

Time Line of Coachella Valley's History

This booklet is designed to accompany the *History of the Coachella Valley – a Curriculum Guide for 3rd Grade Teachers*. Names written in BOLD represent the bio-sketches beginning on page 6. The events on the time line and the bio-sketches include only a few of the many people who have contributed to the vibrant history of the Coachella Valley.

1774	Spanish explorer, Juan Bautista de Anza , passed south of the Coachella Valley through Los Coyotes Canyon in search of a land route from Sonora to Monterey.
1823	Captain Jose Romero , a Spanish explorer, entered the Banning Pass to look for a land route to Yuma. Not until his second attempt did Romero made it all the way to Yuma.
1863	The William Bradshaw Trail stage route started through the Banning Pass from Los Angeles to the gold fields of Arizona.
1876	The Southern Pacific Railroad's first steam engine made the run between Los Angeles and Indio on May 29 th . The next year the line was completed from Indio to Yuma.
1879	The use of the Bradshaw Trail as a stage route ended with the development of the railroad.
1884	The New Liverpool Salt Company began operation in 1884 when George Durbrow shipped what he called "white gold" to San Francisco.
1885	Albert G. Tingman built Indio's first store northwest of the train depot.
1885	John Guthrie McCallum and his family were the first non-Indian settlers in the Palm Springs area. McCallum established the Palm Valley Land and Water Company.
1886	Dr. Welwood Murray opened the first hotel in Palm Springs.
1890	The first planting of date palms by the U.S. Department of Agriculture took place.
1896	Edith Mann Ross came to the valley with her family in a covered wagon. During Indio's Centennial in 1976 she was named Indio's "First Lady."
1897	The first permanent school was built in Indio, an adobe building at the northwest corner of Fargo and Bliss. It replaced the old tent school structure.
1899	The first commercial grapes were planted by George Durbrow near the corner of present-day Highway 86 and Monroe Street.
1901	The first newspaper, the <i>Coachella Valley Submarine</i> , was published in a tent in Indio.
1901	Present-day Coachella was established and was known as Woodspur.
1903	Bernard Johnson planted the first private commercial date palms near Mecca.

1904	Dr. June Robertson arrived in Indio and became the valley's first resident doctor.
1905	The Colorado River flood broke through the head works of an irrigation canal and formed the Salton Sea.
1909	Dr. Harry and Nellie Coffman arrived in Palm Springs and Nellie opened her famous <i>Desert Inn</i> .
1912	The First National Bank opened in Coachella. This was the first financial institution to open in the valley.
1912	The Indio Women's Club was established.
1913	Cabot Yerxa acquired a 160 acre homestead in present-day Desert Hot Springs. Cabot built by hand a 35 room, four-level, Hopi Indian style pueblo that is now a museum.
1913	Caleb Cook , for whom Cook Street is named, moved to present-day Indian Wells and established a sizeable "Deglet Noor" date garden.
1913	Carl Lykken opened a combination post office, dry goods, grocery and hardware store in Palm Springs.
1913	Cornelia White and her sister, Dr. Florilla White, purchased the old Palm Springs Hotel from Dr. Welwood Murray. Their home now houses the Palm Springs History Museum.
1914	The first installation of electrical service was extended from San Bernardino into the Coachella Valley.
1917	Zaddie Bunker opened the first automotive garage in Palm Springs.
1921	Dr. Harry Smiley set up a medical practice in Indio. Today, his adobe home can be visited at the Coachella Valley History Museum.
1922	John Nobles moved to Indio, purchased land known as Nobles Ranch, and became a supporter of civil rights for people of color.
1922	Katherine Finchy was hired as an elementary school teacher in Palm Springs. She retired in 1951 after 29 years of teaching.
1925	Pearl McCallum McManus and her husband Austin opened the Oasis Hotel on land her father, Judge McCallum, had settled in 1885.
1926	The O'Donnell 9-hole golf course opened for business.
1926	Walter and Julia Morgan opened Hotel La Quinta with six small cottages.
1927	The Medjool date was introduced to the Coachella Valley.
1927	Frank Bogert , a cowboy actor, came to Palm Springs. He served twice as mayor, once from 1958-1966 and then from 1982-1988.
1927	Gus Eiler established the Date Palm Beach Resort at the Salton Sea. Outboard motor races became a popular attraction at his marina.
1928	El Mirador Hotel opened in Palm Springs.
1930	Indio became the Coachella Valley's first incorporated city.

1930	The settlement that was to become the City of Rancho Mirage was started by Mr. E. P. Davies.
1934	Charlie Farrell and Ralph Bellamy created the Racquet Club Hotel in Palm Springs.
1938	Palm Springs was incorporated from what was formerly called the Village of Palm Springs.
1941	Jacqueline Cochran became the first woman to pilot an American bomber across the Atlantic Ocean for delivery in England.
1942	General George Patton established Camp Young (the Desert Training Center) near Chiriaco Summit to train American soldiers under adverse desert conditions.
1943	Mary Ann Bundschuh opened a bakery and restaurant in Thermal.
1944	The Desert Training Center closed on April 30. Its job was done.
1946	Harry Oliver began to publish <i>The Desert Rat Scrap Book</i> in which he spun tales about a fictitious desert neighborhood.
1946	Coachella was incorporated as the “City of Eternal Sunshine.”
1947	Helen Burns opened <i>Helen’s Beach House</i> , a popular resort marina where people met for music and dancing beside the Salton Sea.
1948	Cliff Henderson and his brothers opened the Shadow Mountain Resort in what is today Palm Desert.
1953	Jacqueline Cochran set three world records testing jet aircraft at Edwards Air Force Base.
1956	Carl G. Bray opened an art gallery in Indian Wells where he painted and sold his art work depicting desert scenery.
1958	Albert Frey , a successful architect of “Modernism” buildings, designed the North Shore Yacht Club at the Salton Sea.
1958	College of the Desert, a two-year college, was founded in Palm Desert. It is one of the 110 community colleges in California, the world’s largest system of higher education.
1963	Desert Hot Springs was incorporated.
1963	The Palm Springs Aerial Tramway opened as a way of getting from the floor of the Coachella Valley to near the top of San Jacinto Peak. It was constructed in rugged Chino Canyon and is the largest rotating aerial tramway in the world.
1963	Construction began on Sunnylands, the 200-acre estate built by Ambassador Walter and Leonore Annenberg. The property became the vacation site of numerous celebrities and public officials.
1964	Named after the Hollywood entertainer and movie celebrity, the first Bob Hope Golf Tournament was played.
1967	Indian Wells was incorporated.
1973	Palm Desert was incorporated. First named “Sand Hole,” and then Palm Village. In the 1940s, it was an Army Tank and Truck Depot.

1973	The City of Rancho Mirage was incorporated.
1977	At the end of his presidency, President Gerald Ford and his wife Betty moved to their home in Rancho Mirage.
1979	Horse rider and trainer Benny Guitron won the World Championship All-Around Stock Horse Championship.
1981	Cathedral City was incorporated. It was first known as East Palm Springs and as Palm Springs Heights.
1982	La Quinta was incorporated. It was first known as Marshall's Cove after John Marshall. Albert Green homesteaded near Washington Street at Avenue 52.
1984	Dr. Reynaldo Carreon, Jr. donated \$100,000 to College of the Desert to be used for scholarships for students of Mexican-American descent.
1986	Talk-show host and businessman Merv Griffin opened an Arabian horse ranch in La Quinta.
1989	The Palm Springs International Film Festival began. It is held annually in January.
1992	The Landers Earthquake was a magnitude 7.3 earthquake that occurred on June 28 with an epicenter on the eastern side of the San Bernardino Mountains near the town of Landers. The quake was described at the time as the largest earthquake to have occurred in the contiguous United States in 40 years.
1992	Annual Indio International Tamale Festival began. A holiday tradition, the festival has been named to the Top 10 list of "All-American Food Festivals" in the nation.
1994	Sonny Bono , an entertainer and former mayor of Palm Springs, was elected to the U.S. House of Representatives from California's 44 th district. Following his death from a ski accident in 1998, his widow Mary Bono completed his term. She continues to serve in Congress.
1999	The Empire Polo Club in Indio hosts the first outdoor Coachella Valley Music and Arts Festival (<i>Coachella Fest</i>) each April, drawing thousands of music fans from across the country.
1999	Tour de Palm Springs Charity bicycle races began. Raising funds for Coachella Valley's non-profit organizations, it has become the largest ride of its kind in the Western United States.
2000	The Indian Wells Tennis Garden opened. Each year in March, it hosts the fifth largest tennis tournament in the world, the BNP Paribas Open.
2002	The Palm Desert Campus of California State University opened its first permanent structure on Cook Street in Palm Desert.
2010	Desert Energy Enterprise Center opened. A part of College of the Desert, its purpose is to inspire green technology and to train the state's renewable energy workforce.

Additional dates may be added to the *Time Line of Coachella Valley*, as desired.

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► Juan Bautista de Anza

My name is **Captain Juan Bautista de Anza**. I am an explorer for the country of Spain. Spain claimed the land that today is called California. To protect their claim from the Russians and the English, Spain wanted to have settlements in California. As the Captain of the Presidio of Tubac in Sonora, New Spain (now southern Arizona), I led my first expedition of 34 men, including soldiers and Indian guides in January **1774**. We discovered a new land route from Sonora to the coastal

town of Monterey in Alta (Upper) California.

My second trip, in 1775, was again from Sonora. This trip's purpose was to settle a new town called San Francisco. On this trip, I led a group of 240 men, women, and children. We also brought 1,000 horses, cattle and mules with us. The people had to walk the entire 1,200 miles.

It was a very hard trip across the hot Sonoran Desert between Mexico and California. After the desert crossing, we traveled over the San Jacinto Mountains. At times the mountains were so high that we had to look for valleys so we could pass between the mountains. My group traveled south of the Coachella Valley through Puerto de San Carlos [present-day name of Coyote Canyon]. By the time we reached San Francisco Bay it was March 28, 1776. The trip was so difficult that travel by this land route to Alta California never became popular.

[Photo from *Reflections* Grade 4 p.122, Harcourt School Publishers]

My name is **Captain Jose Romero**. I am an explorer for the country of Spain. I led two expeditions in the area that today we call the Coachella Valley. During my first expedition in December 1823, we traveled from San Gabriel to the Coachella Valley. I brought several soldiers and a large group of horses. We entered the San Gorgonio (Banning) Pass in search of a land route to the Colorado River and on to central Mexico. We followed most of the Cocomaricopa Trail, an ancient Indian trading route.

The diary of our expedition states that we traveled through a region “*full of obstructions and rocks. The mountains were bare of large trees, and there was no pasture. Such water which was available, was only in small pools and of such small amounts that the horses were unable to drink therefrom. Twenty-eight horses that could not continue were left.*” We got lost. With little water and nothing to eat, we returned to San Gabriel safely on January 31, 1824, but most of our animals died in the desert.

On our second expedition, we left San Gabriel on November 28, 1824 with fewer animals and more men. We entered the Banning Pass again. Our party stopped to rest at some natural hot springs. We named the springs, *Aqua Caliente*. On this trip, we found a less difficult route all the way to Tucson, but it was still worthless and I do not recommend it.

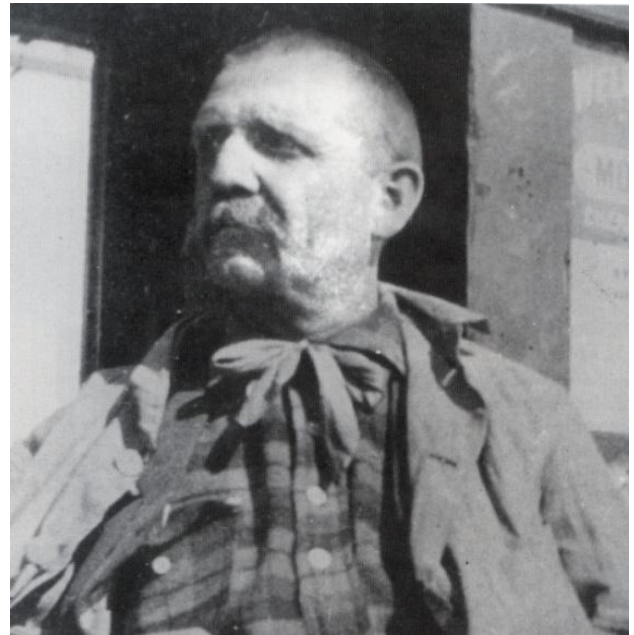
My name is **William D. Bradshaw**. Some people call me “Bill” and others call me “Big Bill Bradshaw.” When gold was discovered in La Paz [near present-day Erhenberg, Arizona], people from Los Angeles needed to get to the gold mines. As I scouted the area in 1862, the Cahuilla Indian, Chief Cabazon, and another Indian showed me the best route to the Colorado River near present-day Blythe. I named the route to the Colorado River, *Bradshaw’s Road*. My friend William Warringer and I began a ferry service to take travelers back and forth across the Colorado River so they could get to the gold fields.

I operated a stagecoach and freight line that crossed the desert along the Bradshaw Road from Los Angeles to the gold fields of La Paz in present-day Arizona. The Bradshaw Line carried the U.S. Mail along with travelers, gold seekers and prospectors. A lot of people traveled through the Coachella Valley but they did not settle in it. They just wanted to get back and forth to the gold fields.

On the Bradshaw Road, the first stagecoach stop out of the San Gorgonio Pass and into the Coachella Valley was at an oasis called “Agua Caliente” [now Palm Springs]. Agua Caliente was one of the most important stops along the Bradshaw Road. A large adobe station was there, and Jack Summers was the station master. The next major stop on the Bradshaw Road was Indian Wells.

My stagecoach line began in 1863, and continued to operate until 1877. Everything was fine until the new railroad was built. The railroad was faster and more comfortable so my stage line went out of business.

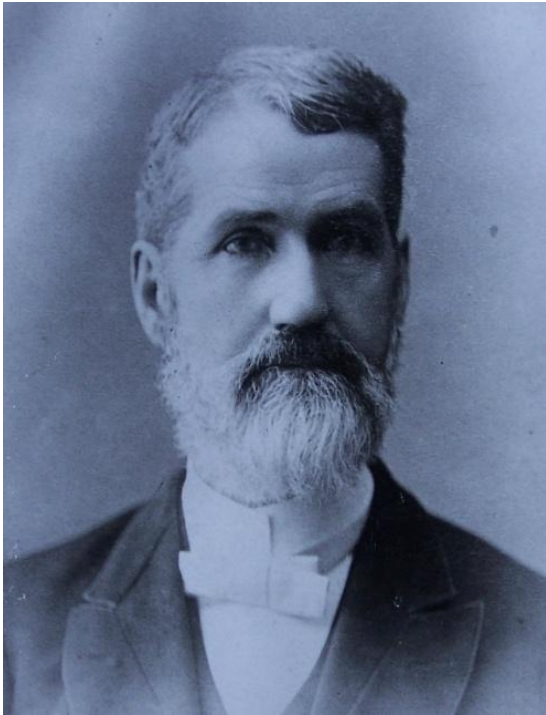
My name is **Albert G. Tingman**. I am known as the “Father of Indio.” I came to the area in 1877 as a railroad construction boss for the Southern Pacific Railroad. By 1883, I became the railroad station agent and a telegrapher.



Two years later in 1885, my wife and I homesteaded and purchased 160 acres of Southern Pacific Railroad property. I built Indio’s first store near the train depot. I dug a well for my home and for the store. Also, I built a corral on the south side of the store for travelers, local prospectors at the mines, and railroad workers. Many of the miners stopped at my store for provisions, and they loaded their mules in the corral behind the store.

On July 3, 1888, I became Indio’s first postmaster. I sold the store 1903, and then I spent my time mining at the Full Moon Mine.

[A.G. Tingman died in 1925. Tingman Avenue, once Indio's main street, was named in his honor. It was removed during the construction of a highway overpass on Jackson Street that was designed to eliminate both a railroad grade crossing and traffic congestion along Indio Boulevard (old Highway 99). Photo courtesy of the Coachella Valley History Museum]

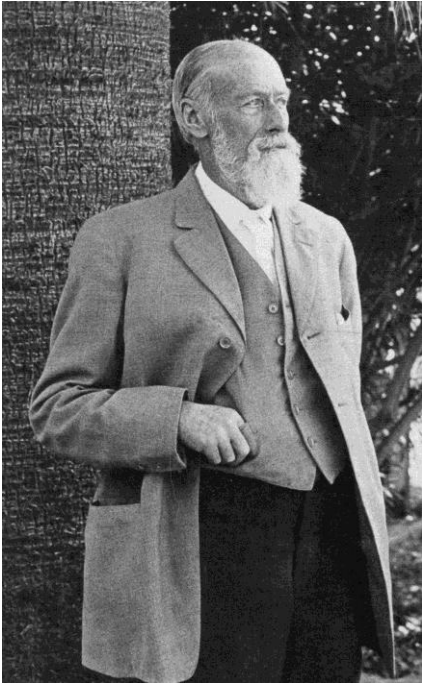


My name is **Judge John Guthrie McCallum**. I was the first permanent non-Indian settler in what you now call Palm Springs. I was a lawyer in San Francisco but when my son John became sick with tuberculosis, I looked for a warmer and drier climate for my family. I selected San Bernardino, and in 1883, I became an Indian Agent. When Johnny showed no signs of improvement, an Indian friend of mine, Will Pablo, suggested I try going to Agua Caliente Springs. As I began to buy property across from the springs in **1885**, I built a small adobe home for my family.

I planted twenty acres of apricots, thirty acres of grapes, a grove of orange trees and even alfalfa. The heat of the desert makes fruits ripen earlier than fruits grown in cooler climates. For my plants to grow, I needed water. The only good year-round source of water was the Whitewater River but it went underground before it reached my property. No problem! I had an eight-mile-long, stone-lined irrigation ditch built to bring water to my lands.

With three partners, I established the Palm Valley Land and Water Company in 1887. On November 1st, we auctioned off 137 parcels of land worth \$50,000. New settlers moved to the subdivision named Palm Valley, and these new settlers began to plant fruit orchards and vineyards. In 1893 there was a record rainfall that washed out the irrigation ditch that provided water. We rebuilt the irrigation ditch, but eleven years of drought followed and my dream of a desert oasis disappeared.

[Photo courtesy of the Palm Springs Historical Society]



My name is **Dr. Welwood Murray**. Many people call me one of the founding fathers of Palm Springs. It all started in 1886, when I built the Palm Springs Hotel, the first hotel and health resort in Palm Springs. It was a one-story, ranch style building. It could sleep 26 guests, and it took up an entire block. I leased land at the hot springs from the Indians for \$100 a year and built a bathhouse for use by the guests of my hotel. Judge John McCallum was the one who persuaded me to open the hotel so prospective buyers of his land could have a place to stay. It was across the street from the Judge McCallum's residence.

I left most of the running of the hotel to my wife Elizabeth. Everyone enjoyed her home-cooked meals, her nursing abilities and the pleasant accommodations she provided. I am more interested in horticulture. I planted 22 varieties of fruit trees and all sorts of plants and scrubs. I am an expert in the field and am one of the leading horticulturists in California. Sadly, I lost so many trees in the terrible 11-year drought and so many people left the village that I tried to sell the Palm Springs Hotel. When I failed to sell the hotel, it closed forever in 1909.

[Dr. Murray died in 1914. In 1938, his son George signed a grant deed that turned Dr. Murray's land over to the city of Palm Springs in return for building a free library. The library opened in 1941, and it is still located at 100 S. Palm Canyon Drive. Murray and many of the other early settlers of the village are buried at the Welwood Murray Palm Springs Cemetery. Photo courtesy of the Palm Springs Historical Society.]



My name is **Edith Mann Ross**. When my family members and I arrived in the Coachella Valley in **1896**, we were some of the first settlers to come here. I remember walking beside our wagon all the way from Vancouver British Columbia to the desert. We lived in a palm-frond house on Fargo Street in Indio. We raised field crops, cantaloupes, onions and other produce.

When I was in my early teens, I married Bailey Ross, a dispatcher and engineer for the railroad. We settled down in a little frame house on Marshall Street where we raised our two girls. Life was hard, but good. I was involved with the church and other civic organizations. I raised vegetables in the garden behind our house. After 25 years of a good marriage, my husband became disabled when he lost his foot in a railroad accident. A year or so later, he was involved in a shop (union) protest. Because of this, he lost his disability stipend and his pension. Within a year, my husband died, perhaps of disappointment.

Life got a little harder for the girls and me. I had to work at whatever menial task I could find. After the girls grew up and left home, I continued to volunteer with my church and civic groups. I worked as a waitress and, for a while, I even worked as a laundress. It was a hard job. I was fortunate that I had my family, my health and my community.

I am proud to have been a part of Indio's growth and development. I have always felt that Indio was my true home. In 1976 during Indio's Centennial, I had the honor of being declared **Indio's First Lady**, a title I truly cherish.

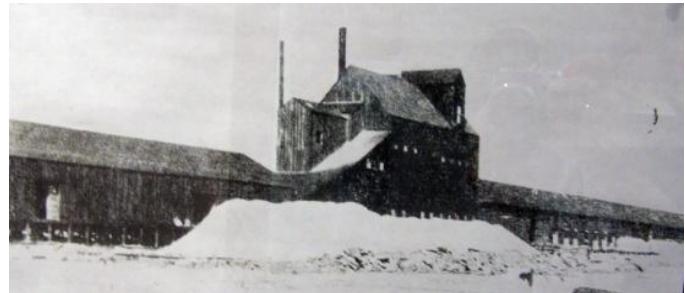
[Photograph courtesy of the Coachella Valley History Museum]



My name is **George Durbrow**. I worked for the Liverpool Salt Company, based in San Francisco. The salt works was one of Riverside County's first industries. The salt deposits, with over 1,000 acres of

pure rock salt, were considered among the largest in the country. In **1884**, I began the commercial mining of salt in the Salton Sink. For over 20 years, I shipped what I called “white gold” from the Salton Sink to San Francisco and other markets.

I had a great deal of help at the Salton Sink. The Cahuilla Indians provided the labor force. First, they smashed the salt with plows. Each worker using a plow could harvest over 700 tons per day. Next, Indians piled the salt in conical mounds. After they loaded the salt, it was finally carried by tram railway to the salt works. There, the workers ground the salt, sacked it and shipped it to various markets using the Southern Pacific Railroad. The crop was priced from \$6 to \$34 per ton.



Unfortunately, I suffered a double loss. It started when the Colorado River overflowed into the Salton Sink in 1905. The rising water covered the entire salt works plus all of its buildings and equipment. Everything was destroyed. The next year produced my second big loss. This time, instead of floods causing it, it happened from the 1906 earthquake and fire. My home and all of my investments in San Francisco were destroyed.

[Note: In 1899 the first commercial grapes in the Coachella Valley are planted by George Durbrow near the corner of Highway 86 and Monroe.]



My name is **Bernard Johnson**. I am often called the “Father of the California Date Business.” In **1903**, I made the first private importation of date offshoots from Algiers in North Africa. I planted the first private commercial date palm trees near Walters [now called Mecca]. Besides importing and planting dates, I studied the desert’s climate and date palm’s growth. I kept thorough records of the six varieties I cultivated. Dates require high summer temperatures, plenty of water, and no rain at the time of ripening. In 1906, a major flood formed the Salton Sea. Because of the rising waters, the Department of Agriculture moved the station from Walters to Indio.

I have traveled many times to Algiers to bring the proper root stock to the Coachella Valley. In 1912, I imported 3000 Deglet Noor offshoots. The Deglet Noor date is semi-dry, not very sweet, and keeps well. Dates are so popular that our first weekly newspaper, published in 1912, was called *The Date Palm*.

The first Coachella Valley fair and festival of dates occurred in 1910. It featured a barbeque, Indian dances, horse races and exhibits. By 1913 the Coachella Valley Date Growers Association was formed. Soon date packing houses sprang up around Indio. In 1915, dates won prizes at the Panama Pacific Exposition in San Francisco. By the 1920s, Indio became known as the *Date Capital* and the First Festival of Dates was held in Indio. This festival is still held today during the month of February.

[Photograph courtesy of *Coachella Valley California, A Pictorial History* by Patricia B. Laflin. It was taken in 1907 at the U.S. Date Station in Mecca.]



Caleb Cook displays one of the rattlesnakes for which Indian Wells was famous. (Courtesy of Palm Desert Historical Society)

My name is **Caleb Cook**. I began a joint career as a professor at Whittier College and as a partner in a Los Angeles firm that made scientific laboratory equipment for schools. My doctor told me I needed to find work outdoors. I thought the new date industry sounded promising so in **1913** I homesteaded on land south of Indio. Also, I filed a “desert claim” on 160 acres on the northeast corner today’s Cook Street and Highway 111. When I needed to check on the property, I loaded provisions on my spring wagon and then spent most of the day traveling to get there. After staying overnight, I spent most of the next day traveling back home to Coachella.

When electricity came into the Coachella Valley in 1914, I purchased a Model-T Ford and began to do electrical installations all over the area. I was busy first with wiring the stores and then wiring the homes for electric lights and power-driven machines. The hardware stores of the valley began to stock electric wire, insulators, switches, plugs, lighting fixtures, electric fans and appliances.

On my property, I established a sizeable “Deglet Noor” date garden. In 1924, I became the President and General Manger of the California Deglet Noor Date Growers Association.

[Caleb Cook died in 1927 from insecticide poisoning while fumigating his date packing house. He knew it was dangerous, and he would not allow his workers to do the job.]



Dr. June McCarroll (Coachella Valley Water District collection)

My name is **Dr. June Robertson**. I am the Coachella Valley's first woman doctor. Because my first husband suffered from tuberculosis, we settled in the Coachella Valley in **1904** so that he could enjoy the warm, dry air. While I planned to be a housewife, in just a few weeks, I began work at the Nelson Health Camp. The camp cared for victims of tuberculosis. My medical practice ranged from Palm Springs to the Salton Sea. Travel was difficult as roads were practically unheard of in 1904. In 1907, the Bureau of Indian Affairs appointed me as the

first Indian Doctor for Coachella Valley's five Indian reservations. The Indians called me "Dr. June." It was not easy for the Indians to accept me because they were used to being treated by their medicine man. I had to work patiently to gain their confidence.

In 1912, I was instrumental in the formation of the Indio Woman's Club. Sadly, my husband died of tuberculosis in 1914. Two years later, in 1916, I married Frank McCarroll, the Southern Pacific railroad agent. I retired from the medical profession, but I became active in various women's groups.

One night, in 1917, when I was traveling in my car, I was forced off the new white, concrete pavement by a truck driver. In the dusk, the driver could not tell which half of the plain white pavement was his. The idea of a distinct "white line" down the center of the highway came to me. I paid a man to paint a four-inch wide, white stripe (about a mile in length) in the middle of the road past my home on present-day Highway 86. Finally, at the instigation of the Indio Woman's Club, the state of California in 1924, adopted the use of the white-line on the center of all highways.

My name is **Cabot Yerxa**. I was the first white settler in the area that today is called Desert Hot Springs. I came to the area in **1913** to develop a 160 acre homestead. In the beginning, I slept on the ground by a fire, or out in the sunshine. Then I dug a hole in a bank and lived there with no roof, no floor, no windows, no bed, no door, no chair and no stove. I cooked on a campfire. Eventually I built a one room cabin which was 10 feet by 12 feet in size, with walls of one inch boarding.



Money was scarce in those early days; in fact, there was none. However when I finally came into possession of \$10, I purchased a burro which I named "Merry Xmas".



Beginning in 1944, I started work on my masterpiece, a Hopi Indian-styled pueblo. The pueblo is four stories high and it contains 35 rooms, 65 doors, and 150 windows. Although I worked on my pueblo for 23 years, I never completed it. During those 23 years, I chose to subdivide my land, selling property, to create the town that became Desert Hot Springs.

[Cabot Yerxa died March 5, 1965. Today Cabot's Old Indian Pueblo in Desert Hot Springs is open to the public; and, it has been named a State Point of Historical Interest. Desert Hot Springs was incorporated September 17, 1963. Photos are from the Cabot Yerxa website.]

My name is **Miss Cornelia White**. I arrived in Palm Springs with my sister, Dr. Florilla White, in **1913**. We purchased the old Palm Springs Hotel property from Dr. Welwood Murray, as well as the block immediately south of the hotel. I live in the house that Dr. Murray built in 1893. It was constructed of railroad ties from the defunct Palmdale Railway. I call it my "Little House."

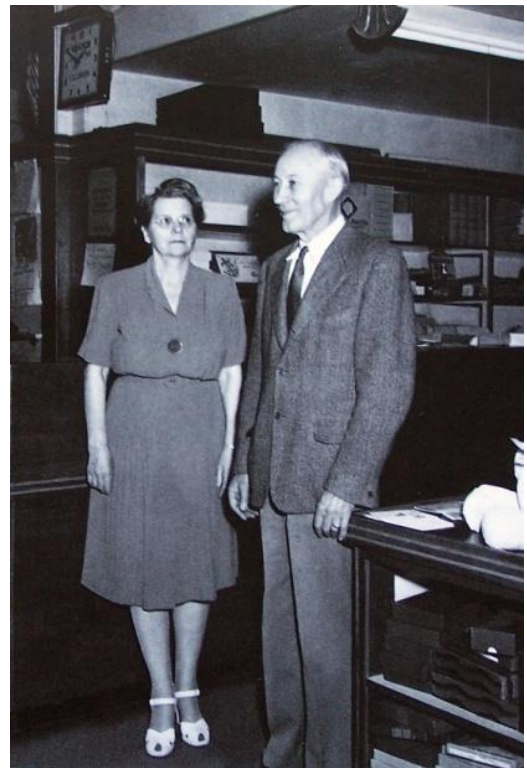
I have always been an avid explorer. I ride horseback and have hiked to all parts of the Coachella Valley. For this reason, I never wear a skirt. My daily uniform is riding pants, a safari jacket and an African pith helmet. A few Agua Caliente Indians often come along with me as my guide. I even joined the Talmadge brothers on their annual cattle drive from the desert to Big Bear Valley. I am a small woman with a big appetite for adventure.



In 1947, I deeded part of my property to the Palm Springs Desert Museum. It became the museum's first permanent location.

[The Cornelia White house originally stood at the northwest corner of today's Tahquitz Canyon Way and Indian Canyon Drive. In 1947, it was moved to the southeast corner of the same intersection. In 1961, when Cornelia White died, the Palm Springs Historical Society acquired her home and furnished it with antiques donated by local residents. The "Little House" now stands in the Village Green Heritage Center on Palm Canyon Drive as an accurate representation of the pioneer era in Palm Springs. Photograph courtesy of Palm Springs Historical Society.]

My name is **Carl Lykken**. I arrived in Palm Springs in **1913**, and opened a combination post office, dry goods, grocery and hardware store. I operated the telegraph for Western Union. The line ran out to the train station. Also, I maintained the village's first telephone line with an extension to the Desert Inn. I served as the Postmaster from 1927 to 1930. The store became known as the Palm Springs Department and Hardware Store.



I dedicated my life to community service. I was a founding member of the Police Protection District, the Fire Department, the Sanitary Commission, the Rotary Club, the Community Church, the Polo Club, Desert Riders and the Desert Museum. I was also a member of the Palm Springs Historical Society. In 1970, the city celebrated a *Carl Lykken Day*. I donated \$10,000 for construction of a new library, and, in 1971, a wing was named in my honor.



[Carl Lykken died on January 12, 1972, at the age of 87. Carl Lykken's wife Edith died in 1974.

Although Lykken sold the business in the 1940s, the name was retained by the new owners who continued to operate the Lykken store until 1979.

Following Lykken's death, the old Skyline Trail behind the Desert Museum was renamed the Lykken Trail. Then in March 2003, at age 83, their daughter Jane Hoff, was honored as the oldest surviving local pioneer in town. The photographs of Carl and Edith Lykken and of the Lykken Dry Goods Store are courtesy of the Palm Springs Historical Society.]



My name is **Zaddie Bunker**. In 1914, I drove to the village of Palm Springs in an old Maxwell car. My husband, Ed, worked as a blacksmith. We both studied auto mechanics. Jointly, we built (from sheet iron) and opened Bunker's Garage in **1917**.

Eventually, Ed left both me and our young daughter Frances. Since I was a skilled auto mechanic, I ran the garage. For a long time, Bunker's Garage was the only place to repair motor vehicles. Often, you could find me covered all over with grease and wearing my bib overalls.

At age 60, I took flight instructions in San Bernardino, got my pilot's license, and flew solo in 1952. On the fuselage of my private plane was written "Zaddie's Rocking Chair."



I am a "can-do" woman who became famous as the "Great-Grandmother Pilot." At age 73, the Air Force made me an honorary colonel. I piloted an F-100 Super Sabre jet. At age 76, I won a cross-country airplane race, beating five male pilots. Ralph Edwards featured me in 1959 on the television show, "This is Your Life." I applied for the Apollo moon flight, while in my early 80s. I did not get that bid for the flight, but I did spend some time in the space capsule simulator.

[Zaddie Bunker died in 1969, one week shy of her 82nd birthday.]



My name is **Dr. Harry W. Smiley**, but most people just call me Doctor. After graduating from medical school in Arkansas, my wife Nel and I packed up our Dodge Touring Car and headed for Los Angeles. Our car broke down in Box Canyon, just outside of Mecca and we were towed to Indio. It was February **1921** and the weather in Indio was beautiful. We saw that there was no doctor so we decided to stay and I set up my medical practice.

In 1926 we bought some land and built our own house. Indio was so small we felt like we were out in the country, rather than close to town. Our home was made from adobe and was reinforced with railroad ties from the near-by railroad station. The house had two rooms for my practice - a front room for a waiting room and an examination room next to it. I also made house calls. Nel took care of all the billing and records for the office. I hated to charge people for my services and often took things in trade.

I had a safe built into the basement of the house because I made a lot of my own medicines and had to keep them safe. Many people joked that it looked like a jail cell. Nel and I would sometimes set up cots in the basement during the summer and sleep there because it was cooler. Eventually I opened an office in Idyllwild during the summer so we could escape from the desert heat.

I practiced medicine in our house until I retired in 1938. By this time, Indio was a lot bigger and our house was in the middle of town. After we sold it, Nel and I moved to Carlsbad to enjoy the beach weather. I came back to Indio during World War II to help other doctors in the valley since there was a shortage of doctors.

[Dr. Smiley passed away in 1950 and Nel passed away a year later. Dr. Smiley's home is part of the campus of the Coachella Valley History Museum and is open to the public. Photo courtesy of the Coachella Valley History Museum.]



My name is **John Nobles**. I am a black man who was born in Oklahoma. In **1922**, I became the first black sharecropper in the Coachella Valley when I moved my family to Indio. At first, we lived on an Indian Reservation east of Highway 99.

I looked for property to purchase and finally found over 12 acres of land located just south of Highway 111 at Monroe Street. I bought the land, built a home for my family, and dug a well to find water.

On my land, I grew cotton, peanuts and lettuce. I also raised chickens, hogs, and pigeons. I was a successful farmer. However, there was much racism. This made it difficult for black people to purchase land.

I began to sell parts of my property to black people and we worked on the fields together. From 1940 to 1975, many families lived in small houses at Nobles Ranch. They sent their children to Indio schools. I became an active supporter of civil rights for people of color and helped many black people gain greater opportunities.

[After John Nobles passed away (date unknown), his property remained a sharecrop area made up of many low-income houses with predominantly black families. In 1990, the eighty-seven houses, a public housing project, and three churches located on Nobles Ranch were torn down by the city of Indio to be sold to William J. Stone who hoped to build a larger Fashion Mall. The residents on Nobles Ranch were forced to relocate. The situation left many people unhappy. Years later, the City of Indio, dedicated the street near John Nobles' old ranch, and today the street is named "John Nobles Avenue."]



My name is **Miss Katherine Finchy**. Some people say that I am the most influential woman in the history of education in Palm Springs.

I was born in 1893 in Minnesota and I came to California to earn a college degree. I earned my secondary teaching credential from the University of California Berkeley. In **1922**, I was hired as an elementary school teacher in Palm Springs. I became the principal of Frances Stevens School when it opened in 1927. Eventually I became the superintendent of the Desert School District.

After twenty-nine years of service, I retired in 1951. Following my retirement, the North End School on Tachevah Drive in Palm Springs, was renamed Katherine Finchy Elementary School in my honor.

In addition to teaching school and being a school administrator, I contributed many things to the community. I established the Palm Springs Soroptimist Club and I helped to establish other Soroptimist clubs in Mexico, Cuba and Panama. Also, I was an active member of the Palm Springs Historical Society.

[Katherine Finchy died in 1986, at the age of 94. She is buried in the Welwood Murray Cemetery. Her tombstone reads, “Teacher – Leader – Friend.” When first built, Frances Stevens School was located in the building that now houses the Palm Canyon Theater. The photo of Katherine Finchy is courtesy of the Palm Springs Historical Society.]

My name is **Nellie Coffman**. The city of Palm Springs gave me a big party on my 80th birthday. Many people say that I am the “Mother” or “Patron Saint” of Palm Springs.



In **1909**, my husband, Dr. Harry Coffman, and I opened a small health resort and hotel called, The Desert Inn. We opened the hotel within only six weeks after buying tent houses of canvas (for \$85 each) and wood from Los Angeles. The tent houses were gradually replaced by wooden bungalows with screened porches.



By the 1930s, the hotel occupied 35 acres in downtown Palm Springs. The facilities included a swimming pool, tennis courts, golf course and horses for horseback riding. The reputation of our hotel grew and soon we were a world famous, desert resort. Our credo was to provide good home-cooked food, clean and comfortable accommodations, and warm hospitality.

[Nellie Coffman died in 1950. As the community expanded, the hotel gave way to the Desert Plaza Shopping Plaza in 1967. There is a plaque in her honor at the site of the former Desert Inn on the northwest corner of Palm Canyon Drive and Tahquitz Canyon Way. Photos: Courtesy of Palm Springs Historical Society.]

My name is **Pearl McCallum McManus**. In **1925**, my husband Austin and I opened the Oasis Hotel on land my father, John McCallum, had settled in 1885. We built the Hacienda Apartments, the first apartment house in Palm Springs. Also, we developed the city's first major subdivision, Tahquitz River Estates. It contained Robinson's department store, the Tennis Club and many individual homes.



When I sold the corner lot, which housed my family's original adobe home, I had the home dismantled and moved, brick by brick, a few blocks south where it rests today in the Village Green. Some people call me "Auntie Pearl." Other people respect me and fear me because I am a very serious, proud person. Through my efforts to honor my father, the McCallum name is today on streets, buildings, parks and a theater.

[Pearl McCallum McManus died on July 24, 1966, at the age of 87. After her death, the McCallum Foundation was responsible for millions of dollars of civic improvements and educational projects. The Oasis Hotel still stands at the corner of Tahquitz Canyon Way and Belardo Road. It is the oldest hotel in Palm Springs. Photograph courtesy of Palm Springs Historical Society.]



My name is **Frank Bogert**. I am a former Hollywood stunt man. In **1927**, I came to Palm Springs as a dude wrangler. Less than 200 people lived in Palm Springs at that time. I worked as a publicity man for the El Mirador Hotel in the 1930s, writing articles and traveling the country to promote Palm Springs. I served as the first manager of the Palm Springs Chamber of Commerce and managed the Racquet Club for my good friend Charlie Farrell. I became a highly effective promoter in the 1930s when I began taking pictures of celebrities who stayed at the El Mirador Hotel and sending them to newspapers across the country.

During World War II, I enlisted in the U.S. Navy, served in the South Pacific, and rose to the rank of lieutenant commander. After the war, I took up real estate and land development. I developed and then managed the dude ranch that became the Thunderbird Country Club. I am a decorated horseman who received the Golden Spur Award, the highest honor given by the Charros, a group of Mexican gentleman riders. You can usually find me wearing my white cowboy hat and boots.

I served four terms as the mayor of Palm Springs from 1958 to 1966 and a second time, as the city's first directly-elected mayor, from 1982 to 1988. Over the years, I helped turn the desert outpost into a glamorous destination for celebrities and tourists. I have met all of the famous people, from Hollywood stars to U.S. Presidents, who have traveled to Palm Springs.

[Frank Bogert died on March 26, 2009 at the age of 99. Bogert was the author of *Palm Springs, First Hundred Years*, the source used for many of the bio-sketches included in this unit. He was also the author of *View from the Saddle – Characters Who Have Crossed My Trail*, published in 2006.]



My name is **Charles Farrell**. I was born in Onset Bay, Massachusetts, on August 9, 1901. I worked my way from Cape Cod to Hollywood, doing any acting job that gave me enough money to travel farther westward. My first motion picture was called "Sandy," which was followed by "Old Ironsides" and "The Rough Riders." I co-starred with the lovely actress Janet Gaynor in "7th Heaven." We were a sensation and made 12 films together. I was happily married to actress, Virginia Valli, in 1932.

On December 15, **1934**, fellow actor Ralph Bellamy and I opened the prestigious Racquet Club at 2743 North Indian Canyon in Palm Springs. It was popular with the Hollywood stars. Eventually, the Racquet Club fell out of favor. This was caused by the rise of golf's popularity and the desire of movie stars to own their own homes at newer country-club developments.

The City Council selected me to serve as Palm Springs' fifth mayor from 1948 to 1954. When television increased in popularity during the 1950s, I began to act again. I starred in the successful television show "My Little Margie" (1952), opposite the well-known actress Gale Storm. In 1956, I had my own television show, "The Charlie Farrell Show."

[Charles Farrell died of a heart attack in Palm Springs on May 6th, 1990. Plans to renovate the Racquet Club location have recently been delayed. Photograph courtesy of the Palm Springs Historical Society.]



My name is **General George Smith Patton**. During World War II, I was a commanding general of the armored forces. Because of my success and no-nonsense personality, I gained the nickname “Old Blood and Guts.” I am a respected speaker to soldiers and to the American people about war and freedom.

I was born in San Gabriel, California on November 11, 1885. As I grew up, I decided to become a military soldier. I graduated from the United States Military Academy at West Point and became a 2nd Lieutenant in the 15th cavalry regiment.

In 1915, I was assigned to Fort Bliss near the Mexican border where we searched for a notorious killer named Pancho Villa. I showed my strength and courage, and the superior officer raised my rank to Captain. World War I had begun in 1914 so after my time at Fort Bliss, I was immediately stationed as a commander in France where my men and I won a battle in Cambrai, France.

Following World War I, I trained to be a Commanding General. After I completed my military schooling, I transferred to the Armored Forces. When the United States entered World War II in 1941, I became the leader of a task force to fight in North Africa.

In **1942**, in order to train the soldiers for extreme desert conditions, I created a headquarters at Camp Young. It was called the Desert Training Center. This was located east of Indio in the area known today as Chiriaco Summit. I served as its commander for its first 4 months.

[In October of 1945, while General Patton was stationed in Germany, he suffered injuries in a car accident and died on December 21, 1945. General Patton is buried in Hamm, Luxembourg, along with many other American soldiers.]



My name is **Jacqueline Cochran** (Odlum). In **1941** I was the first woman to pilot an American bomber across the Atlantic Ocean for delivery in England. In **1953** I was the first woman to crack the sound barrier. I grew up in poverty in rural Florida, attended “beauty school,” and was a sales girl at Saks Fifth Avenue in New York. In 1932, I met and married Floyd Odlum. He was reputed to be one of the 10 richest men in the world. From the mid-1930s on, we lived part of the year at our ranch off Monroe Street in

Indio where we built a nine-hole golf course and a 100 foot long swimming pool.

I caught the flying bug after earning my pilot’s license with only three weeks of lessons. Within two years I had a commercial pilot’s license and flew in my first of many major races. I used flying to promote *Wings*, the cosmetics firm I founded in 1934. I organized and directed the Women Air Force Service Pilots known as WASPS. After World War II, I earned the rank of lieutenant colonel in the Air Force Reserves. In 1951, I ran for Congress from the Coachella Valley district but was defeated.

Many famous guests visited us at our ranch, including aviator Ameila Earhart and President Dwight D. Eisenhower, who wrote his memoirs in one of our guest houses. In 1962, I was the first woman to pilot a jet across the Atlantic Ocean. I set a world speed record of 1,429 mph and eight more records in 1967 when I was over 60 years of age.

[At the time of her death in 1980, Jacqueline Cochran held more speed, altitude and distance records than any other pilot in the world, male or female. A long-time resident of the Coachella Valley, she regularly used the Thermal Airport over her long aviation career. Renamed the "Jacqueline Cochran Regional Airport" in her honor, it hosts the *Jacqueline Cochran Air Show*, an annual event named for her. An active philanthropist, Cochran helped found the Arthritis Foundation of the Coachella Valley]

My name is **Gus Eiler**. My Date Palm Beach Resort, established in **1927** was the forerunner of Salton Sea resorts. I fell in love with the blue water and the tan and purple mountains. In those early years at the beach, my only companion was a pelican named "Pete." I chugged from Mecca down to the beach in an old Model-T. It was just a trail and you never knew when you were going to get stuck out there in the middle of nowhere. I hauled all my water from Mecca. I guess in the first few months I was there I didn't see more than four or five people at the beach. I lived in a tent for a good while and didn't even start the first building until 1930.

We had good fishing, but what I saw was the opportunity for boat racing. I envisioned fun loving, sun-loving people finding health, relaxation and entertainment on its shores. I built a small building and a pier out into the water, and began to promote outboard motor races. The first boat races were held on the Salton Sea in the early 1930s to promote my new resort. People came, they raced, and they loved it! Date Palm Beach was the place where the official electric timing clock was first used to record powerboat speeds.

The largest crowds came during World War II when Camp Young was in operation. We announced that all soldiers could have free swims and we had as many as 500 men a day, with a total of about 150,000 taking advantage of our offer. Patton himself often visited the resort. I got a son-in-law out of the deal. Sgt. Cameron Hall of the Signal Corps in Gen. Patton's Army married my daughter June.

National attention was focused on my resort when several movies were filmed there. My resort flourished until the rising sea took its toll. The rising water level engulfed my marina and resort and I had to move to higher ground. In 1946, I sold my resort and moved to my ranch near Mecca. The resort was renamed Desert Beach.

My name is **Mary Ann Bundschuh**. I am a business woman who opened a bakery and restaurant in the town of Thermal in **1943**.

I was born in Illinois on October 23, 1903 and in 1916, my family moved to Thermal. I grew up on a large ranch where my father raised 1,000 turkeys and grew ten acres of dates and crops of onions, alfalfa and castor beans.

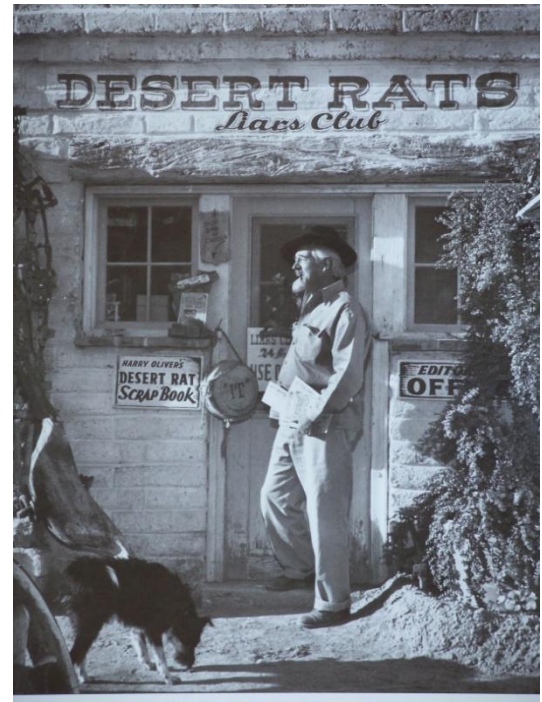


While I attended Coachella Valley Union High School, I got a part time job as a telephone operator at the telephone service station in Thermal. I gained local fame as one of the first phone operators known as “the voice with the smile.” After high school, I worked for my brother, Harry, who owned a bakery and lunchroom in Thermal. I drove a bakery truck and dropped off baked goods around town. The bread I sold was named after me, “Mary Ann Bread,” and each bag had a picture of me on it. The bakery was successful, and I became known as a hard working businesswoman.

In 1943, during World War II, I opened my own café in Thermal. It was called “Mary Ann’s Rustic Kitchen.” It became a popular place for military men to stop and eat. Even General Patton came to my café. One top selling breakfast was “bacon, two eggs, potatoes, toast and coffee,” all for 65 cents. I eventually sold the restaurant after there was a terrible flood in Thermal. In 1952, I returned to work at the telephone company until I retired.

[After retiring, Mary Ann Bundschuh moved to Upland, California where she died on December 30, 1979.]

My name is **Harry Oliver**. I am an editor, humorist, historian, and a showman. It is easy to recognize me with my black Stetson hat, hobo pipe, white hair and goatee. I was born in 1888 in Minnesota and came out west in 1909. As a young man I worked as a type setter and I studied art. I became an Oscar-winning Hollywood art director who worked on films such as *Seventh Heaven*. I moved first to Borrego Springs and then in 1940 to a windy plot of land near Edom Hill in Thousand Palms.



Living in an adobe castle called Fort Oliver, I “invented” a desert town and its townspeople and publicized their adventures in a five-page newsletter called *The Desert Rat Scrap Book*. Published four times a year beginning in **1946** until the early 1960s, the cover of the “pocket-size newspaper covering the Great Southwest “advertised “ONLY NEWSPAPER IN AMERICA YOU CAN OPEN IN THE WIND,” and “PRICE TEN CENTS....ONLY ONE LOUSY THIN DIME.”

One of my proudest accomplishments is the Sharazade stage at the Riverside County Fair Grounds. I designed and helped build it in keeping with the Arabian Nights theme of the Date Festival. My greatest crusade included an effort to stamp out litter in the desert and preserve its pristine beauty. Yes, I am the person that coined the phrase “litterbug” and thanks to my friends at Walt Disney Productions I even have a logo that says *Keep the Desert Clean. Remember “every litter bit hurts.”*

[Harry Oliver died in 1973. His ashes were scattered at Squaw Hill, now part of the Coachella Valley Preserve. Efforts to save Old Fort Oliver failed.]



My name is **Helen Burns**. When I was young my father took me on a trip to look at land along the Salton Sea he had purchased from the Southern Pacific Rail Road. He planned to develop lots and sell them to people who wanted land by this inland sea. I fell in love with the Salton Sea the very first time I saw it.

The sun was shining, the sand was white, and I knew this was the place I wanted to live.

After graduating from San Diego State and living several years in Hawaii, I returned in **1947** with my two daughters aged 4 and 6 months old. I acquired a piece land from my father and opened a small snack and souvenir stand called Helens' Beach. My first customers were migrant farm workers and locals who enjoyed the music and dancing. In the 1950s tourists and real estate speculators began coming to the sea, and Helen's Beach House was the place to go. There was a steady stream of cars pulling boats and trailers on Friday night. Helen's Beach House had grown into a restaurant, nightclub and boat marina. I threw parties for the crowds. There were luaus, jam sessions, beauty contests, long-distance swimming events and speedboat races. People came in their RVs. Water skiers flocked to my place to participate in the competitions I arranged. Throughout the 1950s and into the 60's, Helens' Beach House was an increasingly popular destination for tourists from as far away as Los Angeles and San Diego.

As Helen's Beach House grew to be a resort marina with a lively night life, it was not without problems. During this period, the water at the Salton Sea deepened and twice I had to move Helens' Beach House to higher ground. Unfortunately in 1979, a fire burned the resort to the ground. That did not stop my patrons who that evening set up stools and cleared enough area for the music to play and the people to dance.

[Helen Burns died of a heart attack on May 31, 1994.]



My name is **Cliff Henderson**. I am considered to be one of the “Founding Fathers” of Palm Desert. It was my dream to turn the desert wasteland into the “smartest address on the American Desert.” Today that dream has come true with the development of the upscale shopping area known as El Paseo.

I was born on July 11, 1895. Known as the entrepreneur of the family, I organized a circus in my hometown in southwest Iowa. I could balance on a tightrope that I tied from the house to the garage. I attended USC in Los Angeles where I played basketball and was student body president in my senior year.

After World War I, I flew mail airplanes and was a “barnstormer” pilot who flew biplanes. My brother **Phil Henderson** and I managed the National Air Races from 1928 to 1939, built the Pan-Pacific Auditorium in Los Angeles and the Pasadena Winter Garden. We were a perfect pair; I was a whirlwind and Phil took care of the details. It was in the 1940s after World War II that I heard about a beautiful “cove” of open desert where General Patton had kept his repair equipment for his tanks. I developed an idea for a post-war community in the desert...and Palm Desert was born.

My brother **Randall Henderson** loved the written word and he was the editor of the popular "Desert Magazine." My brother **Carl Henderson** was a realtor who eagerly jumped aboard when I let my family know I could use their help, as there were acres of sand to be marketed in Palm Desert. My first development, the “Shadow Mountain Club,” had its grand opening on December 10, **1948**. It boasted a 3 million gallon figure 8 swimming pool, polo fields, a clubhouse, and private lake. The rich and famous, as well as the ordinary citizen flocked to Shadow Mountain Resort and launched the growth of Palm Desert as a city.

[Cliff Henderson passed away in 1984. Photo from the Palm Desert Historical Society]



My name is **Carl G. Bray**. I am an artist known for my paintings of smoketrees and desert scenes. Some people call me the “Grandma Moses of the Desertlands.” I was born in Oklahoma in 1917. In 1936, during an era of difficult financial times called “The Great Depression,” I moved to Indio and worked for the Southern Pacific Railroad. In

1940, I helped build a railroad bridge in Mecca, just east of Indio.

After meeting a painter named Maynard Dixon, I became inspired to learn more about painting. The Federal Government offered art classes through a program called WPA (Works Progress Administration). I began taking painting classes regularly. In **1956**, my wife Luella and I purchased land on Highway 111 in Indian Wells, California where I built a home and art gallery on our property. While Luella and I raised our four children, I began selling my artwork in the gallery.

Known as the *Smoketree Artist*, smoketrees were my favorite thing to paint. I would walk all over the desert to find interesting ones to paint. I liked to use bright colors in every landscape to show the variety of colors that can be seen in the desert. As I became a more popular artist, I opened up a second Art Gallery in Taos, New Mexico. While living in Taos and in Indian Wells, I painted every day, taught college classes, and spoke on TV shows. In 1999, I sold my art gallery in Indian Wells and moved to Banning, California where I still continue to paint.

[Carl Bray’s Art Gallery can no longer still be seen along Highway 111 in Indian Wells. It was demolished and plans are underway to make the area into a park. Bray continued to paint until his death on July 26, 2011.]



My name is **Albert Frey**. I was born in Zurich, Switzerland on October 18, 1903. I went to school to become an architect. I moved to New York City in 1930 where I partnered with another architect named A. Lawrence Kocher. Together, in 1931, Kocher and I used materials and donated parts to create a very modern building called the “Aluminaire House.” We gained much fame for this and today I am well known for being an innovative architect.

In 1934, I moved to Palm Springs to supervise the construction of a modern building. I liked Palm Springs so much that I moved there permanently in 1939. I began designing many houses, commercial properties and government buildings. My unique style, called “Modernism,” became very popular. I am known for creating the “Frey houses,” the Tramway Valley Station, and the Palm Springs City Hall.

In **1958**, I designed a Yacht Club on the North Shore of the Salton Sea. At this time, the Salton Sea area of the Coachella Valley was a new vacation spot. Many people were buying property, and they hoped the Salton Sea would become one of the fanciest areas in



the world. For the design of the Yacht Club I went with a nautical theme and added heavy doses of fantasy. I designed it to look like a great aluminum ship nosing through the surf, complete with catwalks, a flying bridge, masts and lanyards. The ground floor was made of concrete block. I designed the small upper floor like a crow’s nest with porthole windows. For me, the design of the Yacht Club was an expression of my sense of play and joy in architecture.

[On November 14, 1998, Albert Frey died at his Palm Springs home. Much of his architecture remains today. The North Shore Yacht Club has just been restored and is now a museum open to the public.]



My name is **Bob Hope**. I am an entertainer who has been successful on radio, in night-club acts, in movies, on television, entertaining our troops, and on the golf course. In 1903 I was born in England into the home of a poor brick-layer who emigrated to the United States when I was a child. My childhood was not too remarkable but all that changed when I discovered vaudeville and became a stand-up comedian. I married my wife Dolores in 1934 and we adopted four children.

I don't know whether it was my nose (that has been compared to a ski-slope) or my act that was really funny, but something was and I became well-known in the entertainment field. My "Road" pictures with Bing Crosby and Dorothy Lamour were a huge success.

As much as I love my wife, I love golf too, and I have been able to chase that little ball all over the world. One of my proudest achievements is the Bob Hope Classic golf tournament which was established in **1964**. Now known as the Desert Classic, this is one of the major fund-raisers in the Coachella Valley for non-profit organizations. In 1966 when the Eisenhower Medical Center needed land to build on, I donated the 80 acres of land on which it and future medical facilities could be built.

I have been told that I have brought joy and laughter to millions. Nothing has made me happier than to bring laughter, some Hollywood stars (and starlets) to the G.I.s in the field through my United Service Organization (USO) tours. For over 50 years I have had the honor of visiting our brave American troops in the field and letting them know that we love them and have not forgotten their sacrifices.

[Designed by the architect Albert Frey, the innovative second home of Bob and Delores Hope stands today in the foothills on the south-eastern edge of Palm Springs. Bob Hope died at his home in Toluca Lake on July 27, 2003.]



My name is **Gerald Ford**. After a long career U.S. in the House of Representatives and as Vice President of the United States, I became the 38th President of the United States in 1974 following the resignation of Richard Nixon. I am the only unelected president in America's history. At the end of my presidency in January of **1977**, my wife Betty and I moved to our home in Rancho Mirage. We live in the gated community called Thunderbird Estates.

I was born Leslie Lynch King, Jr. on July 14, 1913 in Omaha Nebraska. My parents separated two weeks after my birth. I was raised by my mother and step-father, Gerald R. Ford Sr. My stepfather adopted me and my name was changed to Gerald R. Ford Jr. I attended The University of Michigan where I played football, and then graduated from the Yale University Law School. When I graduated in 1941, I served in the U.S. Navy during World War II.

After the Navy, I served 13 terms as the Republican Congressman from Michigan from 1948-1973. As a loyal Republican, I was appointed to the Vice Presidency when the previous vice President resigned. During my short term as president (29 months), I was the target of two assassination attempts.

After losing the 1976 presidential election to Jimmy Carter, I served on a number of boards and commissions and was able devote a lot of my time to playing golf, a life-long enjoyment. But most important I was able to enjoy time with my wife, Betty.

[President Gerald Ford died at the age of 93 at his home in Rancho Mirage. Ford was the longest-lived U.S. President, his lifespan being 45 days longer than Ronald Reagan's. He is survived by his wife; three sons, Michael, Jack and Steven; and a daughter, Susan. His wife co-founded the Betty Ford Center in Rancho Mirage, a substance abuse facility next to Eisenhower Medical Center.]



My name is **Benny Guitron**. I am a champion horse rider and trainer. My father came from Mexico to this country in April of 1919 and settled in the Coachella Valley. It was from him that I learned vaquero training techniques. I grew up on our family ranch in Coachella and am the fifth child of six brothers and sisters.

I was six months old when I first sat on a saddle. I started riding and learning about all breeds of horses but quarter horses were my favorite. Our Father taught his three sons not only about our heritage but his passion for horsemanship. He taught us about using the equipment correctly and proper showmanship when in competition.

In **1979**, I won the National Reined Cow Horse Association (NRCHA) Bridle Horse Championship and the 1979 World Championship All-Around Stock Horse Contest. The NRCHA inducted me to its Hall of Fame during the 2008 Snaffle Bit Futurity in Reno, Nevada. All of my accomplishments have been possible because of good horses and hard work.

My passions are preserving the vaquero tradition of training reined cow horses, showing horses, teaching seminars, making videos, and riding in general. I help to promote the sport of reined cow horse competition and insure high standards of competition. My ranch, the Guitron Training Stables, is in Merced California. Because I compete at horse shows, I have to be away a lot from my ranch. I have been fortunate to have had many mentors and opportunities that have allowed me to have a professional career since I was a teenager.



My name is **Dr. Reynaldo J. Carreon, Jr.** I was born in Texas in 1901. In 1925, I saved enough money to travel to Los Angeles, California where I graduated from college and became an ophthalmologist, a special kind of doctor that helps people with their vision. During my 27 years on the teaching staff of Los Angeles County Hospital, I developed and directed the Pan American Medical Center.

During World War II, I opened a medical clinic in Indio to serve the elderly, disabled and needy. Since doctors were scarce, I spent as many days a week as possible in my adopted home of Indio. I helped create a Community Hospital in Indio that is now called John F. Kennedy Memorial Hospital. During the administration of President Eisenhower, I was an ambassador-at-large to Central and South America. I was awarded Mexico's Order of the Aztec Eagle for life-time achievement to the improvement of Inter-American relations.

My wife and I moved permanently to Indio in 1976. I co-founded the Mexican-American Chamber of Commerce and volunteered with the Indio Senior Citizens Advisory Committee. Over the years, I have helped the Mexican American community by providing people with funds for school called scholarships. In **1984**, I donated \$100,000 to College of the Desert to be used for scholarships for students of Mexican-American descent. This fund continues today to grant awards. As a big supporter of the Riverside County Fair and Coachella Valley Date Festival, I used to create special costumes to wear at each festival.

[Dr. Carreon died at his Indio home in December 1991. Dedicated to him are Dr. Carreon Boulevard, a street in Indio, and an elementary school, Dr. Reynaldo J. Carreon, Jr., Academy. Dr. Carreon donated land to the city of Indio for a park which today bears his name.]



My name is **Merv Griffin**. I am a television celebrity, a real estate developer, and I own race horses. A California native, I was born on July 6, 1925. At age four, I started playing the piano and at age 7 I began my own newspaper, *The Whispering Winds*. I wrote news about my neighbors. When I got in trouble for copying a joke I didn't understand, my mom made me stop selling my paper.

My show business career began at age 19 when I got my own radio show, *The Merv Griffin Show*. After that I had a short movie career, but being a talk-show host on television is what I really love. In 1964 my wife and I were on a flight home when we came up with the idea for the game show *Jeopardy!* It is known as *America's favorite quiz show*. I also produced *Wheel of Fortune* and other popular game shows.

After many successful years of living in the Hollywood area, I moved to La Quinta in **1986**. Since moving to the Coachella Valley, I have supported many charities such as the La Quinta Arts Festival. At my ranch, I breed championship racehorses and usually have at least 50 thoroughbred horses in training at a time. My favorite horse was *Stevie Wonderboy* who won the Breeders' Cup Juvenile race in 2005. He injured his leg shortly before the Kentucky Derby and was never able to run again.

[The Griffin Ranch is located in La Quinta. It is a 239 acre equestrian-themed community. Merv Griffin died of cancer in Los Angeles on August 12, 2007. He was elected to the Television Academy's Hall of Fame in 2008.]



My name is **Sonny Bono**. I am an entertainer, record producer, singer, actor, and politician. I was born in Detroit on February 16, 1935, and I went to high school in Inglewood, California. My wife Cher and I gained fame in the 1960s as a pop/rock singing duo. With a droopy mustache and psychedelic clothes, I played a lovable goofball. I looked like a hippie with my fur vests, boots, and my hair that was nearly down to my shoulder. I wrote, arranged, and produced a number of hit records with singles like "I Got You Babe" and "The Beat Goes On." I have to admit that Cher received more attention as a performer than I did. We worked together through the mid-1970s starring in a popular television variety show, *The Sonny and Cher Show*. Gone were the vests and the boots. I now played the "straight man" and Cher was the comedienne. Although we divorced in 1975, we performed together for two more years.

In 1986, Mary Whitaker and I were married. I decided to enter politics after getting frustrated with the permits I needed to get from the City of Palm Springs in order to put up a sign at my Italian restaurant. I served four years (1988 to 1992) as the mayor of Palm Springs where I worked to make the city more business-friendly and to create the Palm Springs International Film Festival.

In 1994, I was elected to the U.S. House of Representatives from California's 44th district. I have always been a champion of the Salton Sea and its restoration. The Sonny Bono National Salton Sea Wildlife Refuge is named in my honor.

[On January 5, 1998, Bono died from injuries sustained when he struck a tree while skiing. Bono's wife, Mary, was elected to fill the remainder of his Congressional term. Remarried, Mary Bono Mack continues to serve in the U.S. Congress.]

A Brief History of the City of Indio

In 1888, the Indio town site was surveyed and a map was filed with the San Diego County Recorder. In 1896 it had 50 inhabitants. Not only was it a main stop on the Southern Pacific Railroad, but also it was a provisioning point for miners heading into the mountains to the east. Gold mining in the area, which is now Joshua Tree National Park, was booming. The railroad's need for water for their steam engines led them to drill deeper and better wells, and when a rich aquifer under the valley was discovered, people came to put in wells and farm the valley floor.

Indio is the Coachella Valley's first incorporated city, taking this important step in 1930. At that time its population was 1,875. Its citizens were instrumental in getting paved highways through the valley. One section of Highway 99 was completed in 1923 and Highway 60-70 was completed in 1936. It ultimately became Interstate 10 through the valley. Roads and growth of the travel industry brought related businesses to Indio.

In the 1930's, the largest construction project in the world during those depression days, was the building of the Metropolitan Aqueduct to carry Colorado River water to the Los Angeles Basin. Indio was the center for distribution of supplies to mining crews building 92 miles of tunnel through the eastern mountains and the city was not only the supply depot, but also the recreation center for the thousands of miners involved in the work.

World War II brought new challenges to Indio. Camp Young, the training center for General George Patton's troops, was located 25 miles east of Indio. The rail facilities made Indio a center for troop material deployment and the city was flooded with troops looking for relaxation.

Following the war, the completion of the Coachella Branch of the All-American Canal brought expansion and growth of the agricultural industry. Indio became a center for retail services and stores and for processing and packing facilities for valley produce. Indio's population grew from 5,300 in 1950 to 13,450 in 1964.

Jacqueline Cochran Odlum built the second golf course in the Coachella Valley in 1947 on her ranch just south of Indio. For years Indio has called itself "The Date Capital of the United States" and has hosted the National Date Festival regularly since the early 1940's. Coupled with the Riverside County Fair, it attracts thousands of visitors yearly, as do other festivals, such as the Tamale Festival, that it has begun hosting in recent years.

Correlation with the *History of the Coachella Valley* Curriculum Guide for Grade 3 Teachers

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McCallum	John Guthrie (Judge)	1885	2	10
Murray	Dr. Welwood (Dr.)	1886	2	11
Ross	Edith Mann	1896	2	12
Durbrow	George	1884, 1899	4	13
Johnson	Bernard	1903	4	14
Cook	Caleb	1913	4	15
Roberston	June (Dr.)	1904	4	16
Yerxa	Cabot	1913	4	17
White	Cornelia	1913	4	18
Lykken	Carl	1913	4	19
Bunker	Zaddie	1917	4	20
Smiley	Dr. Harry	1921	4	21
Nobles	John	1922	4	22
Finchy	Katherine	1922	4	23
Coffman	Nellie	1909	4	24
McManus	Pearl McCallum	1925	4	25
Bogert	Frank	1927	4	26
Farrell	Charles	1934	4	27
Patton	General George	1942	5	28
Cochran	Jacqueline	1941, 1953	5	29
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