“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
PRESIDENT’S LETTER

T ime 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
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.

DESKTOP 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
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 on Highway 111 in heart of Palm Desert

PHONES—PALM DESERT 76-2911
PALM SPRINGS 8-4686
"SMARTEST ADDRESS"
CONTINUED FROM PAGE 5

A selection of Palm Desert advertisements from 1952.

For a Real Perfect Desert Holiday!
TROPICAL GARDEN APARTMENTS
EAST OF SHADOW MOUNTAIN CLUB.
BEAUTIFUL VIEWS — SENSIBLE RATES —
MODERN APPOINTMENTS
MARIAN CAMPBELL, OWNER • MIRIAM MOYER, MANAGER

WELCOME TO
BEAUTIFUL VIEW
HOUSE OF RILEY
ROOMS and APARTMENTS
Only Two Blocks from Famous Shadow Mountain Club
BOX 91 — PALM DESERT, CALIFORNIA
Phone 76-2483
MRS. HELEN ROBERTS, 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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P. O. BOX 4 • PALM DESERT • CALIFORNIA
TELEPHONE 76-2666
MANAGEMENT: PAM AND THORNE HOLMES

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

Meet the loveliest, liveliest goings-on
ACTION CAR IN AMERICA . . .
SENSATIONAL NEW 1953 DODGE
140-Horsepower RED RAM V-EIGHT
Imperial Motors
Kay Olesen Palm Springs and Coachella Valley
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