



The Hourglass



Summer 2014

Touched by Fame

by Ginny Folkers, Curator

During the years of Clifford W. Henderson's life he came in contact with a number of people who were known world-wide. Following are tidbits of information about famous people garnered from TIME's book, "Great People of the 20th Century."

Charles Lindbergh was born in Detroit, Michigan in 1902. After learning to fly the primitive planes of the 1920's, he charged \$5 a person during his

*The Mission of
the Historical
Society of Palm
Desert*

*To collect,
preserve and
record the
history of our
city and
communities
and to provide
access to the
society's
archives and
artifacts through
exhibits,
publications,
programs and*

barnstorming activities. Delivering airmail on a route between Chicago and St. Louis was his next venture. At the tender age of 25 he ordered a plane with a huge gas tank built to his specifications called *The Spirit of St. Louis*. Then he was ready to embark on the 3,600-mile flight from New York to Paris. Charles married Anne Morrow and in 1932 their first-born 20-month old son was kidnapped and murdered.

Thankfully, they later had five other children. Lindbergh is given much credit for the advancement of the aviation industry.

Amelia Earhart had an adventurous personality. As a child she coasted down a snowy hill on her sled and successfully passed under a moving wagon on the road below. She learned to fly "just for the fun of it" and wanted to open doors for women to do things usually reserved only for men. In a modern Lockheed Electra she and a navigator set off on a round-the-world flight. They disappeared in 1937 over the South Pacific ... what happened remains a mystery.

Eddie Rickenbacker became the most famous United States pilot during World War I. By the time the war ended he had shot down 26 German planes and blimps. His reward was 56 decorations including the Congressional Medal of Honor. He liked to boast about how many times he had cheated the Grim Reaper. Even before becoming an air ace he was a daredevil auto racer. In 1934 he took over Eastern Air Lines and made it a profitable business.

Because Cliff was the organizer of the National Air Races for 12 years, he was acquainted with many personalities from the aviation industry. His long-time friendship with Jimmy Doolittle will appear in the biography written for the Historical Society and published in the near future.

When I Was Younger

by Bob Tyler

When I'm working as a docent at our museum, I often ask visitors "Have you ever seen "It's a Mad Mad Mad Mad World?" Then I go on to explain that the first 30 minutes of the movie were filmed up highway 74, here in Palm Desert, and at Desert Air Park in Rancho Mirage. I can still remember the summer of 1963, I was twelve years old and was looking forward to going up to

Camp Emerson near Idyllwild with my Boy Scout troop. It was a typically hot summer and just the thought of spending some time in the nice cool mountains seemed like great fun. At that time,



Highway 74 was a lonely two lane desert road with very little shade until you got up into the mountains, about the only developments I can remember along the

highway were Sandpiper Condominiums and The Adobe. As we drove up 74 there were Sheriff's cars and a road block about where Haystack is now, the highway was closed for the moment but after about 10 minutes they let us slowly go up the hill. We thought it was probably a movie crew, but we weren't sure. On the east side of the road, about where the Big Horn development is now, the crew had built a gas station, and as I recall they were still working on it. As we drove up the switch backs there were busses and limousines parked on the side of the road. When we got to the straightway at Carrizo Canyon (about two miles up) there were more limousines and members of the camera crew dressed as cowboys. We didn't see any of the actors, but I do remember seeing the ramp that Jimmy Durante's car catapulted from.

After I got back from Camp Emerson I found out that they had been filming a comedy, and that Stanley Cramer had dredged up every old comedian that could still walk to be in his new movie. I heard a story that the corner where "Ray & Erwin's Gas Station" was built was the access road to Jimmy Van Heusen's house, and that he thought that a gas station on the corner was a wonderful improvement. When Mr. Van Heusen left his house, hoping to buy some gasoline, he was amazed to find that the new station had vanished. If you haven't seen

Stanley Cramer's it's a Mad Mad Mad Mad World, rent the DVD and watch the first 30 minutes, you'll get a glimpse of what Palm Desert once looked like.

THE WHITE ROOF TOPS OF EARLY PALM DESERT

by Harry Quinn

When the Palm Desert building boom of the 1950s occurred, the need for roofing material expanded rapidly. Most of the housing was single story with flat roofs and being in a hot climate light colored roofs were in vogue. Mr. Arthur Nightingale of Pinyon Pines saw the great need and recognized that there was a large amount of white marble and dolomitic marble in outcrop in the Pinyon Flats area. He and some of his partners began to develop dolomite mines over north of Highway 74, slightly east of Ribbonwood (now called Springcrest). These mines were abandoned shortly after they opened when a larger and better deposit of dolomitic marble was found over behind the old Nightingale's store near where Pigeon Creek enters into Deep Canyon. The remains of all three of these old mines can be seen by taking a trip up Highway 74 from Palm Desert to Springcrest.

The white rock from the Pinyon Flats mines became a common material for roofing the Palm Desert homes. The white rock reflected heat so helped keep the home cool. This type of roofing rock was a low - value large volume commodity so could not stand long distance transport. So when the building boom went

bust the need for granulated white rock was no longer there and the mines shut down.

I can remember one cold, windy, and snowy afternoon we went down to the Nightingale store and café (later the Sugarloaf Café) to get something to eat. They made very good hamburgers back then. While we were eating, a group of cold and wet miners came up from the old dolomite mine to thaw out and get something to eat. I remember all but one miner ordering hot coffee to help them thaw out. The one miner

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ordered a bottle of cold beer and then sat with his feet up on the old wood stove to thaw and dry out. He was the butt of a lot of jokes from the other miners, but did not care and later ordered a second bottle of cold beer.

Our next door neighbors for many years in Lomita, Henry and Janis Dupske, sold out and moved to Palm Desert during this 1950s building boom. We stopped to visit with them on several occasions when we were heading up to our cabin at Pinyon Pines. He was a rock hound so they had to haul a lot of rocks and rock cutting equipment down to their new place. I ended up with some of the rocks he did not want to take with him. I was recently shocked to find that their house is still there just east of the present day Greek Orthodox Church.

New Board Members

Starting July 1, 2014, several of our current board members will be stepping aside allowing for some new faces and energy to come to your Board of Directors. Kim Houskin, John Marman, Madonna Marman and Brett Romer are not going to be allowed to relax, just not be expected to attend meetings. This will give them more time to work on society projects.

Joining the board are: Jean Benson, Gale Broeker, Marilee Colton, Buford Crites, Richard Folkers and Mike Lewis. This is a top-notch group that will be joining an existing top-notch group.

Jean Benson

Jean moved to Palm Desert in December of 1969. In 1973, Jean Benson became Palm Desert's first female Council member, one of only four women to have served on the body in the City's 36-year history. Since then she has served on numerous commissions as well as numerous terms on the City Council and where she is currently serving. She has served 6 times as mayor.

Gale Broeker

Gale has been a full time resident of the desert since 1985 and was a part time resident before that. She has a BA and MA in Anthropology and Archaeology. She is a founding member of the Coachella Valley Archaeology Society and served 7 years on the city Cultural Resource

Committee. To fill in her spare time she considers herself a political junkie.

Marilee Colton

Marilee is a Palm Desert resident since April 2011; 3rd generation Californian; graduated UC Riverside in Anthropology and Religious Studies; retired Public Affairs Supervisor and Environmental Planner, Caltrans; former member of the Humboldt County Commission on the Status of Women; member, Society of Architectural Historians.

Buford Crites

Buford is a former Palm Desert Mayor and a 20 year member of the Palm Desert City Council. He is a professor emeritus of communications at the College of the Desert. He holds a BS degree in earth science and communications and a MS degree in information science.

Richard Folkers

Richard retired from the City of Palm Desert in 2002 as Assistance City Manager for Development Services which included responsibility for Public Works, Building and Safety and Community Development. He is a long time member of the Historical Society and has served on the board previously and has also served as president of the society before.

Mike Lewis

Mike is a local realtor/broker who has lived in the desert since 1986. He is active in Toastmasters, Rotary and the Chamber of Commerce. He sits

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on the city Housing Commission. In his spare time, among other things, he is building an airplane.

Water in the West

Lecture speaker: Lucinda Sue Crosby
by Dick & Ginny Folkers

Ms. Crosby, one of our fourth Friday lecture speakers, was eminently qualified to give us an informed talk about the water situation in California. She had worked for a number of water agencies and governments in regard to water issues. One billion people world-wide do not have good drinking water readily available for their use. In the United States, 46 states have water problems and are dealing with drought conditions.

In the Coachella Valley water is being pumped from natural underground storage faster than it is being replaced by rain. That is causing our valley floor to drop up to ten inches a year. We have been using Colorado River water since 1948. Our wettest years were in the 1920s so studies done at that time are no longer relevant. Also the infrastructure is getting old and dilapidated with pipelines being in need of replacement and other equipment is on its last legs.

The experts say that conserved water is the cheapest water there is ... so how can we be part of the solution so that our children and grandchildren will benefit from a safe and affordable water supply? We can pinpoint in our own homes our wasteful water habits, inefficient irrigation, leaks, etc. Also, we might consider converting our water-thirsty lawns to drought-tolerant landscapes. As local water consumers, we need to take an active role.

The Life of Fred Waring

Lecture speaker: Bill Waring, Fred's son
by Dick & Ginny Folkers

Bill Waring is a well-known real estate agent

here in the Coachella Valley. He was born in New York in 1938 and attended classes in Hotel Management in 1980 at Cornell University. One of his first projects here in the desert was the opening of The Springs Country Club in 1965. He moved to Palm Desert in 1975, where he has sold over 300 homes working with Caldwell Banker.

Fred was born on June 9, 1900. While attending Pennsylvania State University his Glee Club won a state championship. In 1921 his band was hired by the University of Michigan to play for a Jay Hop. Even though they performed from a small room, they got 10,000 people to listen to them. The band used megaphones and did fancy moves while playing. In 1922 the band played in Chicago, and he married Dorthy, his first wife.

In 1928 he traveled to Paris where he entertained at two shows each night. Cole Porter, Morton Downey, and Baron Rothchild were his friends in Paris. That same year he played for his first musical in Hollywood and was recorded by Victor Records. Back in Chicago in 1930 there was lots of action; Bugs Morant and Al Capone were arrested at one of the band's performances.

In 1932 Fred married Everly Nair and they started a family with Dixie, Fred Jr., and Bill born two years apart. During six months Fred did four shows with 32 Rockettes and ballet performers. In Cairo, Illinois he met a new comedian, Bob Hope, and they decided to hire out as both or none. Features of the next years were Old Gold Cigarettes, Carnegie Hall, radio for 15 years, "Tiger Rag", and the Henry Ford radio show.

In 1935 the Shawnee Press bought one of the largest publishers of sheet music and did business until 1942. There was no money in juke box performances. Fred started manufacturing the Waring Mixer and then it was called the Waring Blender. It was used to mix a new drink, strawberry daiquiris. Dr. Salk used it for blending his vaccine. When Fred met Franklin D. Roosevelt he said he was glad to meet the president but he didn't appreciate the

way he was running the country.

The singing group, the Pennsylvanians, broke a record in 1938. The following year they replaced Amos & Andy, started a 24-man Glee Club and were hired for the World's Fair. In the early 1940s Virginia was featured on the piano. Twenty million records of the "Battle Hymn of the Republic" were sold. In 1943 Fred bought the Shawnee Inn which was built in 1909 because besides music, he loved golf. Bill went to Shawnee and eventually became general manager of the inn. In 1966 Bill and his wife, Dottie, met Jackie Gleason who spent three months each year at the inn and played 36 holes each time.

Fred signed a 5-year television contract with Ronald Reagan as Master of Ceremonies in April 1949. At a Rally for Eisenhower, Fred and Ike became friends and he eventually performed



at the White House. In 1955 Virginia married Fred and she had two sons, Paul and Malcolm. Fred was a perfectionist and not much in giving praise, but at Christmas he gave presents to towns folks, workers and their families. In the late 1950s he was at the Sahara Hotel in Los Vegas with Keelie Smith and Louie Prima. His records won three stars and he was put into the Hall of Fame. During the 1970s Fred lived and worked in the Coachella Valley. He was very interested in seeing a theater built on the College of the Desert property. A highly publicized concert was scheduled for February 19, 1975 at the college. Fred's performers played to a sold-out audience. The result was a net profit of \$33,000 which was used to build the McCallum Theatre.

In 1979 Fred suffered a stroke, but by 1983 he was back in circulation. The Palm Desert Chamber of Commerce decided to install the first green Fred Waring street sign. In 1984 President Reagan presented him with a gold medal, the highest United States award for a

civilian. Fred died in his sleep from a second stroke. Virginia moved to Rancho Mirage and took over his projects and enterprises. She is known for the Virginia Waring piano competition.

The Bradshaw Trail and Point Happy Ranch Lecture speakers: Harry Quinn & Louise Neeley

by Dick & Ginny Folkers

During flood conditions, a small delta formed near Point Happy Ranch and Shield's Date Ranch, so water was in plentiful supply. The Bradshaw Trail, originally known as the Coca-Maricopa Trail, passed near Point Happy. When Mission San Gabriel needed salt or wanted to send messages to the main mission in Tubac, Arizona they used the trail. In the middle 1820s the Romero Expedition tried using the trail, but they did not think it could be used for a main transport route. Mr. Paulino Weaver developed roads in the Coachella Valley. He was making trips from the San Gorgonio Pass to the Colorado River for fifteen years before the Bradshaw Trail was established. After the railroad laid their tracks in the desert in 1876, the stagecoach runs ended.

Louise Neeley's story about Point Happy Homestead begins when her mother moved to the desert in the 1930s. The Von's grocery store was in operation during that time. The Berkets had 20 acres east of Eisenhower Drive and another 20 acres across from where St. Francis of Assisi church is now located.

There was lots of work to be done in the early 1900s. When a father and two siblings died during a World War I flu epidemic, they went back to Douglas, Arizona. The family had five children. Chauncy Clarke was an adobe builder who visited Louise's family. He raised Arabian horses. Movies were made near the Cliff House which starred Rudolph Valentino. Mr. Clarke also had oil wells in Santa Fe Springs. When he died, the horses went to his wife, Marie Rankin Clarke, in Pomona but she was not into horses.

Clarke owned the ranch before Mr. Morgan from San Francisco bought it. They lived in two tents,

and attended school in Indian Wells. When one of the local boys was too bright for the school, and he couldn't go to the Coachella Valley High School, Mrs. Clarke hired him. Sad to say, he died later on. Clinton & Mary Huents lived in the area. Rumors circulated that the Buford Burkett house was haunted. On moon-lit nights you could see and hear the Bradshaw stagecoach passing by.

At Shield's Date Ranch and the Kersten Ranch they used to build platforms around the date palms to make it easier to pollinate and pick the dates. Long ladders were used to get to the platforms. The children used to find pottery shards and shells from the fresh water sea, now Lake Cahuilla. When blowing sand blocked the school house door, they had to use snow shovels to clear the entrance. The youngsters loved to watch movies. Swimming in the irrigation tanks from 9:30 a.m. until 4:00 p.m. was one of their favorite activities. Louise and her sisters traveled to San Bernardino and Riverside to buy their clothing. Coachella was the only place in the surrounding area that had a church. She attended the Catholic school called San Luis Rey Academy. That was the life of those in her family on Point Happy Ranch.

Helen "Jean" Davie Hollenbeck

1920 -2014

One of our most esteemed members and active volunteer passed away recently. After a long and fruitful life, we lost Jean Hollenbeck on February 9. During the past years she had been living at The Fountains of Carlotta. She graduated from Oregon State College in 1942 and was a 73-year member of Kappa Kappa Gamma Sorority. After receiving her master's degree she was Assistant Director of Financial Aid at O.S.U.

Here in the desert she enjoyed a 31-year marriage of Edwin Clyde "Holly" Hollenbeck. From all her children and stepchildren, she ended up with 14 grandchildren and 11 great grandchildren. Her memberships included: P.E.O. (60 years), the Kappa Desert Alumnae Association, Panhellenic, Garden Club of the Desert and the Community Presbyterian

Church.

At the Historical Society of Palm Desert we remember her as an active and most-efficient volunteer. Jean served a term as president of the Board of Directors, contributed items for exhibits, helped amend our policies, and successfully filled every role in which she was asked to serve.



The Society is accepting donations in honor of her memory. Please make checks out to: Historical Society of Palm Desert.

Mardy Willson

Mardy rode the bus from her home on Country Club to the Society's headquarters once a week to fulfill the role of a very dedicated volunteer. Whenever we were short of workers, she was always there to help out. Of all our events, she especially enjoyed the yard sale. When her allergies caused her problems, she had to resign. Mardy was a gracious and caring person who loved the Historical Society. She will be greatly missed.

Frank Goodman

In December the Historical Society lost a long-time member...Frank Goodman. For more than sixteen years, Frank was involved with and supported the Historical Society of Palm Desert. He was an entrepreneur who specialized in all aspects of real estate development in the Coachella Valley. He and his partners developed the Palm Desert Resort Country Club. Hi infectious smile will long be remembered. When we think of him, we "smile" too.

Historical Society Picnic

by Dick & Ginny Folkers

On Sunday, March 23, the Society's annual picnic took place at the large pavilion in Civic Center Park. There was a change of leadership in the organization of the food concession this year. Though Barbara Keedy Eastes and her brother were present to help greet those who attended, they did not have to bring all the

groceries and cook the burgers and hot dogs. Traditionally, the picnic is a memorial to Ed Mullins, the most prominent mover and shaker who revived the Society after it had lost some of its speed in the early 1900s. Bob Keedy's restaurant was represented by the wonderful hamburgers his children cooked for us each year.

Adele Sandman chaired the event, and she got Hal Rover and Gary Olesen to do most of the barbequing and the Boy Scouts to help out with all the other work. Also, we had a second person to remember from her contributions to Palm Desert's local history. Brett Romer made a beautiful collection of 33 photos of the life of Betty Crockett, a past employee of the Shadow Mountain Club. Anne Tuttle and Rose Romer manned the sign-in table, President Don Graybill acted as the M.C. and Dick Folkers sold raffle tickets. The new members of the Board of Directors were introduced and everyone enjoyed the luscious food and visiting with fellow members.

New Members

Happi Bower, Connie Cowan, Mike Davis, Nerl Porras, Blair vanVliet, Donald Cyphers, Doug deOiverira, Jim Shaver, Linda Wexler

Recent Donations to the Historical Archives

#Barbara Keedy Eastes - Collection #78
PO - Museums - Coachella Valley Historical Society Heritage Festival
program 3-29-14

#Hal Rover - Collection #136 PO-
Celebrities - Waring, Fred PD- History-
General- Palm Springs- 1910s-40s PO- Flora
((desert plants))Reminisce 10/11-12 3
postcards late 40s 1 postcard late 40s

#Jackie Damron- Collection #148 PO-
Developer- Bone, Bill Map of Palm Valley
Country Club ((Sunrise Company)) March 1993

#Francis Crocker- Collection #173 PO- (various
subjects) c/o Palm Springs Historical Society 25
items 1960s & 1970s

#Gene Marchu - Collection #174 9 items 2008

PD- Clubs & Associations – Palm Desert Rotary
Club- 2005-09

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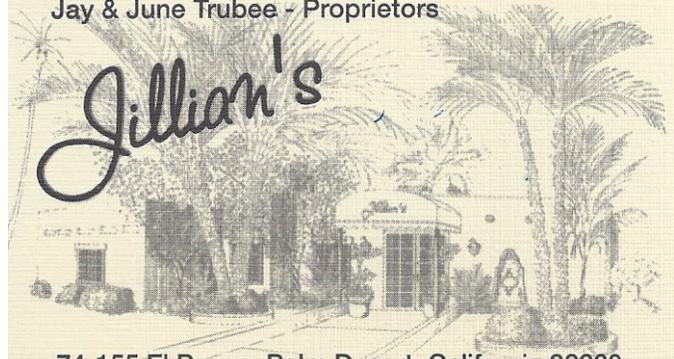


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