012 perspective, and as we are a historical group, I think you all will enjoy browsing through it. If this idea sells, next time we'll put in more of the good old days and lots of photos of the original P.D. homes.

Happy days,
Duchess

(Note: This is all possible because of my friend, Ty Davison, who does the layout, maneuvering the old to make it work here!)



**Advertisement from
1952. (Sorry! Prices
no longer valid!)**

... BEFORE YOU
"SETTLE DOWN"
ON THE DESERT ...
SEE THE

SUN LODGE COLONY

- Unique, different
- Charming bungalow apartments grouped artistically in a Colony.
- Exclusive Colony swimming pool for owners.
- No upkeep details — one annual management fee covers payment of taxes, insurance, maintenance of landscaping and pool.
- May be rented out for income purposes when not in personal use.
- Hotel and maid service, if desired.

One-Bedroom SUN LODGE
\$9975.00

Two-Bedroom SUN LODGE
\$14,400.00

(Prices subject to change)

PALM DESERT CORPORATION

CLIFFORD W. HENDERSON
FOUNDER-PRESIDENT

*REAL ESTATE DEPT. at Shadow
Mountain Club for your convenience or
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PHONES—PALM DESERT 76-2911

PALM SPRINGS 8-4686

“SMARTEST ADDRESS”
CONTINUED FROM PAGE 5

A selection of Palm Desert advertisements from 1952.

WELCOME TO

BEAUTIFUL VIEW HOUSE OF RILEY MODERATE RATES

ROOMS and APARTMENTS

Only Two Blocks from Famous Shadow Mountain Club
BOX 91 — PALM DESERT, CALIFORNIA

Phone 76-2483 MRS. HELEN ROBERTS, Manager

For a Real Perfect Desert Holiday!

TROPICAL GARDEN APARTMENTS

EAST OF SHADOW MOUNTAIN CLUB.
BEAUTIFUL VIEWS—SENSIBLE RATES—
MODERN APPOINTMENTS

P. O. BOX 61
PALM DESERT 76-2741

MARIAN CAMPBELL, OWNER • MIRIAM MOYER, MANAGER

FIRECLIFF LODGE

IMMEDIATELY ADJACENT TO THE FABULOUS SHADOW MOUNTAIN CLUB

SECLUSION AND PEACEFULNESS IN THE
VERY HEART OF THE AMERICAN DESERT

HOTEL ROOMS • SUITES • BUNGALOWS

NEW THIS SEASON — Lobby, spacious heated pool, dining room, play area and six spacious two room suites with fireplaces.

A Delightful Place to Spend Your
DESERT VACATION—Rates from \$12.00 double

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TELEPHONE 76-2666

MANAGEMENT: PAM AND THORNE HOLMES


Dry Cleaning and Laundry Alterations and Repairs

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Palm Desert Cleaners

TELEPHONE 76-3771

Special: One Day Service, Cleaning & Press Only



In Glorious Palm Desert It's

Desert Villa Lodge

"Spend More Hours in the Sun"

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Carefree • Conservative Rates • Comfortable

For reservations write:
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Helen Gabell Phone: PALM DESERT 76-2621

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ACTION CAR IN AMERICA . . .

SENSATIONAL NEW 1953 DODGE

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Kay Olesen Palm Springs and Coachella Valley

Welcome to Palm Desert

For that restful, relaxing vacation
of a few days or ALL WINTER

1 and 2-Bedroom Suites

**Complete with Living Rooms
AND PRIVATE PATIOS**

— BROCHURE AND RATES ON REQUEST —


THE TWIN PALMS

ROBERT AND FLORENCE STURGEON
PALM DESERT

P. O. Box 2 Phone Palm Desert 76-2231

We Are
CELEBRATING
 OUR FIFTH ANNIVERSARY
 and
 we are
HAVING
 FIVE TIMES AS MUCH FUN!
THE PALM DESERT ADOBE
 HOTEL BUNGALOWS
 "Where Fun Spends the Winter"
 Box 243, Palm Desert, California
 Phone—76-2641
Vernon and Lorraine Peck

Desert Air
HOTEL & COTTAGES
 PALM DESERT AIRPARK
 P.O. Box 1270 • PALM SPRINGS



FOR RESERVATIONS:
 TELEPHONES PALM DESERT 76-2581
 PALM SPRINGS 8-4611
 OR IN LOS ANGELES: DUNKIRK 3-0708

FINEST RESORT HOTEL IN THE PALM DESERT AREA. NEW
 COMPASS ROOM. LUAU HUT AND COCKTAIL LOUNGE.
 BEAUTIFULLY APPOINTED ROOMS, SUITES AND COTTAGES.
 Grass-covered landing strips for private planes

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- A.A.A.
- National Auto Club

★

General Motors Carburetors
Stromberg & Carter

★

COMPLETE AUTO SERVICE

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Fields Texaco Super Service

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 ♦
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 Largest Home Furnishings Store
Palm Desert - Palm Springs

Obituaries *Notable Palm Desert lives remembered*



WALTER C. EICHENHOFER, 1922-2012

A wonderful Husband, Father and Grandfather, Walt Eichenhofer passed away very suddenly January 14th at his home in Chaparral Country Club.

Walt and his wife, Kay, were married for 64 years, had two daughters and four grandchildren. Kris Gibello (Mark) Brian and Megan. Kit Sargent (Rusty) Jeff and Tommy.

Born and raised in Los Angeles, Walt was a proud Eagle Scout and a loyal Trojan. He served in the Army in World War II and Korea then returned home to a career in property management.

Walt was a very special gentleman who will be missed by all who loved, knew and respected him. Private services were held in Los Angeles. Memorial donations can be made to the Boy Scouts of America or the charity of your choice.

Business Supporters

We would like to recognize our business supporters and encourage our membership to support these local businesses. When you visit these businesses, please let them know that you appreciate their support of our Historical Society.

Backstreet Bistro

Casuelas Café

College of the Desert Alumni Street Fair

Desert Map and Aerial Photo

Express Frame

Hidden Harvest

The Inn at Deep Canyon

Jeff Frisco for Hair

Jillian's Restaurant

Moller's Garden Center

RGA Landscape Architects

Ritzi Rover Dog Grooming

Robert D. Reed, D.D.S.

Salon Suites

Shadow Mountain Resort

Wayne Connor and Associates

Historical Society of Palm Desert

PO Box 77

Palm Desert, CA 92261