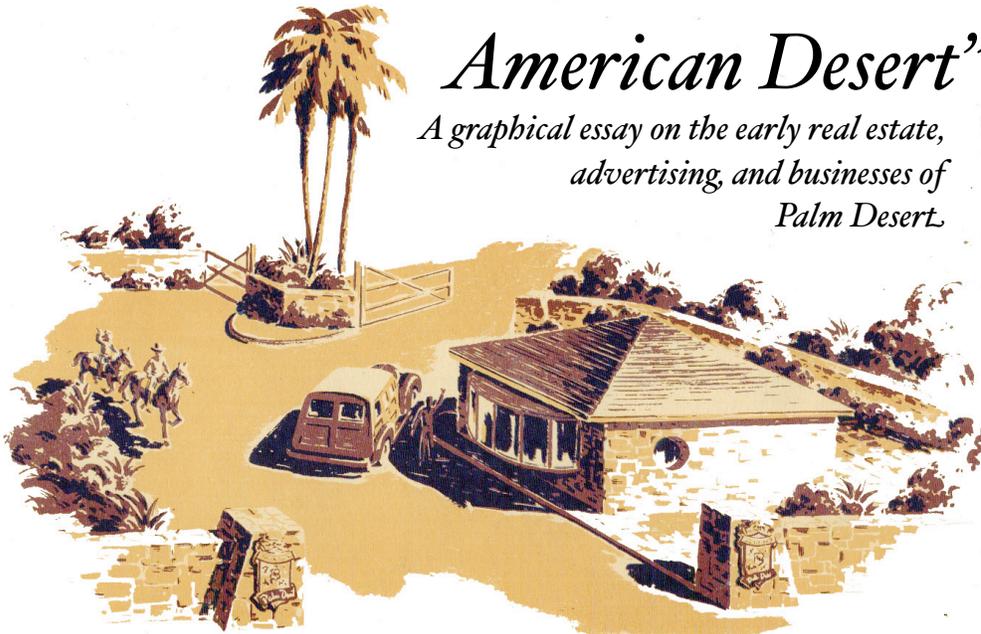




# The Hourglass

## *“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

**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

**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**  
President

**Don Graybill**  
Vice President

**Bonnie Bowie**  
Secretary

**Madonna Marman**  
Treasurer

**Barbara Keedy-Eastes**  
Past President

**Board of Directors**

Kim Housken  
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

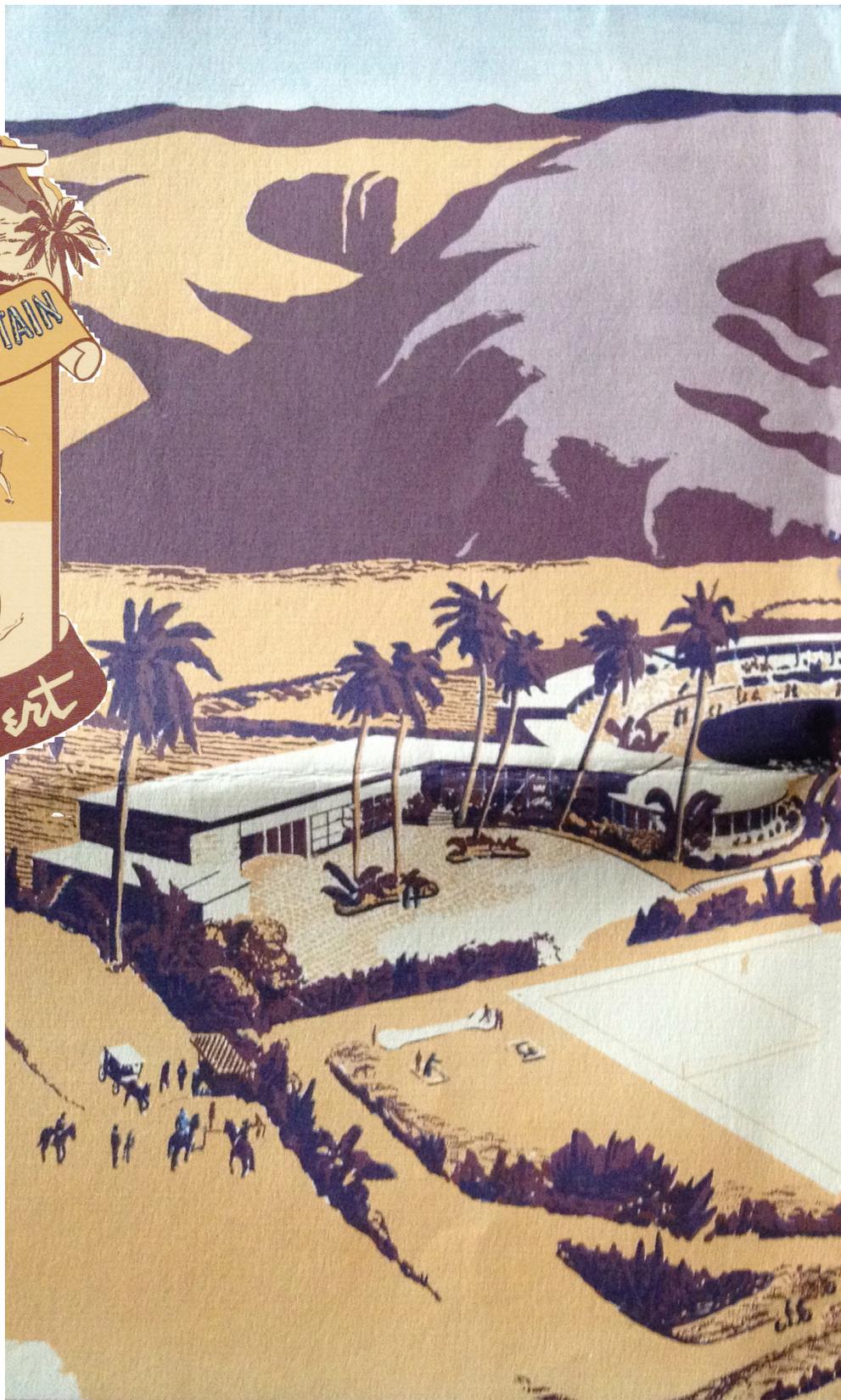
DesertScapes is coming again this April. Hal Rover is working with the city and our membership is planning what we will do in support of this valley wide event

## 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  
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.

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

## FIRECLIFF LODGE

P. O. BOX 4 • PALM DESERT • CALIFORNIA

TELEPHONE 76-2666

MANAGEMENT: PAM AND THORNE HOLMES

Dry Cleaning and Laundry                      Alterations and Repairs

Laundromat Service

## *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"  
CONTINENTAL BREAKFAST

Carefree • Conservative Rates • Comfortable

For reservations write:  
Eleanor Burke                      P. O. BOX 224  
Helen Gabell                      Phone: PALM DESERT 76-2621

Meet the loveliest, liveliest goingest  
ACTION CAR IN AMERICA . . .

## SENSATIONAL NEW 1953 DODGE

140-Horsepower RED RAM V-EIGHT

## *Imperial Motors*

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

OFFICIAL STATIONS—

- Auto Club of Southern California
- A.A.A.
- National Auto Club

★

General Motors Carburetors  
Stromberg & Carter

★

COMPLETE AUTO SERVICE

★

**Fields Texaco Super Service**

Phone 76-2021 • Nite 76-2464  
PALM DESERT • CALIFORNIA

*Kelley's*  
 Growing with  
 Palm Desert  
 ♦  
 The Desert Area's Oldest &  
 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*

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Historical Society of Palm Desert

PO Box 77

Palm Desert, CA 92261