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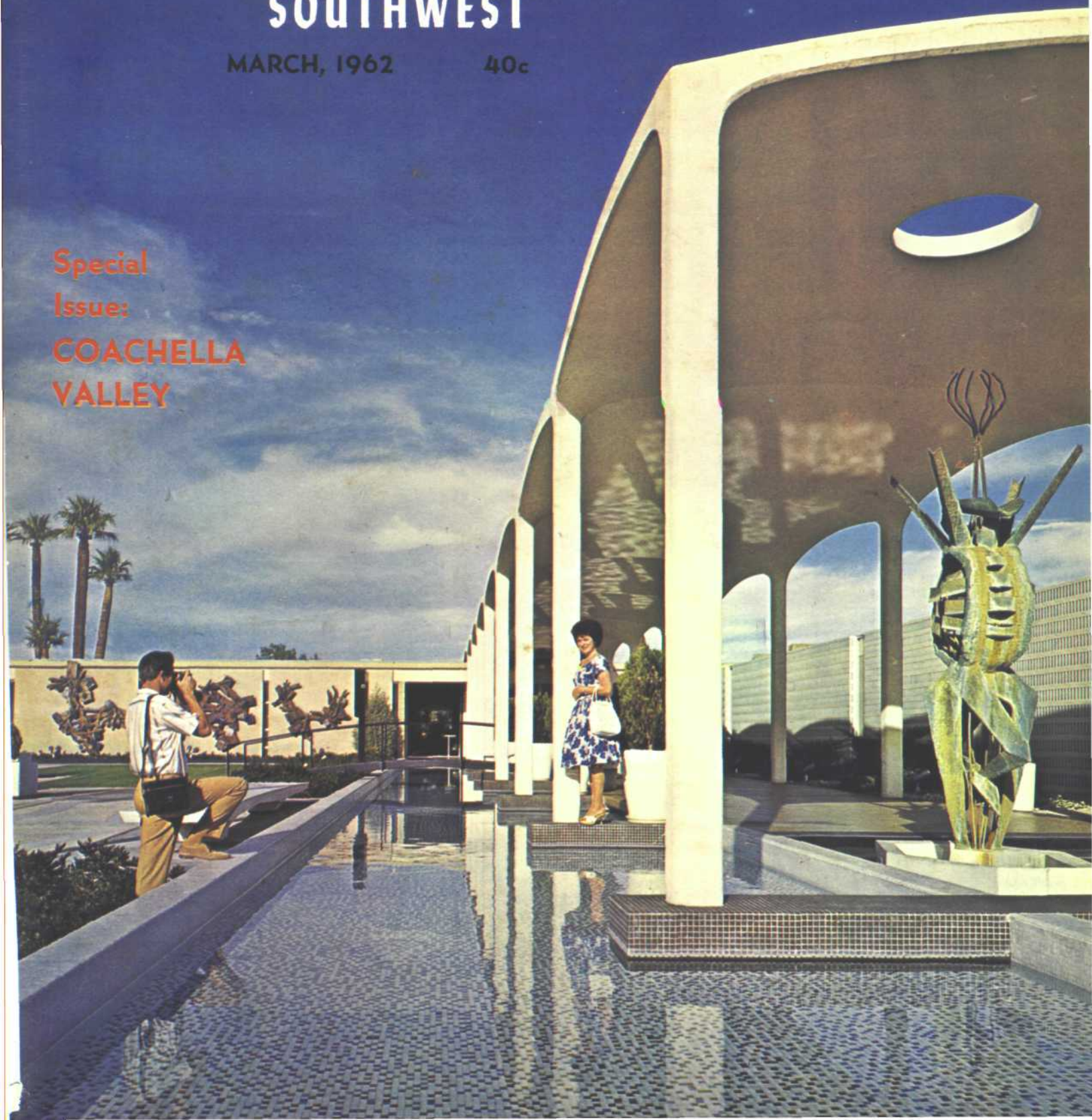
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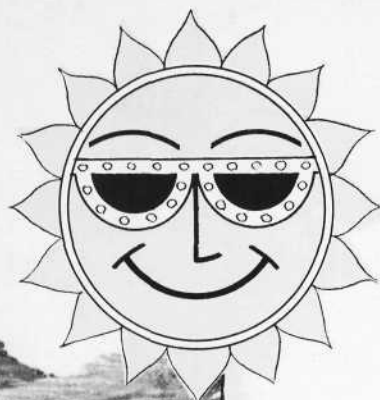
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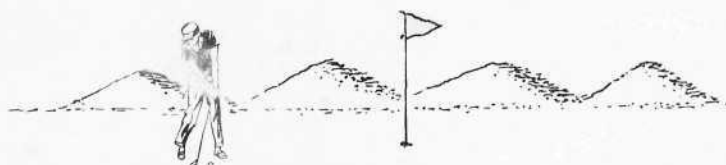
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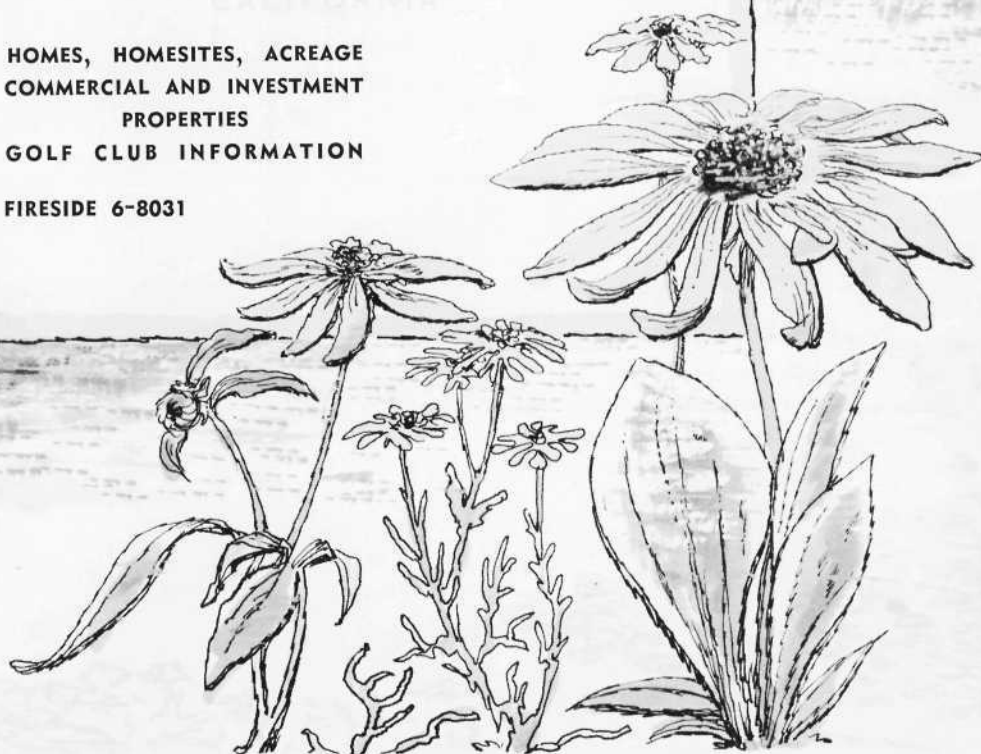
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Palm Springs Spa shown on our cover, and the bath house pictured at the right were built on the same ground—historic site of the hot water springs at Palm Springs. This oasis was long used by the Agua Caliente band of the Desert Cahuilla Indians. The photographs, taken 52 years apart, serve as a dramatic reminder of the great changes that have and are taking place in the Coachella Valley portion of California's Colorado Desert.

This special issue will give you a picture of the Coachella Valley as it is today, and what it will be tomorrow (for a story on the future, see page 35). This area's interesting and significant Indian heritage is discussed in the paragraphs below. The Valley's reputation in the period from Indian days to the



Volume 25

Number 3

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One of the most popular places in Coachella Valley to snap a picture is at the impressive Palm Springs Spa. (See story on this page). Photograph by Milton W. Jones of Taylor-Jones Associates, Inc.

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start of the Valley's two most important industries—tourism and agriculture—is touched on by U.S. Grant IV (page 20). In those days (1910-1930) the outside world regarded Coachella Valley as a suburb of hell. The tourist industry's early days (page 6), and agriculture's early struggles (page 26) are the subjects of articles by on-the-scene participants.

"Coachella Valley, 1962" is covered in four stories: The urban development (page 24); air-conditioning which has tamed summer heat (page 17); guide to Coachella's outdoor attractions (page 10); and how the desert is being made to "blossom as the rose" (page 22).

A word on the local Indians: The 100-member Agua Caliente band still owns the hot water oasis in downtown Palm Springs (the land was leased to the Spa developers for 99 years), plus 31,000 other acres checkerboarded throughout the Palm Springs area. A few years ago a valuation of \$10,000,000 was placed on the band's real estate within the city limits. What the whole of their gold-plated reservation is worth staggers the imagination.

The modern Spa's coming into being represents Big Money's first merger with the hitherto undeveloped Indian lands. Prior to the building of the Spa, these valuable holdings could only be leased for short-term periods. The Spa developers obtained a long-term lease by promising to spend \$200,000 on their project. They actually spent \$2,500,000.

This favorable treatment of the Indian property so impressed Congress that the way was cleared for more development of Indian lands by private capital. The Spa itself is building a \$2,000,000 hotel. Canyon Country Club, when completed, will represent a \$50,000,000 investment on Indian lands.

Economically, the Desert Cahuilla bands in the south end of the Valley are not so fortunate as their Palm Springs cousins.

Of the Torres-Martinez band on the northwest shore of Salton Sea, their beloved pastor, Father Collymore, says: "They are the abandoned ones . . . almost alone, and surely almost forgotten." Their reservation has many square miles of fertile lands, but canal water has come to only parts of it. The accentuated development of property rimming the Salton Sea promises a better tomorrow for these Indians.

The Cabezon band, located near Indio, has good agricultural land, but no water; some rentals are received by clan members from small businesses located on land parcels fronting Highway 99.

Augustine Reservation, near the Coachella Valley High School at Thermal, in time will be rich when water is brought to it. There are only five members of this clan still living. ///

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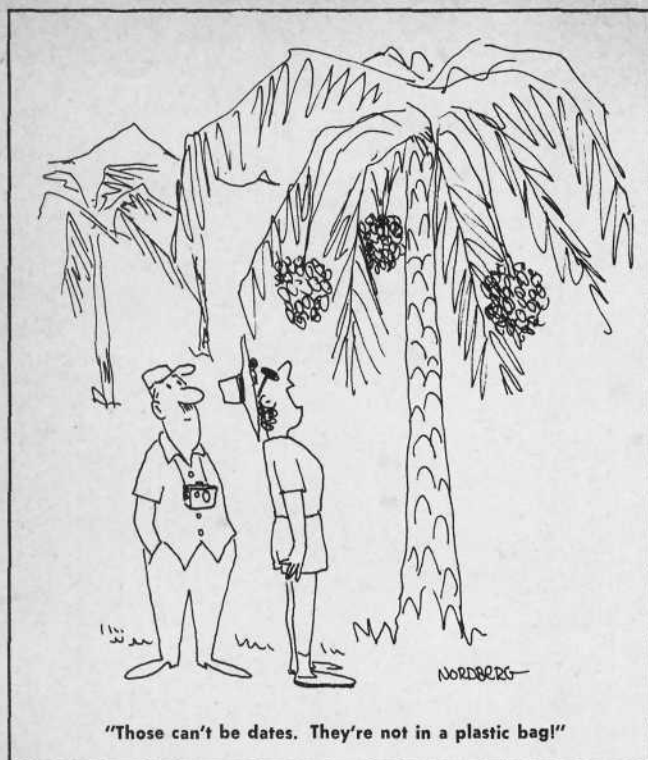


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desert detours

by Oren Arnold

"Come ye yourselves apart into a desert place, and rest a while." Mark 6:31

This is a very special issue for Coachella Valley. Well fine; that's a very special area. I asked some Chambers of Commerce for Facts about it, and got a plethora of statistics concerning climate, farming, dates, hotels and such, but not a word about the region's Number 1 asset—its people. "People everywhere are all alike," you argue? Not so! It takes a very special Man and Woman to envision Opportunity on a desert, then show the strength to give that vision reality. You CofC publicists get hep.

"We hardly ever go to church out here," one grinning native of Mecca told me. "We just don't believe there could be any better living conditions Up There!"

Lots of well heeled movie stars flee out to Palm Springs. The fortunate ones return to Hollywood well healed.

One of our fearless Palm Springs ministers caught a revved-up movie mogul on a golf course there and told him this: "You have no more right to consume happiness without producing it, than to consume wealth without producing it."

Best thing about the desert is that it has no built-in obsolescence.

Personally I prefer the well-developed female movie stars regardless of sex—which is not easy to be regardless of. A movie male trying to unwind on our desert is likely to become a touseled, unshaved, unlovely creature somewhat resembling a burned-over cholla cactus. Screen females normally let go

quicker; they intuitively respond to the desert's warm hand of friendship offered them, they quickly sense its kinship with the human spirit. Man figures he always has to put up a fight.

Bill Borden of Banning said he had postponed his wedding by two days, and we asked him why. "Well," he explained, logically, "I figured it out that my silver anniversary would come on a Saturday, and I always play golf on Saturdays."

Wasted, weakling words in any business or home—"I told you so."

Tom Miller moved his family out to suburban Indio to find the desert's infinite peace and quiet, but frustration has set in. "I'd take that new record player back to the dealer if I could," avows he. "When I bought it for Christmas, the man assured me it would reproduce symphonies, operas and hymns with delightfully high fidelity. But he never mentioned that my high-enthusiasm high school sophomore daughter would keep it screaming constantly with high-volume rock-and-roll. The desert birds have left us, and even my dog won't slink home until after midnight now."

Our family bank account is low this third month after Christmas, but maybe we are getting ahead anyway. Desert Steve Ragsdale once told me that all progress is based on eternal desire to live beyond income.

Every now and then I express a normal masculine yen to move out to a wild desert shack and let my whiskers grow wild for six months or so. "Nothing would come of it," warns my Adele each time, "except loneliness. But I could forward your mail."

If you want a perfect hatch, mister, just brood over your troubles.

Up in Twenty-Seven Palms, Alaska, where I was born in a split-level igloo, people think our California desert is nothing but sand dunes like the Sahara. But we remain friends. For Christmas I sent ten pounds of Coachella Valley dates up there, and got back ten pounds of prime whale blubber. An all-American exchange.

You wanta know what started that fight at the Palm Springs rodeo? A dude from New York stepped out of his hotel, looked around the street then said, "Never before have I seen so many half pints in 10-gallon hats!"

Secret capitalistic report to the Kremlin: Even the desert dwellers of America, with little or no visible means of report, now have one automobile for every three persons.

Yes, it gets warmish around Indio in summer, but we never notice it. One of us did check out, go to his reward, and foolishly start complaining about the temperature. "Oh but it's a dry heat," Satan explained blandly. "Really not uncomfortable at all."

"Nuts," scoffed the Indio man. "I've heard that old guff before."

"Certainly," agreed Satan. "In fact you told it. That's why you're here."

"I have a severe allergy to grass," says Milt Hoffman of La Quinta, "which regrettably precludes any contact with it such as mowing or trimming. Fortunately, it is inoperative on a golf course."

Whenever I get near the Salton Sea my mind reverts to the Bible. Daydreamer that I am, I envision men in long beards and robes populating the area. Seems to me that One in particular would fit in there; seems as if He would sometimes be sitting on a rock, gently showing the rest of us how to orient our lives, much as was done near the Dead Sea. Come to think of it, probably He *does* sit here and teach—if only we have the will to see and hear.

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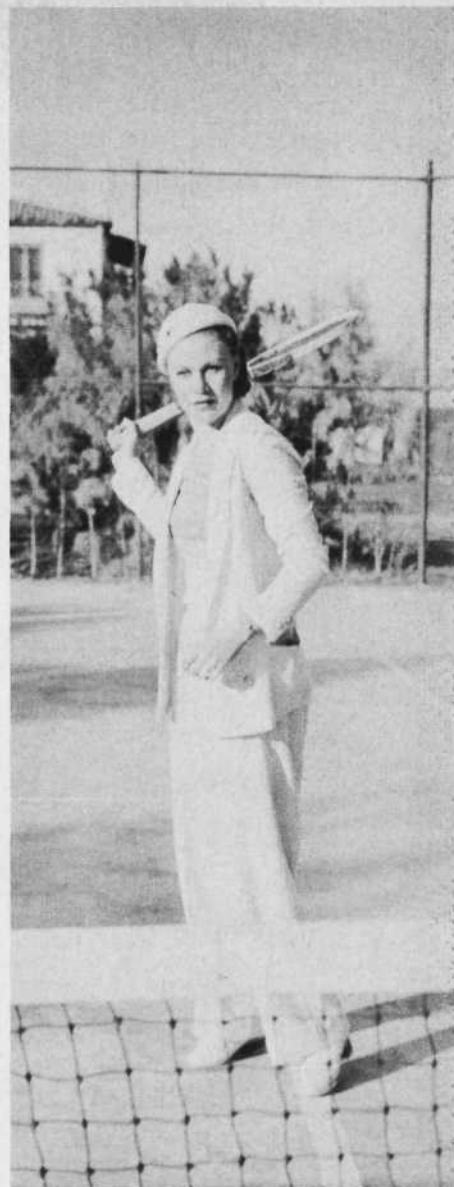
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BUILDING AN IMAGE

By TONY BURKE

The photographs accompanying this article were taken c. 1932 at the El Mirador Hotel in Palm Springs

MY FATHER once told me: "It's fun to have money, but when you don't the next best thing is to be where it is." I can't say that I deliberately pursued this policy as I grew up, but fate seems to have placed me in the secondary position

at times. For instance, there was Palm Springs at the zenith of its short-termed boom of the twenties! A friend suggested I join him in his real estate business there. That was in the Fall of 1929, following a 1928 season of great prosperity and promise. Two top-ranking subdivisions were being promoted between Tom O'Donnell's private golf course and the new million dollar El Mirador Hotel.

With dizzy visions of sales pyramiding into commissions, into bank accounts, into that spiralling stock market, I plunged smack into the densest void — the market crash! Dreams of millions vanished overnight. Quickly I was back where I started. Came here with little more than hope, so lost nothing of substance in the scrimmage. Needing to eat, and figuring that the new El

Mirador needed promotion to fill its empty halls, I traded my former press experience for a room and bath at El Mirador, meals with the paying guests, photographic expenses and \$100 per month. It wasn't easy. The other older hotels — the Desert Inn and the Oasis — had a loyal clientele of long standing but our lovely new pile of empty rooms had to beat the drums for business in the toughest of times.

Palm Springs was then a village of utter charm and serenity. One drug store, a deputy sheriff with no arrests, two doctors (winter only), no fire station, two groceries, a couple of swimming pools. The average home cost \$2 to \$3 a square foot to build.

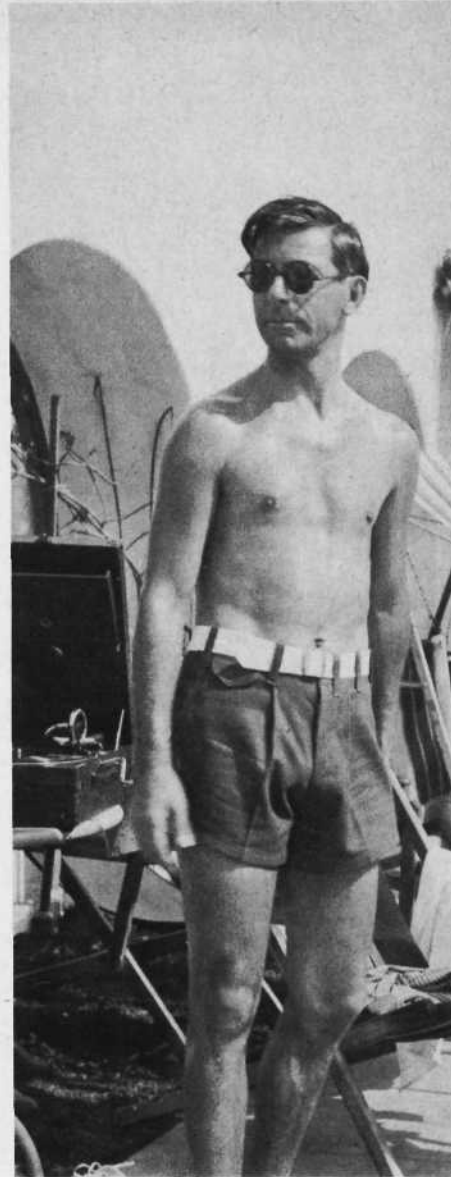
Palm Springs in 1929 was known to but a minute percentage of sun-seekers. Those who knew its delights



ALBERT EINSTEIN



CHARLES LAUGHTON



EDDIE CANTOR

and were in a position to enjoy a few months here, returned again and again. It dawned on me that there are always wealthy Americans who can well afford to leave behind the rigors of their home states to wallow in the glorious sunshine of our desert, despite the daily adversities of the ticker-tape kingdom. Wherever they came from, with wife and children, they evidently were well-heeled to afford a whole winter away from home. I figured their home town society pages could well use pictures of them sun bathing against a background of palms and cactus under a cloudless sky. Thus all the eastern and mid-western, north-western and even southern newspapers became innocent boosters for this little-known desert resort. We became confident and dubbed ourselves "America's Foremost Desert Resort." Why not?

I had to manufacture news photos and stories. El Mirador possessed a handsome 75-foot-long swimming pool, so along in November I arranged an aquatic show that wowed the newsreel audiences of those days. Remember please, there was no TV then and movie theaters were crowded, so newsreels were the best medium for a promoter with an alluring subject like ours. As guests of El Mirador, all four newsreel companies were invited to send their camera crews and wives for a weekend in return for a morning of picture-taking at our swimfest. Also as guests of the hotel were the finest swimmers and exhibition divers of the era, to stage a show seldom seen since. Famous young aquatic stars, professional and amateur, entertained an audience of local and Southland visitors while the cameras ground away. Our per-

formers included Johnny Weissmuller, "Dutch" Smith, Esther Williams, Marjorie Gestring, Georgia Coleman, Mickey Reilly, Eleanor Holm and teams of racers from Los Angeles and Hollywood Athletic Clubs.

These annual events became the signal for opening each season and tended to fill our hotels at an early date. They also attracted Hollywood's glamorous screen personalities, thus furnishing me and my camera with more and more publicity material for weeks to come. When zero weather sprawled across much of the continent, the frozen half gazed enviously upon a photo of lovely Constance Bennett in a flimsy sunsuit peddling a bike along a palm-lined road, or Errol Flynn with his French actress wife, Lily Damita, playing tennis in shorts, Al Jolson with his Ruby Keeler sunning at the

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poolside, John and Lionel Barrymore
visiting Leslie Howard over here
from England to thaw out and do a
picture. Too, there were Pola Negri,
Paulette Goddard, George Raft,
Richard Arlen, Gracie Allen and
George Burns, Charles Laughton, the
Marx brothers, and Marlene Dietrich.

Soon the writers and directors and
cameramen and technicians followed
the stars to the desert, week after
week soaking up the sunshine, gam-
bling at the tables of the elegant
Dunes Club and the homespun 139
Club in Cathedral City (illegal, of
course, but popular), riding horses
across the wide open desert terrain,
or playing tennis on the village's only
two courts, at the Desert Inn and El
Mirador. These became so congested
with players like Charlie Farrell,
Ralph Bellamy, Johnnie Mack
Brown, Paul Lukas, Gilbert Roland,
Charlie Butterworth, Bill, Jack and
George Hearst, that Charlie and
Ralph decided to build a couple of
courts for themselves and friends,
thus, the Racquet Club.

One person responsible for some
of the earliest and best publicity on
a national scale was the New York
attorney, Samuel Untermyer (the
first lawyer to receive a legal fee of
\$1,000,000). Each year he would
spend most of the winter in his Span-
ish-style home built into the hillside
back of the Desert Inn. Upon his
arrival I would visit him for a state-
ment and come away with pages of
comments and opinions, partly po-
litical, partly advice and partly ob-
servations on the world of that day.

Untermyer invited Professor and
Mrs. Albert Einstein of Germany to
be his guests at his New York home
and later in Palm Springs. This was
when the Nazis were making threat-
ening gestures towards the Professor
and his colleagues, so off to the U.S.
they fled.

Though the average American
knew nothing about Einstein's theory
of relativity or his development of
the quantum theory of specific heat,
the public's interest in Einstein re-
mained high. I saw before me a
chance to exploit this vast curiosity
about the remarkable man to the
great good of my beloved Palm
Springs. Untermyer saw to it that I
was the only photographer of Ein-
stein and his wife while they stayed
here. Though the Nobel Prize win-
ner detested cameras, photographers
and noise, I was the exception. After
a week or so the Einsteins even ac-
cepted the invitation of El Mirador's
manager, Warren Pinney, to be
guests at the hotel. I had the good

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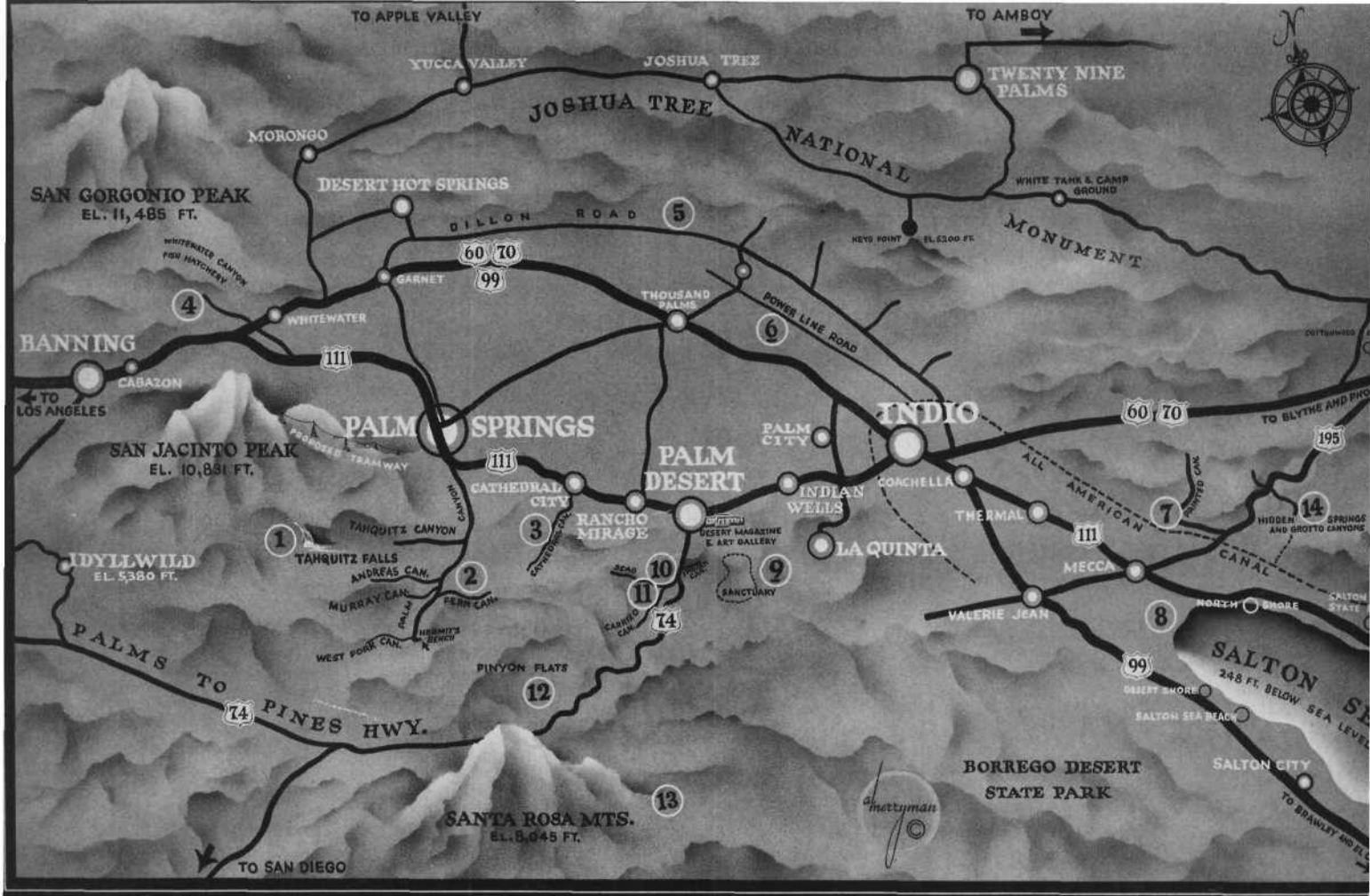
fortune to enjoy many a meal with them, to drive them around the valley, explore the canyons with them, and provide him with a borrowed violin with which he would wander out in the moonlight and play for an hour or more. This enabled me to turn out reams of publicity and stacks of rare photos for the national press. We parted good friends.

These were rich experiences indeed for an immigrant to wander into with no more purpose in mind than to peddle a few bits of real estate for a living. I blundered into the great good fortune of knowing and meeting daily with the greatest of modern American musicians, George Gersh-

win; the late and brilliant playwright Moss Hart, just after his first success. I dined and traveled with John Jacob Raskob, builder of the Empire State Building. Furthering my duties I arranged the studio in El Mirador's tower for the Amos and Andy radio program to be broadcast over the national networks by Freeman Gosden and Charles Correll, so they could enjoy a winter here instead of in Chicago. I went with John Hayes Hammond, dean of mining engineers, to the gigantic tunnels being bored through the mountains north of here for the Metropolitan Water District to bring Colorado River water over

300 miles to the Southland. I persuaded good Jimmy Durante to take over the entertainment during the depths of the great depression at El Mirador's New Year's Eve party, helping us all forget the midnight hour and our miseries. Bing Crosby learned to love our desert in those early '30s, when I invited him and other members of his famed trio at the Ambassador Hotel in L.A. to spend a weekend at a bungalow—in exchange for a little free entertainment at El Mirador's pool and dining room.

Even Death Valley Scotty came over here to sneer at us and our decadent way of life. ///



COACHELLA VALLEY

A Guide to Its Outdoor Wonders

By CLARENCE SMITH

director, Palm Springs Desert Museum

TRIP NO. 1: TAHQUITZ CANYON, for the driving hiker. Most unique of the desert canyons that rim Coachella Valley is Tahquitz, with its roaring waterfall within easy walking distance of a paved road.

How to get there: Ramon Road in Palm Springs spurs west a few hundred feet toward the rugged cleft marking the canyon of Tahquitz. You can park at road's end and walk the 1¼ miles to the beautiful Tahquitz pool; or you can drive a half-mile closer over the wheel ruts extending from Ramon.

Hiking and climbing above the falls is a dangerous pastime; the canyon is sheer-walled, rocks are slick

and slippery, and safe - appearing stretches are treacherously loose underfoot.

TRIP NO. 2: ANDREAS, MURRAY, WEST FORK, PALM AND FERN CANYONS, for everybody. These are the famed canyon oases of the Desert Cahuilla Indians.

How to get there: The toll gate to the canyons is on Palm Canyon Drive four miles south from the center of Palm Springs. Just a very short distance beyond the gate, turn right where the sign points to Andreas Canyon.

You can drive right to Andreas Oasis — cottonwoods, sycamores and native palms beside a bustling stream

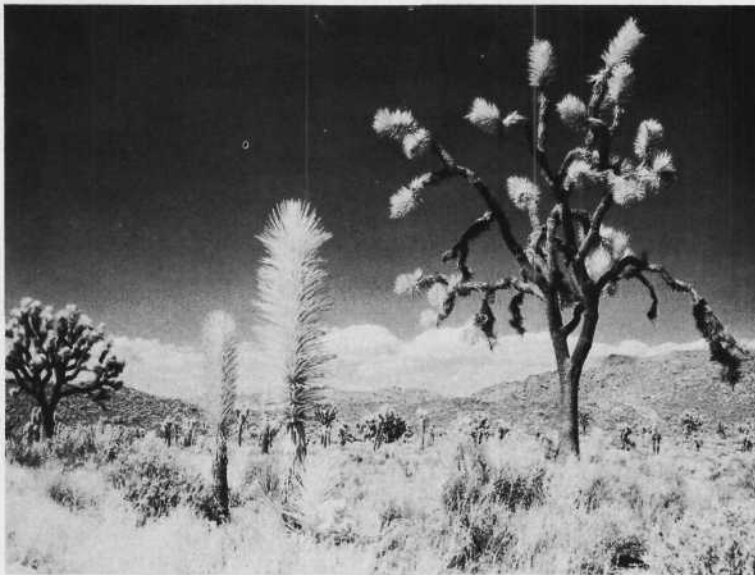
of excellent water. Here are picnic tables, wading pool, and rest rooms. Stir around just a bit and you can see the bedrock mortar holes in "Gossip Rock"; creep among the cracks and crannies at the base of the cliff and see the remnants of old Indian pictographs; wander up the stream trail a short way and see the modified rock shelters once lived in by the Indians; try to separate the stone houses of the Andreas Club, up on the ridge, from the natural boulders they were built among; and look for the stream orchids growing in shaded shallow water along the stream.

Murray Canyon, which cuts into the mountains south of Andreas, also

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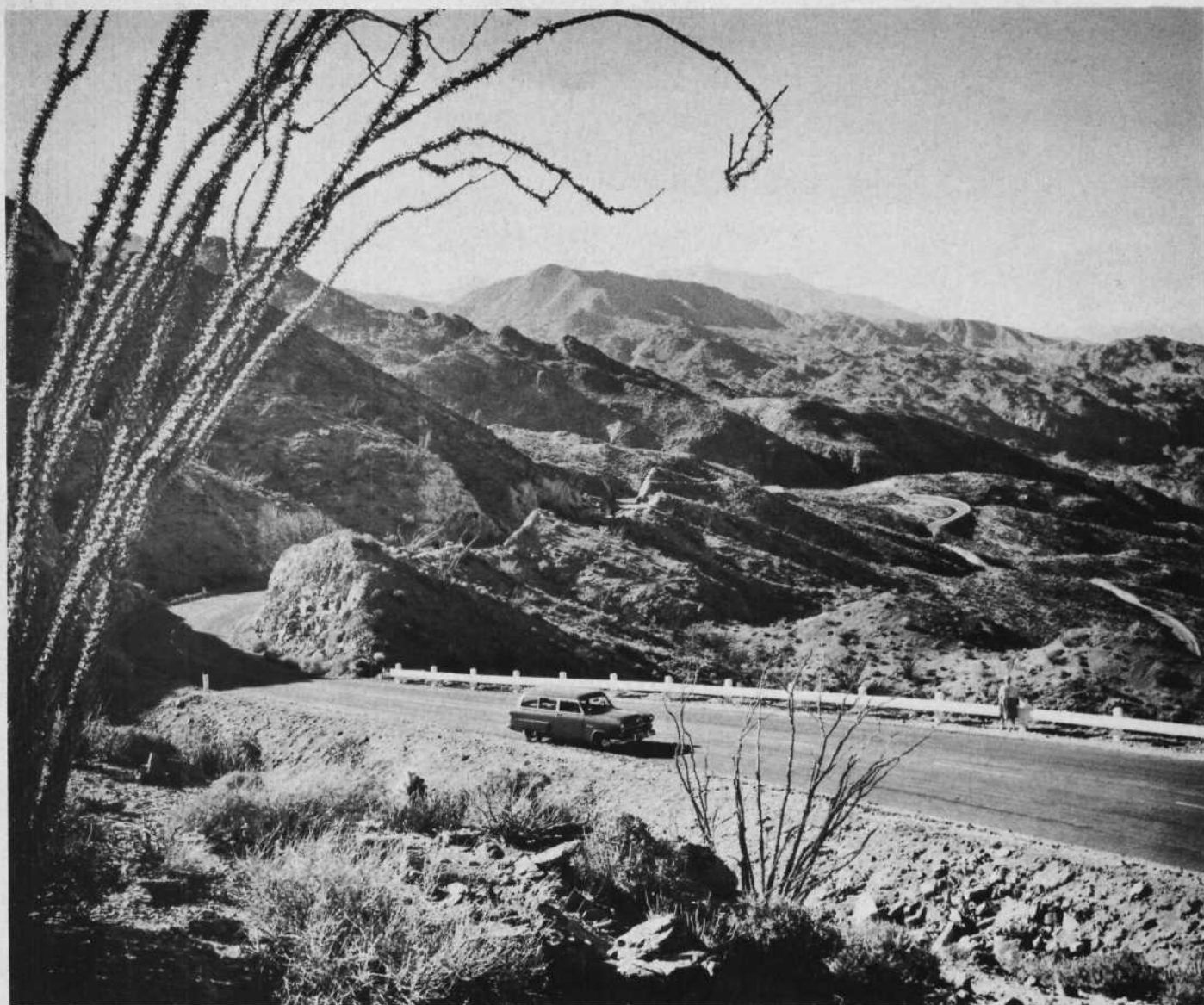
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On the Palms to Pines Highway, connecting the Coachella Valley desert floor with the Santa Rosa and San Jacinto high country

is marked by signs. (A trail winds around the tongue of the hill one mile to Murray Canyon.) Here is another live stream, with fine trees and other vegetation, but no comfort or convenience facilities — and not many people, either. Murray is a wonderful canyon for the bird- and plant-lovers, or for those who like to get off by themselves.

West Fork, Palm and Fern canyon trips all begin at the same place: at road's end on Hermit's Bench in Palm Canyon.

If you decide to tackle the West Fork Canyon trek, you should be prepared for some fairly rugged hiking, or should be on horseback. Warning: not for novice riders.

How to get there: Just to the right and behind the little store on the Bench, a trail ascends the hill. It's a breather for steepness the first quarter-mile, but then steadies off to a long

gradual pull trending west along the south side of West Fork Canyon.

The West Fork hiker is rewarded with wonderful views of the Coachella Valley, and the tops of palms growing in both West Fork and Palm canyons. There are several places—no trails—where you can work steeply down to the stream in West Fork.

The Palm Canyon hike is what you want to make it so far as ease or difficulty are concerned. This is a beautiful canyon with picnic tables, rest rooms, but no good water; the palms are magnificent, the geology is fascinating, birdlife is abundant—and there are usually lots of people.

How to get there: Drop down the paved trail from the Bench to the floor of the canyon.

Follow the trail up-canyon for a mile or so—or hike the full 14 miles to the Palms-to-Pines Highway.

Fern Canyon and Dripping Springs offer something special. The hiking is gradual and easy except for a couple of dry falls that must be climbed.

How to get there: Leave the Bench and turn left down-canyon at the foot of the paved trail. For a hundred yards or so there is no trail, but then you pick it up on the right side of the canyon and follow it up and to the east over a low ridge, down into and across a wash and into the mouth of a canyon coming from the east. This is Fern Canyon in the Murray Hills. Dripping Springs is marked by a bank of maidenhair fern.

TRIP NO. 3: CATHEDRAL CANYON, for the easy hiker. This canyon offers a perfect destination for the casual hiker interested in a short and reasonably easy walk.

How to get there: In Cathedral City, turn south off the highway at the side-road next to the Security First National

Bank building. The cove into which Cathedral Canyon debouches is under heavy subdivision development, and road directions would be confusing. You will get to where you want to go—near as possible to the mouth of the canyon—if you work your way toward the hills then bear left. Local inquiry will help.

The 1½-mile hike includes two scrambles up dry falls (both with cut and cemented steps). Destination is a sandy-floored basin with an 80-foot cliff barring further ascent of the canyon. This is the place of fancied resemblance to a cathedral's apse, from which the canyon got its name.

TRIP NO. 4: WHITEWATER CANYON, for drivers. This road is paved for several miles and then is a graded dirt road, winding up the canyon, fording the stream several times, and finally ending at a privately operated trout hatchery. Here you may rent fishing equipment, catch your fish, have them cleaned, and proceed to cook them yourself in a pleasantly maintained picnic area.

The fishing is good, if too easy; the canyon is scenic; there's usually a cooling breeze; and the hatchery is very interesting.

How to get there: Drive north from Palm Springs on Highway 111 to a point just this side of the railroad station where you will see a road leading to the right over the tracks, and marked by a sign reading "Whitewater." Follow this road to its junction with Highway 60-70-99. Turn right on 60-70-99 just a fraction less than a mile to a cross-over of the divided highway, then turn left on the Whitewater Canyon Road.

For the geologist, the rift zone where the great San Andreas Fault crosses near the lower end of the canyon is extremely interesting, with its evidences of thrust faulting, overriding, disconformities and fault breccia. The paleontologist will be pleased to find old marine deposits yielding fossil shells. The botanist will be happy with Transitional and higher elevation plant species that have worked downward into this moist, but still essentially desert, canyon.

TRIP NO. 5: THOUSAND PALMS—DILLON ROAD, for drivers. This is a pleasant and easy drive through dunes, sandstone hills and palm oases.

How to get there: Begin in Thousand Palms. Paved Ramon Road leads

past Hidden Springs Ranch, then a graded county road swings left. Strung out along the flank of low mud hills is the oasis of Willis Palms. The county road now swings slightly right and curves left around the base of the hills following the side of Thousand Palms wash. In a short distance you round a curve, dip through a trickle of water, and find Paul Wilhelm's Thousand Palms Oasis on your left. The dirt road eventually reaches paved but narrow Dillon Road paralleling the foot of the Little San Bernardino Mountains. Turn either left (North Palm Springs and Palm Springs) or right (Indio) and you will pass gardens of barrel and cholla cacti.

TRIP NO. 6: POWER LINE ROAD, for drivers.

How to get there: Proceed as on Trip No. 5, but where the overhead power line carried on four-legged steel towers crosses the county road continuation of Ramon Road, turn right. This is a very narrow, bump and dippy—but paved—service road which leads past the mouths of several intriguing canyons.

The first palms you see far back in the hills on your left cluster around Hidden Palms Oasis. The next canyon beyond is Pushawalla (wonderful for a four-mile round-trip).

Continuing down the road, off to the right and along the Pushawalla outwash channel are clusters of accretion dunes built up around mesquite trees. This is the locale of an old Indian village, and is also a marvelous flower area in the spring.

The service road leads on through some malpais slopes, passes close to a number of palm oases growing along the San Andreas Fault zone, and winds through the fringe of the Mud Hills where fine examples of wind and water erosion are seen. The road ends at Dillon Road—left to North Palm Springs; right to Indio.

TRIP NO. 7, PAINTED CANYON AREA, for the driving hiker. If you have most of a full day to spend, don't mind a few miles of dirt road driving, and are looking for magnificent scenery, head for the Painted Canyon area in the Mecca Hills southeast of Indio and north of Salton Sea.

How to get there: From Mecca turn east on State Highway 195 and drive toward the wrinkled and eroded hills. Just at the edge of the hills, the highway makes an "S" sweep across the

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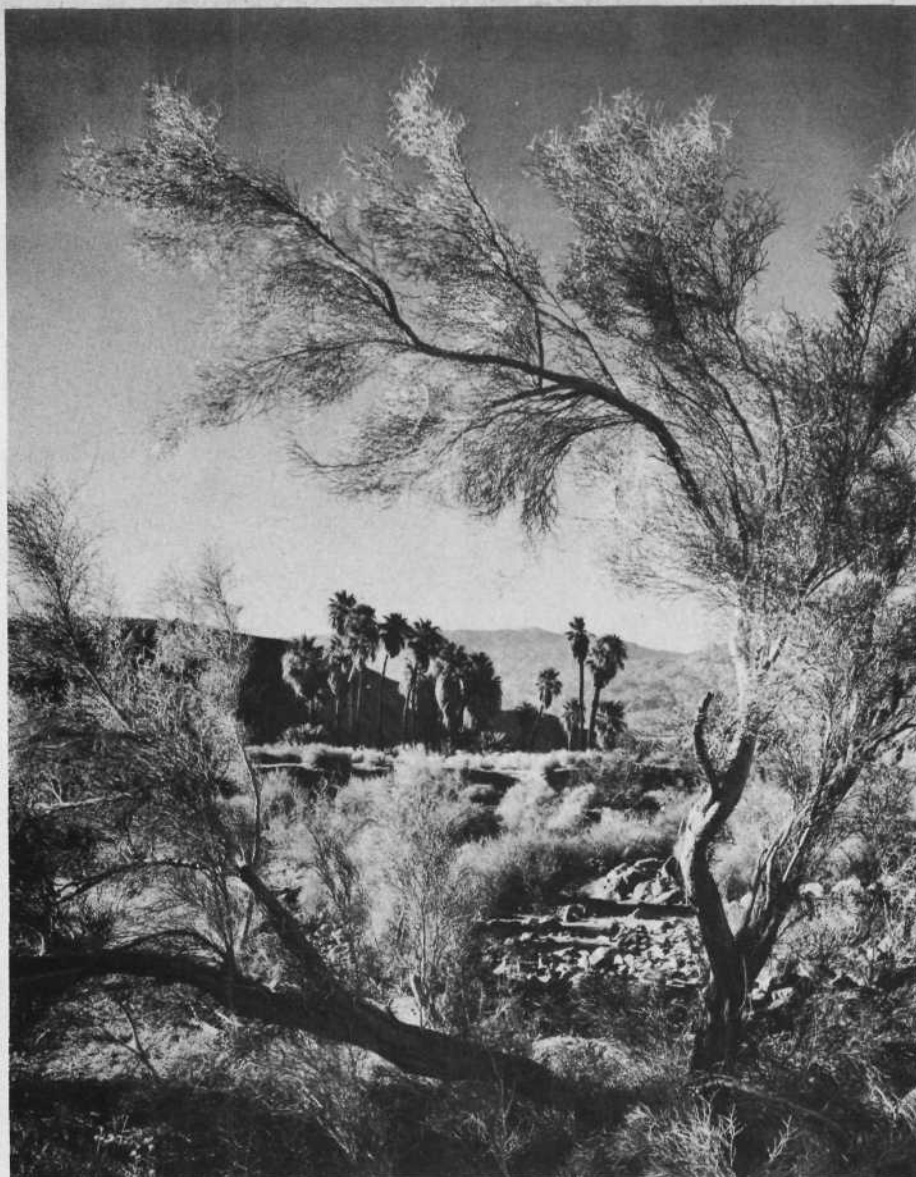
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SMOKE TREE AND PALMS AT THOUSAND PALMS OASIS

Coachella Branch of the All-American Canal, and then continues on through Box Canyon. To reach Painted Canyon turn sharp left immediately after crossing the canal, taking the dirt road that dips into an old gravel pit and then parallels the embankment of the canal. About two miles from the gravel pit turn right on a track that climbs a low escarpment and then winds gradually across the outwash fan and into a canyon of fantastic erosion and brilliant colors.

The hills here are composed of sedimentary materials — sandstones and conglomerates — that have been crushed and brecciated by earthquake action and then oxidized, producing the characteristic "paint" color.

After a couple of miles of road (bumpy, gravelly and sandy in places, but ordinary care will permit driving any car—even pulling a house trailer—into this area) you reach a broad flat marking the confluence of two canyons. The one to the right (marked by a sign: "Painted Canyon

Trail"), the main canyon, is the most spectacular of the two.

It is an easy mile walk to a narrow and steep cleft barring further progress. Now you can either go back or scramble through the cleft—the canyon broadens and twists along with its eroded walls presenting intricate and puzzling geologic features.

This whole Mud Hills region invites days of exploration; but be sure you have plenty of water, be careful of entry if the weather looks stormy, and try not to be under a cliff the day an earthquake is scheduled!

TRIP NO. 8: SALTON SEA AREA, for drivers, bathers, boaters. This isn't a single trip—rather, this whole region can and should be visited a number of times.

Let's start on the west side of the Sea on Highway 99—at the Indian petroglyphs and the controversial

Fish Traps. The latter are walled depressions in the tufa-encrusted talus below steep hillsides; they were obviously constructed by humans, but exactly when and for what purpose is a matter of conjecture and sometimes heated arguments.

How to get there: At Valerie Jean Date Shop, turn west to the base of the hills where signs indicate "Fish Traps."

Travertine Point is a mass of granitic boulders, once an island in the old Lake Cahuilla, with its lower two-thirds heavily encrusted with calcareous tufa. All around in the sands are tiny shells, occasional bits of broken pottery, and still more occasional pieces of chipped stone and arrowheads.

How to get there: Return to Highway 99 at Valerie, turn right (south) and drive 12 miles.

Along this stretch of highway are Sea resort areas where you'll find camping, swimming, boating, water-skiing, food, lodging, gasoline. From Valerie, a paved road leads directly to Mecca and Highway 111, which skirts the east shore of the Sea. More resorts here, plus the Salton Sea State Park with boat launching facilities and picnic ramadas.

TRIP NO. 9: PALM SPRINGS DESERT MUSEUM WILDLIFE SANCTUARY, for hikers. These 230 acres offer in addition to the identified perennial plant species, a number of interesting geologic features, including a "climbing" dune, a fine malpais slope, excellent examples of granitic erosion-forms, and some pegmatite outcrops with their giant crystal types.

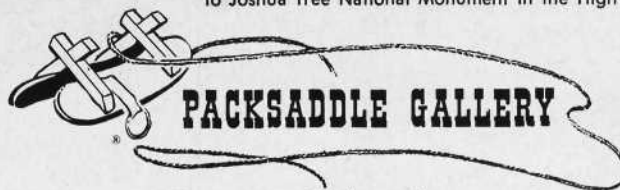
How to get there: Turn west on Portola Drive in Palm Desert, follow it to its end, continue through the right-left jog to the signs opposite the entrance gate to Silver Spur directing you to the Wildlife Sanctuary. Pick up one of the guide leaflets from the box, then follow the self-guiding trail (two-mile hike).

TRIP NO. 10: DEAD INDIAN CANYON, for hikers. The palms of Dead Indian Creek are easy to reach.

How to get there: From the junction of Highway 111 in Palm Desert and State Highway 74, drive west on the latter road (Pines-to-Palms Highway). In 3¾ miles—at the foot of the hills—turn sharp right just before the highway crosses a bridge, and park under a clump of paloverdes. Walk ahead and to your left into the sandy wash—the canyon of Dead Indian Creek. A half-mile from the car brings you to the entrance of Grapevine Canyon, entering on your left. A short distance ahead you can see the palms of Dead Indian. A tributary canyon—steep, rough and quite difficult to get into—comes in from the west. Here you will find more palms.

This complex of canyons is a very

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pleasant one to visit; the hiking is short. There are many signs of sheep; hawks may be seen wheeling above the cliffs; occasionally you may hear the wonderful call of the canyon wren.

TRIP NO. 11: CARRIZO CANYON, for hikers. Throughout this canyon is evidence of great and extensive geologic activity; the rock strata—all metamorphic gneisses and schists—are twisted, curved, curled upon themselves in unbelievable ways; there are whole boulders of biotite mica in the canyon floor; in several places very small garnets occur in the schists.

The flora, too, is interesting. Elevation is great enough for both ocotillo and agave to occur. The annuals bloom profusely in the spring.

How to get there: Two-tenths mile beyond the Dead Indian Creek turnoff, Highway 74 comes to a second bridge. Park on the shoulder here, walk into the broad wash between the road and the hills, and follow the jeep tracks six-tenths mile into the mouth of Carrizo Canyon. Soon your way narrows between rugged and nearly vertical cliffs, twisting and turning and climbing all the while—though at an easy gradient.

TRIP NO. 12: PALMS-TO-PINES UPLANDS, for the driving hiker. This entire region is of botanical interest, for the life zone lies between Upper Sonoran and Transitional. You will find some manzanita, some low juniper, a few scattered pinyon pines, buckthorn, mountain plum and apricot, and any number of growing things not seen at lower elevations. The Dos Palmas Palms—at an elevation of 3700 feet—are the highest growing group in the desert area.

How to get there: Proceed up Highway 74 beyond the stretch of switch-

continued on page 41

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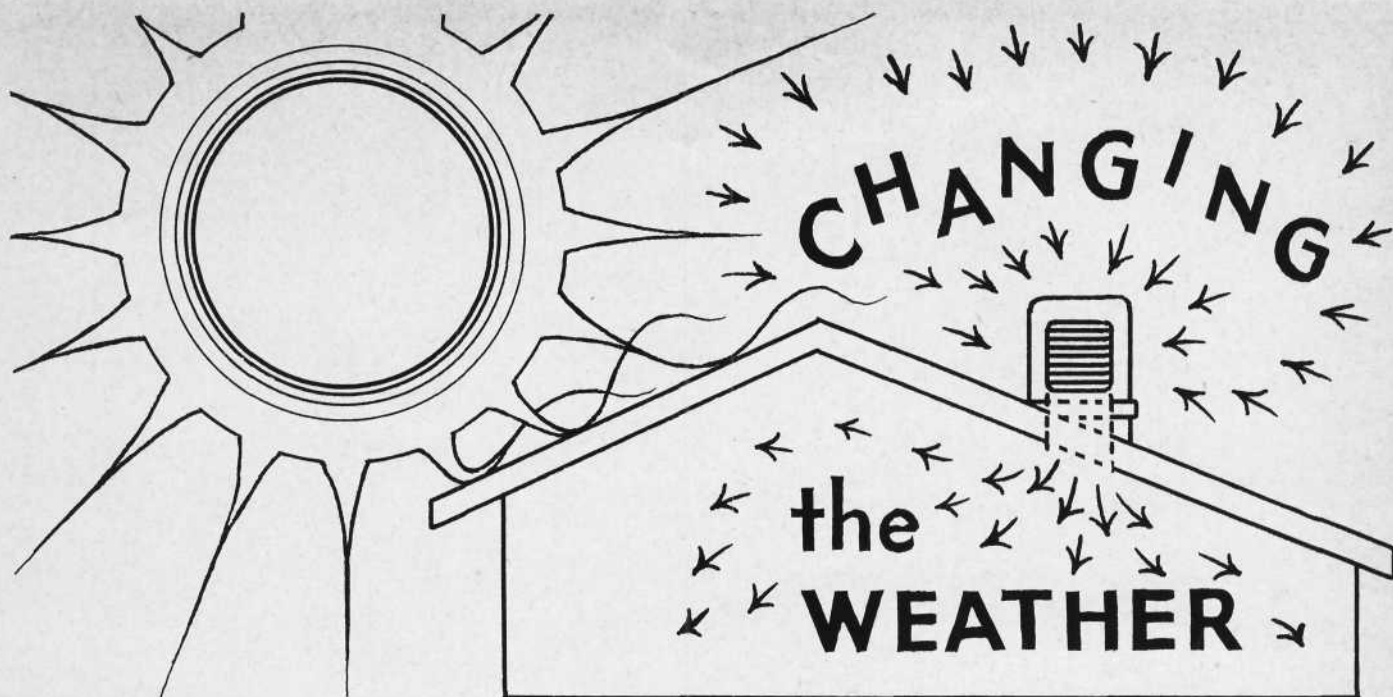
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By PHIL AULT

executive editor, *Indio Daily News*

EVERY YEAR as Memorial Day approaches, a mass of hot air smothers the Coachella Valley like an oppressive blanket. The whirr of the air conditioner is added to the sounds of the night, out-of-state license plates disappear from Highway 111 and the permanent residents of the valley prepare themselves for the torrid, languid months of summer.

They shed their pretences, much of their ambition and many of their clothes as they settle down to pay the unavoidable price for the glorious weather of fall, winter and spring.

Three summer months of intense, unbroken, all-permeating heat are inevitable in the Coachella Valley. Because of nature's arrangement of mountains, ocean and wind currents—the same alignment that makes the rest of the year so delightfully sunny and mild—it can be taken for granted that almost every day from Memorial Day to Labor Day, and on beyond into September, will have peak temperatures above 100 degrees.

Nor do the summer nights cool off noticeably. That lyric line, "'til the sands of the desert grow cold," applies only in the winter months.

During the summer, 90 degrees at midnight is not uncommon, and weeks pass without the temperature falling below eighty any time, day or night. The weather is so predictable, in fact, that the U.S. government weather forecaster is transferred away from the Coachella Valley in sum-

mer. It's going to be blistering hot, everybody knows it, and what difference does it make, really, if tomorrow's high is 113 or 119?

As a matter of fact, the all-time official high temperatures in the valley's two chief cities are 125 degrees in Indio and 122 degrees in Palm Springs, both recorded in July, 1905.

Knowing what is in store each summer, the residents of the valley in theory can do one of two things during June, July and August. They can pack up and "go outside," as the old expression puts it. ("Going over the hill" to the coast is the current phrase.) Or they can stay in the valley and flip on the air conditioners.

I say this choice exists in theory because in reality a large percentage of the Coachella Valley's residents today are permanent dwellers whose homes and jobs are in the valley. They cannot afford the time or the money to leave home for three months, jeopardizing their jobs or businesses, any more than most residents of Chicago can head for California during December, January and February when the zero winds swirl off Lake Michigan.

This is not to suggest that the valley's population remains as high in summer as in winter. Quite the opposite; thousands of people head for cooler regions by mid-June, to return in September or later. These are the two-home families, the wealthy or pseudo-wealthy who maintain a home in Palm Springs and another on the coast; retired couples who have re-

tained the old house in their home town and come to the desert for the winter warmth, and employees and shopkeepers whose livelihood depends upon the presence of winter visitors.

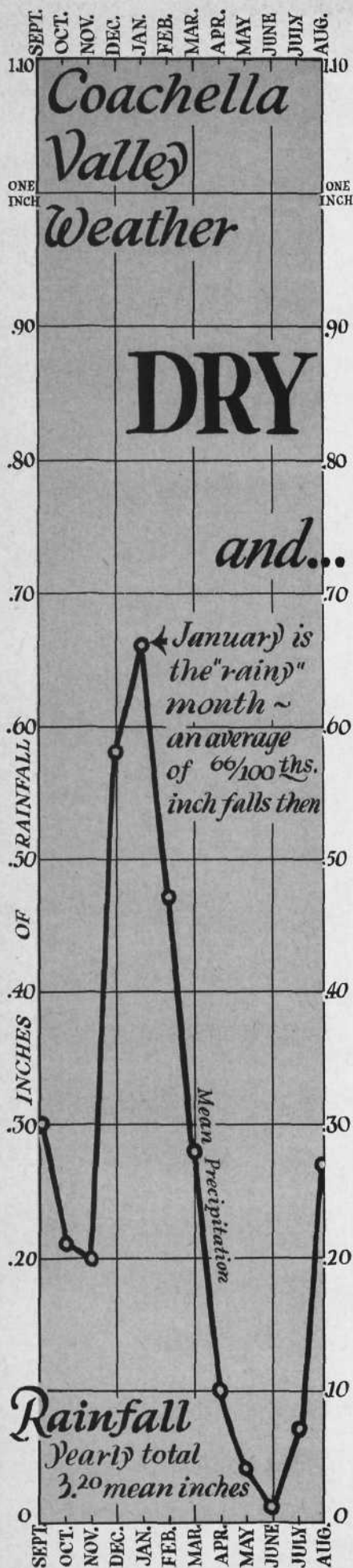
After this semi-transient wintertime population has evaporated in the summer sunshine, there remains the solid core of year-around residents—the contestants in the annual warfare of Coachella Valley vs. the Weather.

Most of them merely endure the heat with varying degrees of good grace and humor. Others grumble incessantly about it and the fate that has forced them to cast their lot in the valley during summer. Some pretend to like the high temperatures; these are the heat snobs who brag to their "outside" friends and relatives about how hot it gets and how much they have endured. Still others, a relatively small but sincere group, really *do* enjoy the intense dry heat and look forward to it.

Stripped down to the essentials, the story of the Battle can be told in just two words: air conditioning.

This is the story of the valley resident's summer: he scurries from one air-conditioned haven to another.

One reason men can work out in the broiling midsummer sun for extended periods—and many do in farm and construction work—is the knowledge that there is a cool place waiting to which they can escape when the task is finished or if the heat become too intense. Contractors and ranchers often park air-conditioned trailers



on the job, in which workers can take a cool air break.

Hardly a house in the Coachella Valley exists today without some sort of air conditioning. The same is true of offices and stores. Such a situation does not exist anywhere outside the Southwest where heat plus high humidity is the summer rule. Add to this the fact that Coachella Valley homes are traditionally engineered for summer—not winter—living (insulated white roofs, wide overhangs, windowless south- and west-exposure walls) and the claim that a summer spent indoors in Coachella Valley can be more pleasant than a summer spent indoors in a typical Kansas or New Orleans or Washington, D.C., home is not a facetious statement.

Every year additional Coachella Valley residents install air conditioning in their automobiles. The businessman who works indoors all day may arise in his air-conditioned bedroom, drive to work in his cooled car and spend the day in his refrigerated store or office.

Thousands of other valley residents are less fortunate. Their work takes them outside around their homes, on the ranches, or on service or construction jobs. For them the oppressive realities of the heat are far more punishing. But, the knowledge that escape to indoor coolness awaits, sustains them in their discomfort.

Air conditioning, blessing and necessity that it is, does not come cheap. Calculating roughly, the monthly cost of refrigerating a house approaches that of heating a New York or Chicago suburban home, with the pleasant difference that the necessary period is only about half as long.

There are two basic kinds of air conditioning, the evaporative cooler and refrigeration. The evaporative cooler, known generally as a "desert cooler," is cheaper to install and operate, and more portable. So long as the humidity is low, it works well. But when the humidity soars, as it sometimes does during July and August, the evaporative cooler's effectiveness takes a nose dive. Instead of filling the house with crisp coolness, it creates a condition of sticky mugginess which, while some-

what cooler than the outdoors air, is not much more comfortable.

Thus the trend is to refrigeration. Virtually all newly constructed homes have it and many of the older ones have been converted. Even so, hundreds of valley residents in older, smaller homes still go through the summer with desert coolers. Some home owners have both types of cooling, switching to refrigeration when the humidity rises above a certain point.

Refrigeration is calculated in terms of tons; a one-ton refrigeration unit produces a ton of refrigerated air per hour. Air conditioning experts say that an efficient cooling system should keep a building about 30 degrees cooler than the outside shade temperature. A house temperature of 80 at the peak of a midsummer day, when the thermometer stands at 110 to 120, is looked upon as highly satisfactory by most residents.

To accomplish such a cooling goal, the ordinary two-bedroom or small three-bedroom home usually has a three-ton refrigeration unit. Larger houses use five or even eight tons, while commercial structures may have as much as fifty tons of refrigeration.

In round figures, cooling a house at the peak of the summer with a three-ton unit costs about a dollar a day. The cost of refrigeration is about \$10 a month per ton.

Air conditioning sales and servicing has developed into a sizable business. Nearly four pages of the Indio telephone directory classified section are filled with the listings and advertisements of air conditioning dealers and service companies. Many offer 24-hour emergency service to rescue families quickly from their sweltering plight if their cooling machinery breaks down.

Desert dwellers acquire lore on keeping cool and giving their air conditioning a helping hand. Even running 24 hours a day it can only achieve so much. A popular, effective device is to cover the inside of windows that receive direct afternoon sunshine with aluminum foil. The rolls of foil used around the kitchen work nicely, or you can buy something more elaborate. This alumi-

num turns back the sun's rays and darkens the room. Roll curtains of bamboo or better, of light wood slats, hung outside the windows sharply reduce the impact of the sun.

The pace of life slows during the intense heat. By common consent the normal hours and ways of life are altered so there is as little strenuous activity as possible during the height of the day. People eat less and lighter foods. Beer sales soar and chocolate items almost disappear from store shelves. Too gooey!

Children who at other times dash outdoors after lunch to romp at lively games can be found sitting in the house doing quiet things. Construction crews on the valley's dozens of building projects start work near dawn, to get as much done as possible before the sun sends the temperature soaring above 100 by mid-morning. Housewives who count the watering of the family's shrubs and flowers among their daily tasks—and how much water they need in summer!—often rise early to do their outside chores, then retreat inside for the balance of the day, venturing out only for shopping and other necessary duties. Organized daytime social life dwindles to a point of inconsequence.

Clothing becomes as casual and skimpy as possible. Many women virtually live in bathing suits or brief play clothes week after week, until putting on even a simple cotton dress in daytime seems almost like "going formal." The styles of summertime dress, or undress, seen daily in the food markets are a constant source of fascination.

For men, the open-necked sport shirt is accepted garb in most stores and offices. A few businessmen try to hold the line by wearing neckties all summer, but even these sticklers for the formalities have turned to short-sleeved shirts. Even after dusk the man who wears a coat in mid-summer is the exception. Shorts for men on the downtown streets are much more common in resort-minded Palm Springs than in business-minded Indio. They have never gained favor to the point that might be expected, perhaps because the crisp air condi-

tioning in many places of business brings goose pimples to knobby masculine knees. For leisure, shorts are commonplace garb.

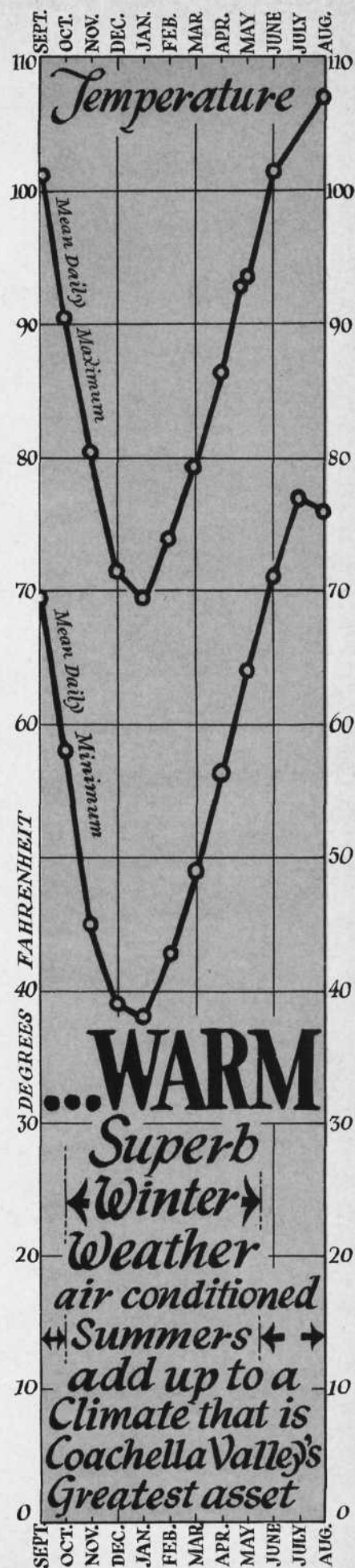
To those valley residents who profess to enjoy the summers, it is this atmosphere of utterly relaxed, casual existence that is so appealing. Living in the Coachella Valley never can be described as hectic and harassed, as big city dwellers know life, but in summer the pace dwindles to a somnolent stroll. It didn't get done? Who cares? What do you expect in this heat?

Yet significantly, slow as it is, life *does* go on. Almost all stores in Indio now remain open throughout the summer. Palm Springs and Palm Desert, more dependent upon tourist trade than Indio, suffer much sharper commercial shutdowns. But more Palm Springs hotels are staying open all year, and with a few midsummer conventions being lured to the desert, the retail pace of Palm Springs in hot weather speeds up slightly more each year.

On the farms and ranches, work moves steadily along, no matter how much heat there is.

Little League baseball games are played regularly in the twilight. A few golfers venture onto the valley's many courses straight through July and August, teeing off soon after dawn or as the evening shadows lengthen. Swimming parties are popular around the hundreds of backyard family pools. There is a special delight in swimming at midnight in summer when the air and water temperatures are almost identical, close to 90; it is as if you are suspended in lukewarm space, carefree and weightless.

In a way, the people of the Coachella Valley are the prisoners of their weather three months of the year. The heat is the dominant fact of life, to whose oppressive demands all activities, plans and modes of living must be bent. Even so, its heavy hand no longer suffocates the valley's people as it once did. When you have the means of escaping a tyranny—as the desert dwellers do with air conditioning—it becomes reduced to a bothersome nuisance. ///





"Filling the water bag from the roadside irrigation ditch between Whitewater and Palm Springs, June, 1913. This is the Overland car we used and which broke down west of Salton Sea a few days after this picture was taken."

1913 / A MIDSUMMER MOTORING TRIP

By **ULYSSES S. GRANT IV**

recently retired head, UCLA geology department

AT MY PRESENT age I am certain I would never attempt such a trip, but in the summer of 1913 I was an energetic young man eager to escape from the confinements and restrictions of city life. I had just completed my sophomore year at Harvard and I was delighted to be again in my beloved California, where it was easy to get out into the country.

In June, 1913, my brother and I decided on a camping trip. Our transportation was an Overland two-seater automobile.

We left San Diego by the inland route, headed first for the San Bernardino Mountains and Big Bear Lake. Leaving the mountains, which were cool and damp, we drove to East Highlands, where we obtained gas, oil, and provisions. When we came to a road junction, one road leading to Oak Grove and Warner's, the other leading to Beaumont, Banning, and the desert regions beyond, we debated which road we should take. The desert, with all its fierce

midsummer heat, its treacherous, sandy roads, and its scarcity of water, always fascinated me and I succeeded in persuading my brother, despite his more mature and wiser head, to take the desert route.

When we got near Banning, the glaring desert ahead of us seemed to us a welcome site after the chill of the mountains. The road was wretched but easily passable. We bumped along slowly, but with eagerness to explore the mysteries of the heart of the desert. Near Whitewater we discovered an irrigation ditch in which we enjoyed a bath.

My diary records: "Then we went on toward a small settlement called Palm Springs; an oasis directly at the foot of the lofty San Jacinto Mountains. It is a winter health resort, principally for invalids with tuberculosis. A Dr. H. L. Coffman is the medical director of the resort and he runs an inn called The Desert Inn, and also a stage line to Palm Springs Station, six miles to the north."

The desert artist, Carl Eytel, was

living alone in a shack near Palm Springs. I recall him well as a lean man with a large moustache, seemingly of frail constitution but wiry and actually, when under stress, possessed of great endurance.

Carl Eytel was quite interesting, but in my contemporary narrative I noted that "Mr. Murray, an old desert gopher, was too grouchy to be interesting and my brother called him an old file." I learned later that old Murray was a somewhat mercenary individual with a painfully practical evaluation of all human contacts. No doubt his calculating eye quickly assayed our drab appearance and convinced him we were impetuous interlopers unable to distribute any largess in his community.

Another denizen of the desert we met so many years ago was Otto Adler, a friendly though rather stolid citizen of Palm Springs. He was the proud owner of the Red Front Restaurant and Store. He also possessed a team of horses and a wagon in which he drove us to see the grove of

native fan palms in Palm Canyon. He had never been there and I fear that by mistake he took us to West Fork Canyon, or some other canyon.

We took a cooling dip in the mountain brook near the palms, but soon the long shadows of the mountains behind us crept far out on the desert floor, warning us that this wonderful day was nearing its end. Adler's horses walked all the way back through the heavy sand but we were entertained by our driver's tales of the desert.

Our simple camp was in the lee of a small rocky spur of the mountains and near an irrigation ditch that solved our domestic water problem. It was but two miles to the falls of Tahquitz Creek where we could cool off in nature's shower bath.

The road south was alternately sandy and dusty but quite passable. At Indian Wells, near some sand dunes, there was a small ranch, the last evidence of husbandry till we reached Indio on the Southern Pacific Railroad. At Coachella we stopped for gas, oil, and provisions, then continued south through Thermal to near Mecca. Here we turned off on a poor desert road, heading for the west side of the Salton Sea via Figtree John's, and the route to Brawley in the Imperial Valley. At Alamo Bonito, meaning "pretty tree," a lone rancher provided us with cool water, so refreshing in the intense heat. The beautiful blue water of the Salton Sea was in plain sight now, making a remarkable picture in contrasts.

The heat here was the most intense I have ever felt and one wonders how even the most hardy shrub could withstand this withering heat and dry air. Agua Dulce was the next landmark, consisting of an orange grove owned by a hardy pioneer. At Figtree John's we stopped to take a dip in a quicksand pool. This little oasis consisted of the pool, three or four palms, and some exceptionally tall bushes, but prior to the rise in the water level of the Salton Sea, there was a fig orchard here, owned by an old desert Indian named Juan Razon. This sturdy, primitive orchardist was more commonly known as Figtree John.

In a more heroic environment, the unusual appellation "Figtree" attached to his name might have been considered a rude form of heraldry, but in the Salton Basin in 1913, I feel sure it was merely an attempt to distinguish this particular John from all other Johns, of which there were legion. At the time of our visit, Figtree was said to be 91 years old, but he was quite spry in spite of the weight of years. His temporary absence permitted us to take an uninvited dip in his quicksand pool, after which we walked to the shore of the sea. The rising water of this salty inland sea had inundated some sparse desert vegetation upon which numerous water fowl were perched. In the shallow water floated many dead fish, victims of the overheated water in the shoals near shore. The heat and glare were so intense that when we got back to our car it was too hot to sit in. So, we took another uninvited dip in Figtree's pool, this time with all our clothes on.

Near Figtree John's, a rocky spur of the Santa Rosa Mountains protrudes a little way into the flattish desert. With its white, limy incrustation marking the highest level attained by the prehistoric lake, it is a striking feature for many miles. It is now called Travertine Point. Our sandy desert road swerved around behind this ancient promontory, then struck out southerly, paralleling and but a short distance from the west shore of Salton Sea. This road had recently been "worked on," which seems to have accomplished nothing but the scraping aside of some of the scattered flattish rocks and the removal of occasional stunted bushes that infringed upon a planned straight course.

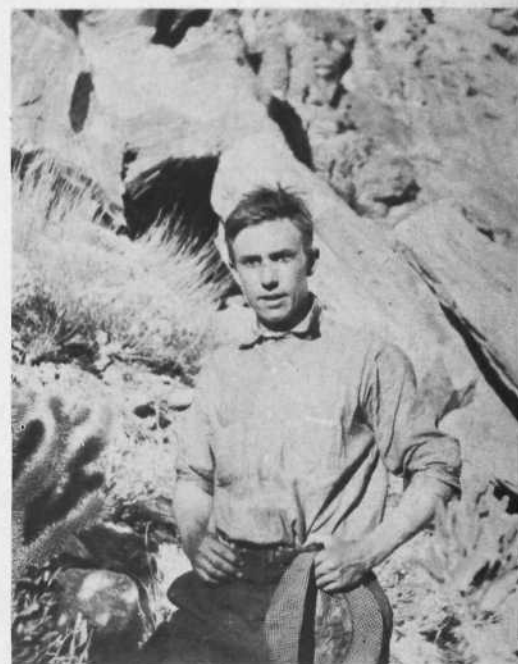
The terrific heat and glaring radiation from the brilliant sun, and our efforts in smoothing the way for our tortured car, made our progress slow and painful. The numerous cross washes were particularly troublesome. If the car did not stall in the sandy stream bed, it would labor ominously climbing up the other side. Our slow and halting progress continued for several hours, until, in ascending the gentle but very sandy incline out of what is now called Campbell Wash, our car broke down completely. This

was a real disaster. The engine ran but the wheels would not turn, even though we labored frantically to remove the sand and pave the wheel tracks with stones.

We could not see far ahead due to a rise in the terrain. Our water bag was nearly empty and we were afoot at the mercy of a seemingly limitless desert. To wait for a traveler to rescue us was out of the question as no one else was foolhardy enough to travel this road in mid-summer. To walk back to Figtree John's seemed equally impractical as we had traveled many miles from that oasis and our few remaining sips of water would be gone ere we had hardly started. Our only hope seemed to be to abandon the car and continue ahead on foot, hoping to reach Brawley before we expired. So we walked ahead a few miles, hoping to see some signs of habitation when we ascended the hill before us.

In the far distance, a wisp of smoke marked the efforts of some pioneer in clearing his land, beyond which was the still more remote Imperial Valley. It was clear to us that with our failing water supply and waning

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"This is a picture of me taken either in Tahquitz or Andreas canyon when we were camped at Palm Springs, June, 1913. (I looked a bit younger than I do now!)"

"The desert shall rejoice . . ."

THERE ARE two distinct breeds of home gardeners in dry sun-filled Coachella Valley. Those who hold back the desert with water and familiar green growing things; and those who invite and encourage the desert to take over their yards.

The former—the "reclamationists"—plant citrus, fig and eucalyptus trees, lawns, azaleas, pyracantha, bougainvillea (as shown in color at the right), even camellias. Those who garden for pleasure find rich reward with annuals such as bachelor button, pansy, sweet pea and stock. Petunia and zinnia act as if they and not creosotebush should be regarded as the Low Desert's most indigenous flora.

The rose is the special delight of the Coachella Valley reclamationist-gardener, who is encouraged in his work, perhaps, by the Biblical quotation: "The desert shall rejoice, and blossom as the rose." And it does, given moisture, food and tender care.

In other parts of the country, the gardener must reckon first with the damaging effects of coldness. In the Coachella Valley, the gardener works to circumvent summer heat. With sun shade, extra water, and an increasing arsenal of heat-resisting plants, the battle is being won.

The second species of Coachella Valley gardener—the one who plays host to the desert—tends to consider

himself more landscape architect than gardener. His "lawn" is of gravel. Sometimes (for old times sake?) he chooses green rock. Growing through a ring in the gravel bed is a barrel cactus or a spidery ocotillo or a barbed-tipped agave.

A palm tree in the yard is almost as necessary as a roof on the house. The desert gardener, learning from nature, groups his different-sized palms in clusters; plants them on a bias; places a two-ton boulder at their base. If quick privacy is desired, a row of oleanders do the job handsomely.

He owns a hose, but not a hoe. Into his yard goes a bird bath and feeder. Quail and roadrunners become regular kitchen door boarders.

Nature still putters around a bit, too. The spring of 1962 may provide a spectacular display of wildflowers in Coachella Valley, but no matter what the conditions, there are always some blossoms growing wild on the dunes and along country roads.

Purple sand verbena, regarded by Edmund Jaeger as probably the favorite of all desert flowers, appears in Coachella Valley in mid-February, continues through the spring.

Five Spot, named by two small children of the Dinsmore family who lived on a lonely little ranch near where Palm Desert now stands, is a

handsome globular flower whose petals turn from pink to purple as the plant matures.

Hairy-leafed sunflower, brittlebush, and yellow cup give the Coachella Valley landscape a glow of yellow in February, March and April.

When the native desert trees are in bloom, people from far and near come to admire, paint and photograph them. Some of the prize specimens are in the front and back yards of residences where the welcomed trees enjoy prosperous living conditions.

From early March through April, the paloverde brings cheer with its profusion of daintily scented yellow flowers.

Desert willow—more properly called desert catalpa—sends forth delicately sweet-scented, flaring-lipped, deep-cupped flowers in late spring and early summer. Soon there follow the four- to eight-inch-long beans which hang in clusters well into autumn.

Smoke trees veil themselves with tiny purple blossoms in June and July. If a native tree popularity contest were held, chances are the smoke tree would win handily. Spiny, gray-green in color, and practically leafless, the smoke tree is a dramatic reminder that the sub-division, carrot field and golf course can never alter the fact that the local backdrop is beautiful uncrowded desert. ///





Left: The six-year-old Indian Wells Country Club golf course is now rimmed with homes.

Right, from the top: In Coachella Valley the swimming pool is often the focal point of family and social activity. Palm Springs alone has 2637 pools—one for every five permanent residents.

Ocotillo, Joshua tree, and fan palms along a fine residential street.

The busy and colorful main street of Palm Springs—Palm Canyon Drive — is one of the world's most famous thoroughfares.

Water fun at Salton Sea, an all-year activity, has shown spectacular gain in the past three years.



A Transformed Desert Valley

By **GEORGE RINGWALD**
editor, Palm Springs Life

IT IS AXIOMATIC among old-timers of the desert that once a man stays here long enough he won't be able to leave because he has gotten sand in his shoes. Whatever appropriateness the saying might once have had, it appears that it may not be too many years before it completely loses its significance because there won't be any sand left—*except* perhaps that in the oldtimers' shoes. For the sand that isn't being covered up by roads, sidewalks, swimming pools, resort hotels and houses by the dozens is being blown away as quick as the winds can get at the freshly-bulldozed sites for such

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TREE OF LIFE

By **NINA SHUMWAY**
author, "Your Desert and Mine"

ROYAL IN beauty, rich in fruitage, fascinating in biology, Coachella Valley's date gardens are an amazing horticultural triumph, an important financial asset, and a compelling tourist attraction. But they are even more than any or all of these. They are the desert's *unique* contribution to our nation's economic resources.

That this is not more widely recognized and accorded the recognition it deserves, is due either to ignorance of the facts or to the dull complacency with which an age surfeited with wonders, views any marvel. For actually the mere presence of these splendid gardens in an area that was a savage and arid waste only a man's lifetime ago verges on the miraculous. And the date story is as fantastic as an Arabian Nights' tale.

It begins before the dawn of history when "the Lord God planted a garden eastward in Eden," and keeps pace with the primary advances of mankind.

Ridpath writes in his *History of*

the World: "The truthful Xenophon was struck with astonishment at the beauty and fruitfulness of the date palms growing along the [Euphrates] river. That such a district should in the earliest times attract a great population and that this population should be stimulated to vast civilizing enterprises was natural, inevitable. The Primitive Man was quick to discover that situation which afforded him the greatest rewards with the smallest expenditure of toil."

Ancient tablets, pictographs, cuneiform characters, glyphs of all sorts carry the record down through the ages into Old Testament times. Thence it expands into a whole literature of folklore, proverb and legend in those lands where the date palm supplies so many of the necessities of existence, including food, that it is known as "The Tree of Life."

For more than 1900 years of the Christian Era all this remained of only cursory interest to the average individual in our own country. Here, date palms were exotics of poesy and romance, unrelated to practical need. Their fruit, of low grade, imported in huge blocks—dark, sticky and unclean — sometimes, after due care, served as a holiday treat. But as a nation we knew nothing of the finer kinds of dates or of their value as a wholesome delicious food. And we had still to dream of our own golden Araby where "rich dates like amber jewels shine."

Yet so strangely wrought are the ways of destiny that even as the imagination of at least one American citizen—my father—W. L. Paul, then a Chicago businessman, was irrevocably captured by a magazine item concerning the extraordinary value of the date in its native land (where a single palm sometimes provided an entire living for one or even two families), our Department of Agriculture, with awakened interest, was exploring the possibilities of date culture.

As a result, at the turn of the century, under the direction of Walter T. Swingle, the Department began soil and temperature tests relative to the suitability of our own Southwestern deserts for date growing. Their findings were particularly favorable in Coachella Valley, California — a wild, windswept, sun-scoured trough in the west end of the Salton Basin, 130 miles east of Los Angeles, where artesian water had been discovered and into which the Southern Pacific Land Company was beginning to lure courageous settlers.

That my father learned the preceding facts when on a trip West in 1902, might be attributed to coincidence; but certainly it was by no mere chance that before returning to Chicago, he bought 80 acres of raw land in that "waste howling wilderness" which, incredibly, was to become the date capital of the New World.

Following this significant foreword, the first official chapter of the Valley's entry into the age-old drama opened in 1904 with the establishment by the U.S. Department of Agriculture of an experimental date garden on leased land two miles east of the little railside settlement of Mecca.

When, three years later, flooding of the basin by the Colorado River threatened this project, the government acquired an additional 20 acres near Indio, exchanging for the land (owned by Fred N. Johnson) a number of imported Deglet Noor date palms. Ten adjacent acres were soon included, forming what became known as the U. S. Date Field Station—a center for experimental planting and date research conducted under Swingle's general supervision. Some work was also carried on at the Mecca station for about 25 years.

Close upon the Department's heels followed a homesteader, Bernard Johnson, a big, red-bearded native of Poland-Russia and an inveterate traveler in the date growing regions



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of the Old World. His 1903 importation from North Africa of 123 offshoots, mostly of the Deglet Noor variety, and another smaller importation in 1908 formed the first privately-owned garden of imported palms in Coachella Valley.

At this point, obscurely led by a round of unprofitable investments, my father accepted his destiny. In 1909, accompanied by his family, W. L. Paul re-entered the Valley, settled on the quarter-section of land purchased seven years earlier, and joined the small scattered army of desert pioneers. (The detailed story of my family's participation in Coachella history appears in my book, *Your Desert and Mine*.)

The experiments of the Department of Agriculture had proved conclusively that choice dates could be successfully grown in the Coachella Valley. It remained for the settlers to put these findings to practical use. For a time the protracted, wasteful, and uncertain method of propagation from seed distributed by the government, seemed the only means available to the ranchers.

Although Bernard Johnson, in 1912, had imported and offered for sale 3000 Deglet Noor offshoots, and a number of commercial importers had quickly followed suit, the prices, from six to eight dollars or more apiece, placed the imported stock beyond the financial reach of pioneers already impoverished by the battle of reclamation.

As an answer to the problem, in 1913 my father induced a few of his neighbors to join in forming the first Coachella Valley Date Growers' Association for the primary purpose of importing their own offshoots. With Bernard Johnson acting as their agent overseas, and the Department of Agriculture loyally co-operating, this group secured in 1913, '14, and '15 (when importations were halted by the First World War), some 10,000 offshoots at a net cost to its members of less than \$3 a shoot. On Swingle's advice, these were mostly of the Deglet Noor variety.

Since a date palm bears from 12 to 16 offshoots during its early lifetime and these come true in both sex and variety to the parent tree, most of the older gardens of today originated in these importations. But continued experimentation at the Field Station and among various growers has resulted in plantings of several other varieties, a few of which equal the Deglet Noor in popular appeal.

Yet for all its notable achievement in launching a new and important

industry (which in January, 1913, Dr. E. T. Galloway, Chief of the Bureau of Plant Industry, valued at \$60,000,000) the Valley did not rise from more than the local fame gained by its first date display at the County Fair in Riverside, October, 1913, until its notable debut at the big San Francisco and San Diego Expositions in 1915-16.

With the Department of Agriculture and every date grower in the Valley backing him, my father concentrated on a campaign that gave Coachella Valley and its exotic new industry the widest and most favorable publicity possible at that period. This, with lecture tours through the Midwest in the two succeeding years, cracked the all-but-impervious surface of public recognition.

Next came the interminable struggle to sustain and expand the advantage gained. Strife within the

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ranks, ignorance and apathy without, seemed unconquerable. Advertising and marketing efforts suffered from inefficiency and lack of funds. A formidable foe was foreign competition. Low labor costs combined with a low tariff and inadequate quality restrictions, enabled date importers to undersell American growers to an uninformed trade. All these factors greatly retarded the growth of the industry during its middle years. Figures from 1940 onward reflect only a slow increase in acreage and disheartening returns to the growers. Yet many of them hung on with undefeatable faith. They were rewarded briefly when sugar rationing during the Second World War created an unprecedented demand for dates and sent prices higher, but the upsurge did not last.

Even now, incontrovertible victory trembles in the balance as land values soar and economic trends threaten to supersede substantial worth for the sake of quick and easy

profits. With subdivisions supplanting date gardens as a popular investment, and 600-700 acres of dates sacrificed in the past seven years, the latest official figures (1960) show 4120 acres of bearing date palms as against 3004 in 1940—a gain of only 1116 acres in two decades.

Yet paradoxically, the prospect of ultimate and lasting success has never looked brighter. The recent influx of new interest and capital; wider and more effective advertising; mounting appreciation of fine dates as both a food and a confection; increased use of date-products representing 10,000,000 pounds of dates a year; tremendous advances in mechanized means of handling and packaging; improved marketing and distribution methods; recent government regulations requiring imported dates to meet established U.S. inspection standards; and increased cultural knowledge gained by decades of experimentation; all combine to assure the faithful that as certainly as the date industry made Coachella Valley yesterday, the Valley will make the American date industry today.

And should tomorrow demand as a civil defense measure the general stocking of shelters, this delicious

tabloid-food with its excellent keeping qualities and high food value per unit of storage space required, may indeed fulfill its potential as an economic factor in our nation's welfare.

Meantime, the highly specialized and expensive processes required for the production and distribution of this amazing fruit which, says Arab lore, is unique in having the same flavor on earth that it has in heaven, continues to absorb the grower and fascinate the tourist.

Preceded by the eight years of irrigating, cultivating, and fertilizing required to bring an offshoot into full commercial bearing, every step—from the artificial pollenization of the female blossom with pollen from the male bloom, necessary to insure full bunches of perfect fruit, to the final hand-picking and beautiful, sanitary packaging of government inspected dates—means expert and meticulous care.

Moreover, it is a year-round process. At the beginning of the crop season in January, the spines along the bases of the leaves are removed to facilitate successive operations. After pollination, when the fruit begins to form, the date-bearing strands



AUTHOR'S FATHER EXAMINING A GROWING OFFSHOOT FROM THE OLD WORLD. YEAR: 1925.

must be thinned and the fruit-stalks tied to the midrib of the lower leaves to help support the increasing weight of the heavy bunches.

When the dates reach the ruddy-amber stage in ripening, the bunches are protected from rain, dust, and bird damage by covers of heavy spe-

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cially-manufactured paper, open at the lower end to permit circulation of air. These, raised during the several pickings as dates ripen on the bunch, are lowered again and not removed until the palms are trimmed and the garden cleaned-up after harvest, late in November or early December.

As the palms increase in height, the various operations become ever more difficult, time-consuming and costly. Modern inventions now being introduced promise to lighten somewhat this burden of expensive labor in the field.

Consolidation and other changes through the years have brought the organized growers together under two main co-operatives — The Coachella Valley Packing Company and The California Date Growers' Association.

"Cal-Date," with 130 grower-members, will handle about 60% of a total 1961-62 crop estimated by their field superintendent to be 37,000,000 pounds of Deglet Noors and 2,000,000 pounds of other varieties.

In addition to handling and marketing, the organization supplies its members with advisory service and field workers for every process in date-crop production. Its Indio plant is equipped with the most modern machinery yet invented for cleaning, grading, fumigating, processing, and packaging dates and date products, all immaculately clean and under government inspection.

The colorful literature and arresting advertising displays in the bigger markets throughout the country indicate distribution advances that mark a new era in the American date industry.

Scheduled tours through the plant are conducted from Cal-Date's salesroom during the season. And their splendid 20-minute film in full color and sound, telling the alluring story of dates in America, has an interest and entertainment value that should make its showing a demand for all educational, civic, and cultural groups.

Outside the organizations are the sturdy and invaluable Independents who own and operate their own gardens, cold storage and packing-house facilities, and carry on a retail and mail-order business besides supplying the various date shops of the area with the choicest natural dates of popular varieties. Among these are several pioneers that constitute the "Old Guard," who for almost 50 years have stuck to the date industry

GRAPES—NOT DATES— ARE NUMBER ONE TODAY

The vineyard—not the date grove—is Coachella Valley's leading cash producer among the various crops raised in this irrigated desert trough.

In 1961, grapes accounted for \$11.7 million of the Valley's \$35.6 million gross agricultural production valuation. The grape total was \$1.7 million more than realized the previous year. Date crop valuation dropped from \$7.2 million in 1960 to \$5.9 million in 1961. Citrus continued its spectacular rise in Coachella Valley — valuation jumping 50% in the year.

The Valley has 51,673 bearing acres; average yield per acre is \$690. Here is a summary, in millions of dollars, of the 1961 yield:

Thompson Seedless Grapes.....	\$7.45
Natural Dates (does not include date by-products, culls).....	5.10
Perlette Grapes	2.91
Carrots	2.30
Cotton	2.09
Tomatoes	2.07
Sweet Corn	2.06
Grapefruit	1.72
Tangerines	1.62

through thick and thin. To them, *Saludos!*

Humanity has a way of overlooking the most revealing details of past accomplishment, thereby often missing the way to complete fulfillment. It took practically a half-century of intelligent work, sacrifice, and invincible confidence to conquer the countless enemies that beset the course of this adventurous undertaking.

Perhaps only we who remember the harsh discipline of early years and the arrival of those first offshoots from North Africa, looking, after their long journey on camel-back, ship, and railroad, hardly more alive than remnants of an old broom, can fully appreciate the miracle of today's magnificent gardens.

But even to see the noble colonnades of this "tree of life" hung in season with great bunches of amber fruit, the long banner-like leaves waving in proud triumph against the lucent splendor of desert skies, is to feel something of the thrilling drama, the living romance, the veritable magic of achievement they represent.

It is not strange, then, that among all the lavish attractions of the modern scene in what has become a world's winter playground and one of the richest agricultural areas in our country, Coachella Valley's date gardens are still the brightest stars in its galaxy of wonders. ///

Transformed Valley---

Continued from page 25

construction. The only thing holding down the sand in many places any more is the array of lounge chairs upon which the citizenry performs daily rites to the winter sun.

From one end of the Coachella Valley to the other, this is the changing desert.

Around the Salton Sea, at the lower end, signs proclaiming the virtues of a myriad of new developments refer to the area as "America's Riviera."

Such proclamations may seem a bit premature to anyone who has driven around the sea and seen the still-vast expanses of vacant shoreline. And it takes a pioneer with vision indeed to see the city of 18,000 people that the developers of one area alone (Salton City) are planning.

Still, the development that is there must seem an incredible happening to those who can remember (and there are some left) when this unique inland sea of salt water—fifty miles long, fourteen miles wide, forty feet deep and 230 feet below sea level—was nothing but a big wet spot in the desert, created in 1905 by the flooding of the Colorado River through an unplugged hole in a newly-built irrigation canal.

Recently, a 500-mile boat race (lamentably shortened to 275 miles by an uncooperative wind) attracted a two-day crowd estimated at 25,000 to the shores of Salton City, where more than 160 homes have been built since the 19,600-acre development was begun in 1958. The 18,000 residents are still a long way off, but there are miles of blacktop roadway to greet them when they come.

At the north-end of the valley, Desert Hot Springs is still the little village—but growing. It had 1100 residents in 1950; has 3400 today.

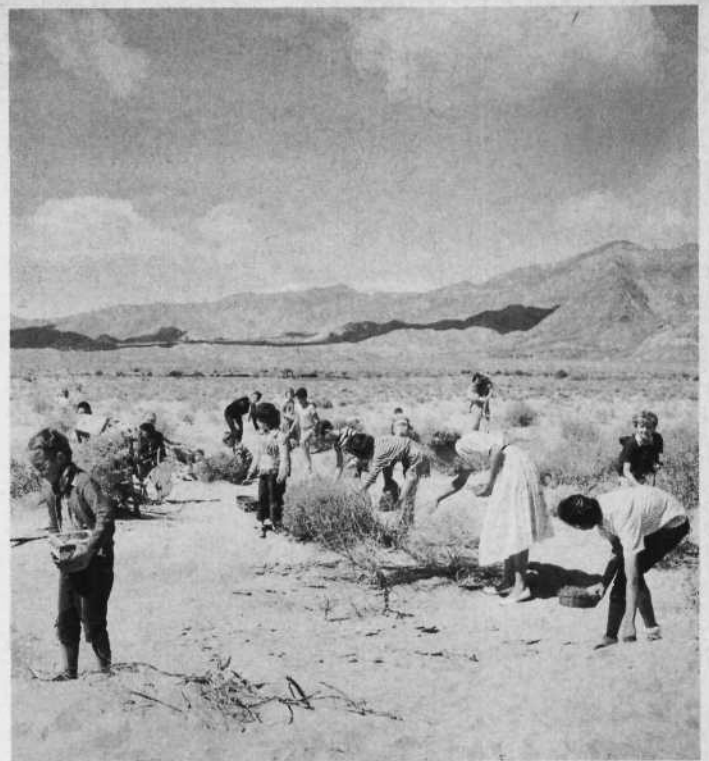
But it is in between the two ends of the valley that the change is most apparent.

In the middle of the valley, Palm Desert is a flourishing community of 4000—and this is nothing to what it will be once the College of the Desert, now under construction, opens its doors to the first batch of students next fall.

Randall Henderson, who came up to Palm Desert from El Centro in 1948 to build a new home for his *Desert Magazine*, recalls that there was then but one little homestead cabin on the south-side of Highway 111 and only a handful of homes on the other side.

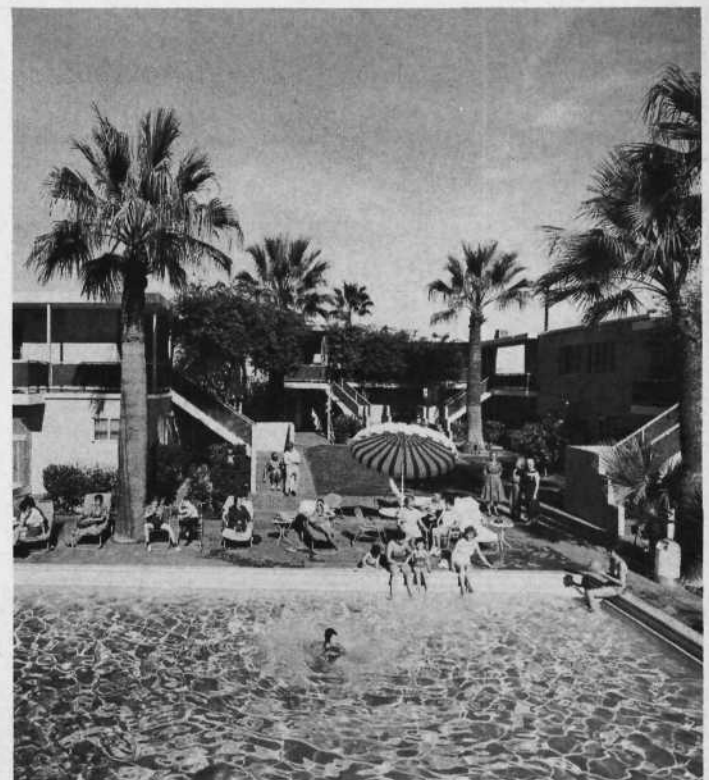
Not too far away from Palm Desert—about five miles or so—in what just a year ago was nothing but wide-open desert, an entire new city is coming into being.

This is Palm City, a community that will comprise 1450 homes and 400 cooperative apartment units for



AN EASTER EGG HUNT IN THE SALTON SEA AREA. NEAR HERE—IN 1913—U.S. GRANT IV HAD TO ABANDON HIS CAR. (SEE PAGE 20.)

WINTER VISITORS FIND A PLACE FOR THEMSELVES IN THE COACHELLA VALLEY SUN. THESE UNITS RENT BY THE WEEK OR MONTH.



Coachella Valley

Utility Connections, Telephones

1950	9,797
1955	17,562
1960	32,941

source: College of the Desert

the senior citizen (over fifty) who wants to try "active retirement" in the desert—there is an 18-hole golf course, recreation hall and swimming pool, plus a nine-hole pitch and putt course for the actively retired seniors.

The two municipal hubs of the valley—Palm Springs on the north, Indio on the south—would of course be unrecognizable today to anyone who had been gone from the desert, say, for 10 years, or even five.

In 1960, Palm Springs did \$18,000,000 worth of new building; 10 years ago, it was doing a mere \$4,000,000. It was anticipating a deluge of 37,841 convention delegates in the 1961-62 season—10 years ago, it would have been happy to get 2000. Significantly, one hotel which has concentrated on the convention business, the Riviera, started out with 250 rooms in October of 1959, doubled the size of the dining room after less than a year and has now added 125 more guest rooms and five convention meeting rooms.

But the big growth of Palm Springs is still to come. It is expected to start in 1963, when the Palm Springs Tramway, rising from the floor of the desert to the 8500-foot Long Valley on the slopes of Mount San Jacinto, is put into operation. It is predicted that as many as 70,000 persons a month will ride the 80-passenger tramway cars during the peak months of the winter season (January through April); the annual traffic is expected to hit around 600,000.

The growth in recent years at Indio has been even more remarkable.

In 1938 there were only two thousand people who called Indio their permanent place of residence, and by 1950 the population had only climbed to 5300. But in the next 10 years, the population nearly doubled—to 10,140. Within just the past year, it has gained two new market shopping centers; it has begun development of a 181-space downtown parking district; and it has launched a concerted campaign to get an overpass across Highway 99 and the Southern Pacific Railroad tracks to unite the north and south ends of town. Last year, Indio, which now has 216 hotel rooms, 361 motel rooms (still a long way from Palm Springs' 2000 hotel rooms and 4000 apartments), played host to its first major convention, a gathering of the National Aeronautics Association, and last month it welcomed 3000 delegates to a convention and preview of new farm and industrial equipment sponsored by the Massey-Ferguson Company. On its western perimeter—the one facing the plushier resort atmosphere of Palm Springs—Indio now has a half-dozen golf courses, where but one existed previously.

And it is developments such as these latter two items that tell the real story of change in the desert.

For they signify that it is no longer just *desert*, but a desert resort.

Edmund Jaeger, the eminent naturalist who shortly after the turn of the century taught school in Palm Springs when it was a struggle to find half a dozen students to keep the classroom open, when he rode a burro to the school, and when he lived in a typical desert rat's shack near where the swank Tennis Club now stands, refers to Palm Springs and environs today's as "a rich man's playground."

Certainly, it is that.

On and off Highway 111 between Palm Springs and Indio—a stretch of roadway that is sometimes called the Blue Chip Strip—there are now fifteen golf courses. The most impressive of them—but certainly not alone in its class—is the Eldorado Country Club (former President Eisenhower's desert retreat), where fairway "cottages" sell for \$85,000 (only five years ago, at the club's inception, similar cottages were priced at \$36,000); where residential lots are priced up to \$29,500, and where a club membership sells for \$7500.

In the real estate field, Eldorado might be considered a piker alongside a new hillside development in Palm Springs. Lots in Southridge Estates start at \$25,000, go up as high as \$62,500; and one lot owner is building a guest house that is costing \$120,000.

With this kind of development going on all over the valley (Indio is now getting its first major residential development in the luxury class, with homes priced around \$35,000), there is obviously a new kind of desert dweller moving in in ever-increasing numbers—the wealthy winter resident.

A while back, Dr. C. E. Smith, director of the Palm Springs Desert Museum, noted that museum programs were attracting more of the mink coat crowd in addition to the khaki-clad desert rats.

He did not object to this trend.

"It has caused some desert rats to go home, take a bath and clean up before they come in here," he remarked wryly.

And a few of the business houses in the commercial centers of the valley have taken on a citified air—some men who three or four years ago showed up at the office in sport shirts today feel it incumbent on them to wear ties and suits.

It is all part of the feeling of bigness that is pervading the desert today. Many of the oldtimers feel lost in all the growth.

As Dr. Smith related, "Mrs. J. Smeaton Chase (widow of an early-day Palm Springs author) will never be back to town. She feels it's just not worth coming back—the town is getting too big."

It is part of the paradox of growth that some of the people the chambers of commerce have worked so hard to attract to the desert—the movie stars and other wealthy winter residents—are also dismayed by the

growth and are moving farther out into the desert as progress catches up with them. Bing Crosby, for instance, once lived in a big home above Thunderbird Country Club, but when other homes began to be built in the area, moved farther down the valley to the Silver Spur Ranch of Palm Desert—where now one of the newest land booms is on. Where does he go next?

Three years ago Eisenhower found the seclusion he desired in quiet La Quinta. But since then, the little community off Highway 111 near Indio has come up with an 18-hole golf course and country club of its own, and more development is in the offing.

Nature itself is changing—or at least getting pushed farther and farther out. Where once the Coachella Valley was all desert, today the desert serves as a backdrop.

O. Earl Coffman, the head of the tramway authority and a resident of the desert since 1909, when his mother, the late Nellie Coffman, arrived in Palm Springs to open the Desert Inn, recalls that the desert at one time was "covered with mesquite." But today the bulldozers clearing sites for new housing developments have practically denuded the desert.

Coffman recalls too that in the early days the only recreation was horseback riding, which more or less went hand in hand with nature, but today the land is filled with the once-alien sound of golf club whacking golf ball.

"We had as many horses here 30 years ago as we do today," said Coffman. (And more places to ride them, today's horsemen will tell you.)

Wistfully, Coffman added that he, "like all of the old desert rats," is resentful of the desert's growth, but he is confident that its inherent charm can be maintained through proper controls.

"We have to keep our guards up against the guys whose only interest in the Valley is to make a quick dollar," he said.

Some might find a contradiction in this statement of policy and Coffman's 20-year fight to bring the Palm Springs Tramway into being. Conservationist-author Harry James, writing about the effects of cableways on the Alpine landscape of Europe, quotes one disgruntled Swiss resident as saying, "Each day we get crowds who only want to ride our cableways—they have no true love of the mountain scene." Similarly, it could be reasoned that many among the daily hordes attracted to the desert by the Palm Springs tramway will be those with no true love of *either* the desert or the mountain between which they will ride.

Oldtime nature lovers like Jaeger are particularly concerned about this trend.

"People (in the old days) came to Palm Springs to



\$120,000 GUEST HOUSE OF MAX STOFFEL, SWISS INDUSTRIALIST, IN SOUTHRIDGE, EXCLUSIVE PALM SPRINGS HILLTOP DEVELOPMENT.

WALLS OF THE NEW COLLEGE OF THE DESERT RISE OUT OF A PALM DESERT FIELD. THE VALLEY'S FIRST COLLEGE OPENS IN SEPTEMBER.



Coachella Valley

Assessed Valuation

1955-56	\$103.9 million
1956-57	127.4 "
1957-58	146.5 "
1958-59	172.1 "
1959-60	194.6 "
1960-61	206.0 "

source: College of the Desert

enjoy the desert," he noted recently, "but now they come carrying with them everything they have in the city. . . ."

The growth of Indio hasn't been as steady and gradual as that of the resort area around Palm Springs. It has been more of an explosion in just the past year or two really, so that Indio oldtimers, until now, haven't had time or reason to worry about the change too much. It is only in the past couple of years, for instance, that there has been any concern expressed by the agricultural interests about the encroachment of tourism and industry.

Unfortunately, or fortunately, depending on how you look at it, people are not going to stay put; one of the greatest migrations in the world's history is the move from East to West in America today. There won't be any stopping many of the migrants from settling in the desert; the desert is going to continue to change. There are today's prophets who will tell you that we will live to see the day when the entire 25 mile stretch from Palm Springs to Indio will be built solid.

We haven't quite reached that point yet, however. There is still an awful lot of wide-open desert in the Coachella Valley—you have only to drive a few miles away from Indio or Palm Springs to rub shoulders with the wilderness.

And much of the desert's inherent charm is still here.

As a prominent Palm Desert businessman, Hal Kapp, recently remarked: "It may be a little hard to find, but it's still there if you want to look for it."

For all of the oldtimers' sincere laments about the changing desert, one has to wonder if it hasn't *always* been changing. Of course it has.

Man's mark on the desert is thousands of years old. Each individual who loves the desert has a tendency to feel as if he "discovered" it, and he wants it to stay as he first knew it, uncrowded and unchanging. Paradoxically, those whose lyrics were the loudest, were selling the rest of us the very desert they wanted to keep hidden to themselves. ///

TRAILER PARK LIVING IN COACHELLA VALLEY HAS SCORES OF DEVOTEES WHO FIND THE TYPICAL PARK'S ORGANIZED ACTIVITIES TO THEIR LIKING. SHUFFLEBOARD (PICTURED BELOW), POTLUCK DINNERS, WEEKLY DANCES, AND SWIMMING ARE POPULAR PASTIMES.





PRIVATELY WRITTEN WEEKLY FOR INVESTMENT, BUSINESS & FINANCIAL INTERESTS

WHEELER'S DESERT LETTER

PHONE FAIRVIEW 4-1882

P.O. Drawer WW Palm Springs, California

Dear Sir:

What does the future hold for the Coachella Valley? Once avoided, once considered worthless, once the last of places that could offer anything to humans.

Today city-weary people are turning to the desert for relief from the hurry and scurry and strain of urban life. Twenty years ago there was a growing recognition of the health benefits of the dry air and warm sunshine. Ten years ago, many of those who came for health and holiday, remained to live on.

And with a new life and new hope came the interest to do something, to keep busy, to develop an income.

Within a decade there has been a solid expansion. The six-unit stopping place was succeeded by the multi-million dollar luxury hotel. The stool-and-counter ham-and-eggery was replaced by the famous restaurant and famous chef. Sidewalks, radio stations, water districts, airports, sub-divisions became part of the community scene. More and bigger churches, schools, stores.

In these last ten years there has been an unbelievable surge of strong development. One big project after another. Millions of dollars, instead of tens of thousands. A number of small farms become a single big farm. Capital has moved in. The financing agencies no longer look askance at desert investment.

Where then do we go from here?

The day of crystal gazing has passed. Predictions have become unreliable, although made on a base of percentages and trends. What seemed obvious yesterday is improbable today.

Therefore, remarks and observations concerning the future should be limited to some kind of label such as this: TODAY'S TREND SUGGESTS etc.

If one goes further, he forgets that only a few short years ago nobody talked seriously of man in space. Nobody really believed he would see the day he could travel comfortably five miles above the earth. Or fly across the ocean in seven hours. Or buy frozen prepared meals at a market. Or be saved from pneumonia by a measure of penicillin.

Trends make for the future.

Based on visible trends today, I see this picture of the Coachella Valley and Imperial Valley in, say, 25 years:

1987, Surely there will be a dual economy. A portion largely given over to what is generally called tourism and a portion given over to agriculture.

Coachella Valley -- the center of desert vacation life in America and the entire world.

Imperial Valley -- more of a breadbasket for the nation than it now is.

Somehow a way was found to bring ample water to this rich desert land and with it came farm production such as has never been recorded before. New techniques play an important role in this increased production. The lower Coachella Valley the richest of all farm areas, its luscious specially-treated crops flown by cargo plane from the modern Thermal International Airport to Eastern and Midwest centers long before the harvest of similar crops elsewhere.

Thermal International's traffic includes tourists, too. From the airport, rapid bus and helicopter transportation fans out to downtown Palm Springs, to the growing circle of resort ranches in the high Joshua Tree country.

By this time the small acreage farmer has disappeared. Farming is big business because automatic machines do almost all the work. Plant growth handled more scientifically.

Citrus one of the top crops. Grapes surely should be. Dates coming back in 1987 after a big shortage and a sharp increase in price. The date situation brought about through the destruction of the date palms to make way for sub-divisions. Vegetables, too, making a comeback.

A great development of the cattle industry in the Imperial Valley and the lower part of Coachella Valley. Not 40% as in 1962, but 60% of the cattle of the state fattened and prepared for market in this desert area. Not the one big slaughterhouse and packing plant built south of Indio in 1962, but half-a-dozen now required to prepare meat for Pacific and Southern U. S. consumption.

Surrounding these installations, many smaller industries handling by-products. In addition, many industries that came with an expanding population. Industry and research a fast-growing factor in the economy of 1987.

Along Salton Sea's shores, 100,000 people. Magnificent yacht and boat club houses and marinas. A fully patronized and expanded State Park. Salton Sea's power boat races world-renowned. A mecca for small boat owners from all parts of the Southwest. An expanded population of water-fowl. With it, a hunters' paradise.

In the Salton Sea area perhaps the most surprising and important development in all the desert country. Experiments now being conducted may bring natural steam to create electrical energy.

Recently created Big Horn Sheep State Park in the Santa Rosa Mountains provides all-year hiking, riding, camping, picnicking.

All the south-western Coachella Valley built solidly, the highway along the foothills through Cathedral City, Palm Desert, Indio, a picturesque scene of visitor attractions, homes and stores.

Arid Lands Research. University of California at Riverside's expanded Deep Canyon facility near Palm Desert a magnet for the world's arid-lands experts. Artificial rainfall, refinement of saline water conversion, sun and soil study, wind control, wildlife management.

Southwest arts, crafts, theater. Impetus from pioneer College of the Desert, two sister institutions in Coachella Valley.

Across the way, toward the center of the Valley, the last of remaining acreage. Much of this seized for golf courses which, by 1987, number 30. Luxury spas in Desert Hot Springs known throughout the world.

No question whatever about the Upper Valley being the "Winter Golf Capital of the World." Both private and public courses offer the finest accommodations, the finest food and entertainment obtainable anywhere. Here, the wealthiest of all vacationers gather. Many of them stay to buy homes and invest in properties, as happened in the beginning.

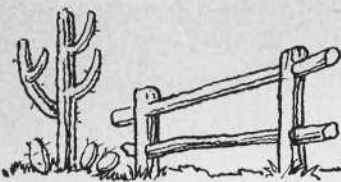
Showplace of the country club area: a Bermuda Dunes skyscraper. Fifteen stories high, this hotel offers a "Top of the Mark" as famous in the desert as the original in San Francisco.

A vista at night such as no one could imagine. Like lighted trees, hundreds of homes dot the mountainsides with palm-lit approaches that make a fairyland scene.

Unable to continue to hug the Mt. San Jacinto foothills, Palm Springs has spread out to Thousand Palms and to the Freeway (Hwy. 99). By this time a city of 75,000, if a guess should be made. Each new hotel larger than the one before. The ultimate in luxurious accommodations. Airconditioned conventions fill the summer gap. A gaily decked small car transportation system on auto-less streets. Beautiful high-rise buildings that came with the scrapping of the old-time ordinance Palm Springs so long held to.

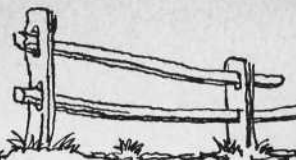
Back of all this one of the greatest tourism forces of all, the Tramway, linking Palm Springs with the summit of Mt. San Jacinto.

Its opening in 1963 brought the 70,000 riders the experts had estimated would want to experience this thrill of thrills. Not only that but more and more until the lines of waiting riders stirred men with money to build another-- which brought more people who added to the interest and prosperity of what has become "In All the World No Place Like This."
///



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Coachella Guide

(Continued from page 16)

backs marking ascent of Seven Level Hill, and watch for the 3000-foot elevation sign. Just 1.7 miles beyond this marker is a dirt road branching right; take this and go a half-mile to a fork where you keep right again. The road ends in just a little way and you can walk to the left and down a few hundred feet to Dos Palmas Spring where there is a tank with plenty of water, sometimes.

Return to the car and continue up Highway 74 to where a sign marks Pinyon Flat public campground.

TRIP NO. 13: SANTA ROSA MOUNTAIN, for drivers. In early summer, or fall, when the road is likely to be dry, a trip to the top of Santa Rosa Mountain is a relatively easy one—you can drive all the way.

At the summit are rather primitive picnic facilities, a fine forest cover, and a magnificent view.

How to get there: Continue up Highway 74, keeping a close watch for a road sign on your right that reads: "Santa Rosa Mountain — 10 Miles." Turn left, and be prepared for some of the most twisty road in these parts. About half-way up (at 4.7 miles from the highway) you will pass a frame structure on your right—site of the Garnet Queen Mine. This is private property, so behave properly.

TRIP NO. 14: HIDDEN SPRINGS AND GROTTO CANYONS, for advanced hikers. The first few hundred yards of this trail are steep enough to make you wish that you'd gone somewhere else, but after a while the

way eases off, following along the ridge, rewarding you with magnificent views of the badlands.

How to get there: From Mecca turn on State 195, the Box Canyon Road. Check your odometer at the canal; continue five miles to where a dirt track branches right and leads across the wash to a broad flat bearing a couple of ironwood trees at the base of the cliffs. From the pavement you can spot your hiking route: a deeply-etched Indian trail switchbacking up the slope and along the ridge. After a mile the trail drops steeply from the ridge to a little cluster of palms. This is Sheep-hole Springs. Continue half-mile down the wash and pick up the trail as it leads over a gentle saddle and drops into Hidden Springs Canyon. Turn left up the canyon. At approximately .8 mile, you will note on your right a conical hill, forming a part of the canyon side. Immediately on your left is a big chunk of reddish rhyolite blocking the entrance to a little side canyon. You now work your way around the block, go a hundred feet or so, and you are at Hidden Springs and its stand of palms.

After resting a bit at the oases, head for the Grottoes. These pas-

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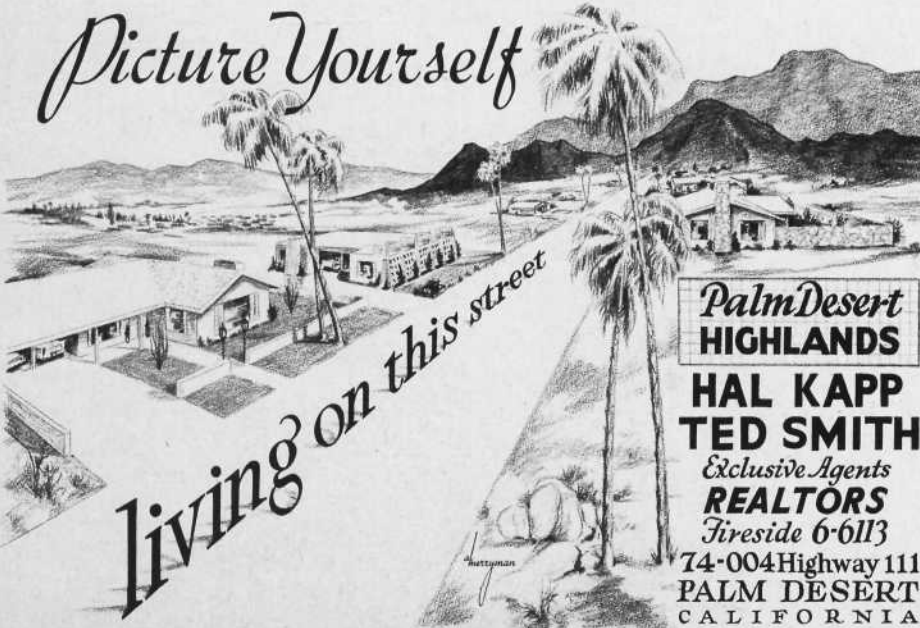
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sages are traversable with some little climbing, crawling and squirming—but they are pitch-dark. A flashlight is a mighty welcome tool here.

This inky chasm opens into gloomy sandy-floored "rooms" dimly lighted by the sun shining through cracks overhead — all very wonderful and awesome.

How to get there: From Hidden Springs, go back to the main canyon and turn left. In one-tenth mile head into a side canyon entering the main one from the left. This cleft suddenly narrows down to nothing and apparently ends—but look carefully and you will note cracks and passages continuing on.

SOME OTHER COACHELLA VALLEY POINTS OF INTEREST.

Coachella Valley's date gardens are a major American tourist attraction. The gardens are scattered throughout the south end of the Valley, mainly along Highway 111 from Cathedral City south through Palm Desert, Indio, Coachella and Mecca; and along Highway 99 from Indio south to Salton Sea. Many of the gardens have public sales rooms, some show movies of the date's peculiar ways.

The La Quinta Cove south of the highway (mid-way between Palm Desert and Indio) affords a number of easy canyons for short picnic hikes, and several longer ones for those desiring more strenuous going.

Cabot Yerxa Indian Pueblo Museum at Desert Hot Springs is worth a visit. Admission charged. Desert Hot Springs has about two dozen public and private bathing places.

A number of canyons — Big and Little Morongo, Pipes and Rattlesnake—come down off Mt. San Geronio into the general Morongo-Yucca Valley area.

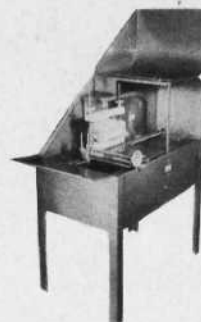
Joshua Tree National Monument region is a great travel target. Campgrounds are numerous and well-kept, but are dry. Scenery is unbelievably varied, spectacular. Roads are excellent.

Desert Magazine Art Gallery in Palm Desert houses a fine and ever-changing collection of all-Southwest art. The book store is unexcelled anywhere for the variety of works available on desert subjects. Free admission.

Palm Springs Desert Museum in downtown Palm Springs has displays on this area's geologic and ecologic past and present. Evening programs, lectures, films, guided tours. ///

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Midsummer Trip--

Continued from page 21



FIGTREE JOHN

strength, we would be unable to save ourselves by continuing in that direction.

However, the only alternative was to give up hope and lie on the hot desert sand. But hope springs eternal and we trudged on with hopes that were dark and hearts that were heavy. Soon we noticed an old iron tank off to our left. We went to it, and although it contained no water, by turning it on its edge we made some shade in which to sit and ponder our fate. Our situation now seemed hopeless.

We considered swimming the Salton Sea to the railroad beyond the far shore, 12 miles away. This would be suicide. Possibly some water remained in the radiator of our abandoned car! This was a cheering thought, for even if the water were rusty and oily, it would be wet and sustain us for several hours. To reach it was a tedious effort. I had lost my hat and in the heat and glare I became nauseated, forcing me to rest for a time beside a stunted bush. My brother kindly gave me his big brimmed hat and we continued on toward the car. It was but five miles away but seemed much farther. When we reached it we lay, exhausted in its shade, but as the sun neared the meridian, the shadow vanished and we had to crawl beneath the car.

Titan was now attired in his midday heat and to expose ourselves to

his burning eye would court disaster. So we drained all the remaining foul water from the radiator into our water bag and coffee pot and awaited, under the car, the coming of evening. We estimated we had traveled in the car about three hours from Figtree John's, hence, considering the delays due to the stalling car and intermittent road work, we must be 30 miles from that oasis. By strict economy and careful rationing, our water might sustain us during the ordeal of our return trip.

We could clearly see the point of rocks near Figtree John's with its white water mark. This would be our objective during our night's travail. When the sun got low in the west we started walking, feeling rather spry from the several hours' rest. Each time we stopped to rest we took two swallows of water, always only two, because upon our water lasting depended our escape.

My brother became nauseated and soon suffered from cramps. After we had walked a few hours, we had to rest more often.

Each time we rested I dropped off to sleep, dreaming of home, the cool water at our peaceful camp at Palm Springs, or other pleasant scenes. Occasionally, we heard the distant rumble of the trains on the east side of the sea. I thought of the cool drinking water in the Pullman cars in which I had so often been a passenger.

Sometime after midnight we came to a lone Paloverde tree where some earlier traveler had made a dry camp. We stretched out on the sand, completely exhausted. I fell sound asleep but my brother was kept awake by cramps that often made him roll on the ground. When he awakened me, I noticed that the point of rocks towards which we were struggling did not seem any nearer, and I became thoroughly discouraged and told my brother I did not want to continue farther.

Sometime later, on looking toward the east, I noticed what appeared to be a slender tongue of flame on the distant horizon. A moment later this proved to be the crescent of the moon and I knew "Old Sol" was just below, awaiting to arise in all his majesty and begin another torrid day. This was ominous, but soon Aurora, the dawn, brightened the eastern sky and the point of rocks looked much nearer.

Eventually, we came to the big bend in the road south of the point of rocks. Our water was about gone, the night's rationing having preserved but a few sips. The brush became larger and we heard the songs of

CATALOG

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- ☐ Include information on Honda motorcycle line (9 models, 125 to 305 cc) and new 125 cc Honda Scooter.
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birds which heralded the vicinity of water. Trudging along the road, we were delighted to see a crude wooden sign upon which some Good Samaritan had scrawled "Water at Beach." We had not noticed this sign the day before. Hastening through the brush, we heard the splash of water, but we were soon dismayed to find the welcome sound was but the lapping of little waves on the beach. This was salt water and of no use to us.

We wondered what cruel prankster would indulge such a fantastic sense of humor in misleading the weary traveler with that sign. But our discouragement and lack of faith in the inherent kindness of human beings was short lived, for upon looking around a bit we found, close to the shore, a pool of warm, slightly alkaline water. This was Fish Springs, so named because some small carp were living in it.

Completely exhausted, we lay down beside the pool, pouring this wonderful water over ourselves and getting some much-needed rest.

My brother was in such bad shape I decided to seek someone with a horse and wagon to take us to the railroad.

Within a few miles, at Agua Dulce, I found Figtree John who, with his squaw and two young boys, was living in a brush and palm leaf ramada. With some difficulty I explained about my brother's predicament and he went back after him with his team and farm wagon.

According to my diary, Figtree gave us a good supper, consisting of potatoes, noodles, coffee and biscuits. We slept that night on the desert sand beside the shelter. In the morning, our host woke us up at four o'clock, greased the precious wagon axles again, and we started for Mecca.

We got to Mecca in time for breakfast at the Hotel Caravansary, a weatherbeaten wooden building with store attached and tents behind for guests. Figtree was our guest for breakfast, disposing of a surprising quantity of food. He was a practical man of small means who grasped any rewards or windfalls that came his way.

After arranging for John McGrath, a miner, to go after our derelict car and pull it in with his team, assisted by Charley Brown, a practical mechanic, we left Mecca that night by train for San Diego, arriving home on July 3.


Several days later we returned to Mecca by train, arriving there in the early afternoon. John McGrath was

sitting under the railroad water tank, which because it was always dripping water from leaks or overflow, made a cool retreat much enjoyed by the local citizens. He told us about his hot strenuous trip retrieving our car. He estimated we had walked a total distance of 40 miles.

Our automobile had twisted an axle loose from inside a hub. Charley Brown, who drove a remarkably patched-up automobile for a mining company, helped us remove the broken part, and he ordered a new one for us from Los Angeles.

During the time we waited for the new part to arrive, we loafed around the station, often under the dripping water tank, which took the place of a municipal park. We took our meals alternately at the hotel and at McGrath's shack. We slept first in the hay at McGrath's, then moved to the green grass beside a reservoir. After the new wheel hub was installed, we bid goodbye to McGrath and Brown and were soon on our way home. We stopped a moment at Indian Wells for a bath in an irrigation ditch and reached Palm Springs at sundown. We reached home without incident.

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By RANDALL HENDERSON

GENE CONROTTO, the editor, told me this issue of *DESERT* is to be devoted to the Coachella Valley sector of the Great American Desert—and suggested that editorial comment on some facet of life in this booming winter resort area would be appropriate.

This is a rather difficult assignment for an old-timer who has never become fully adjusted to the migration of so many people to this sun-kissed valley as has taken place since World War II.

My first glimpse of the then dusty streets of Indio was in 1908 when I looked the village over from the top of a boxcar. I was a student in Los Angeles, on my way to Imperial Valley to earn some vacation money as a fruit tramp in the cantaloupe fields, and since it required folding money to make the trip on a cushion seat, I was on the observation deck of those "side-door sleepers." The Southern Pacific train crews were very tolerant toward Imperial-bound hoboos in those days. The more melon pickers there were in the fields, the greater the pay-load for the outgoing refrigerator cars.

On a return visit to Indio several years later I witnessed an Indian ritual which to me was no less amazing than the snake dances on the Hopi mesas. This was during the embryo period of the Annual Date Festival when the affair was little more than a street carnival. But they had one act which no magician has ever tried to imitate.

I saw old Ambrosio, one of the last of the Cahuilla fire-eaters, reach into a pile of burning wood, pluck a red-hot ember about the size of a hickory nut, and put it in his mouth. He uttered guttural sounds as he blew out the smoke, and when the fire had burned out, spat out the char.

As the final act in this ritual he walked through the still red embers of the bonfire in his bare feet. If Manager Bob Fullenwider would revive this ritual for the Date Festival I am sure it would be a more popular attraction even than the annual ostrich race.

But times have changed. The surviving members of an Indian tribe which once gathered mesquite beans, juniper nuts and chia seed for sustenance now own some of the most valuable real estate in Palm Springs. The dudes have been a godsend to these tribesmen. Or is affluence beyond normal human needs a blessing? I am not sure.

We whose homes are in Coachella Valley are fortunate in the natural assets with which this sheltered bowl is endowed. The lure of a mild winter climate and proximity to the Los Angeles metropolitan area has brought almost unlimited investment capital here. The

evidence of this is seen in the 15 golf courses located within a radius of 20 miles of Palm Desert where this is being written, and the luxurious homes which line many of the fairways on these courses.

Two mountain massifs, snow-capped during the winter months, have insured a generous, though not unlimited, water supply. And at the east approach to our valley is the Salton Sea, which, although not a natural creation, has maintained a fairly stable level for more than half a century. Since its source of supply is the drainage water from 700,000 acres of irrigated farm lands around its shores, its future may depend somewhat on the outcome of the Arizona-California water litigation now pending before the Supreme Court.

From a recreational standpoint, this valley has assets of tremendous potential which so far have been given little recognition. I refer to the 30-odd scenic canyons which border this valley, extending back into the mountain ranges on both sides. At least 20 of these canyons are the habitat of the native palm tree, which grows only where there is water on or close beneath the surface. On the south and west, in the Santa Rosa and San Jacinto ranges, these canyons may be seen at intervals along the bajada all the way from Travertine Point near Salton Sea to Snow Creek opposite Cabazon. On the north side of the valley are three palm canyons and many isolated oases along the fault line in the foothills.

There are few trails into these canyons, and the going is rough in places, but they offer an invigorating and delightful challenge to those who like to explore the virgin wilderness. Hiking shoes and knapsacks are the only special equipment you need for this sport.

One of the most statesmanlike services this generation could render to future Coachellans and the hundreds of thousands of winter visitors who come here each season, would be the public acquisition and preservation of the most scenic of these canyons, not only for park and recreational purposes but as added protection for the depleting water supply.

* * *

From my scrapbook: Quoting from Aldo Leopold in his *Sand County Almanac*: "It is a century now since Darwin gave us the first glimpse of the origin of species. We know now what was unknown to all the preceding caravans of generations: that men are only fellow-voyagers with the other creatures in the odyssey of evolution. This new knowledge should have given us by this time a sense of kinship with fellow creatures; a wish to live and let live; a sense of wonder over the magnitude and duration of the biotic enterprise."

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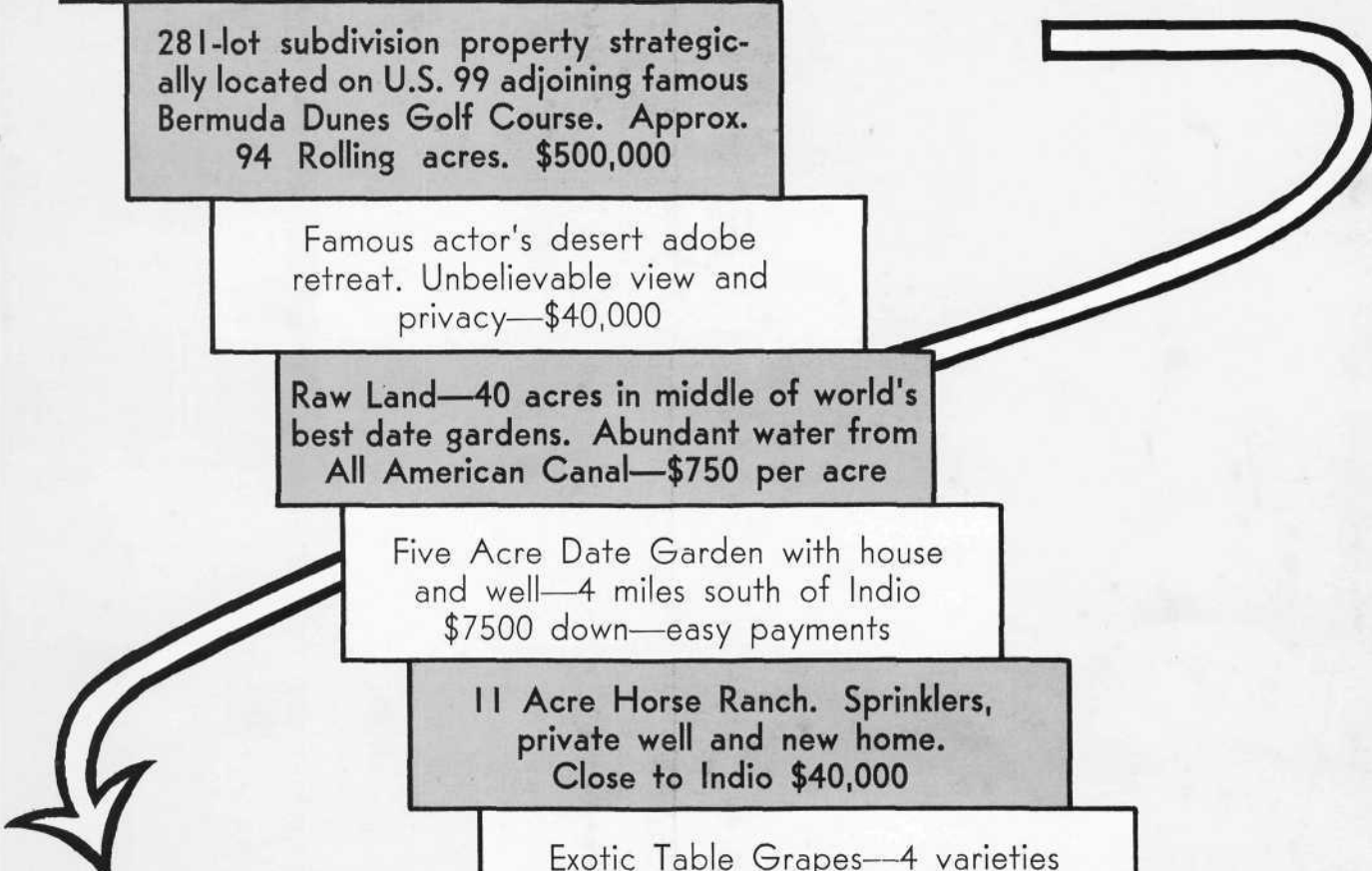
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