



Juan Bautista de Anza

*Juan Bautista de Anza*

# Timeline

and

# Bio- Sketches

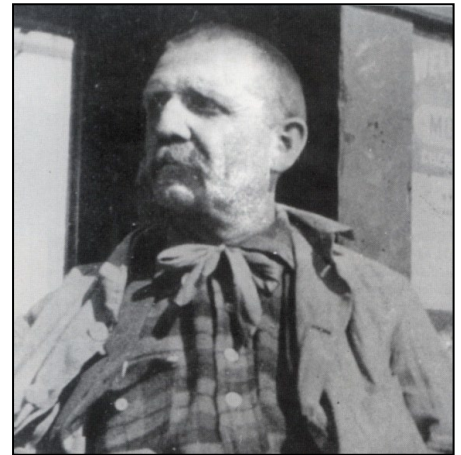
for the

# History

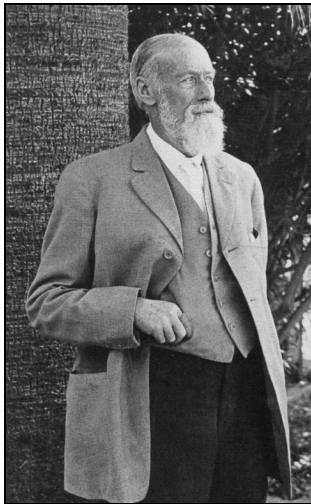
of the

# Coachella

# Valley



*Albert G. Tingman*



Dr. Welwood Murray

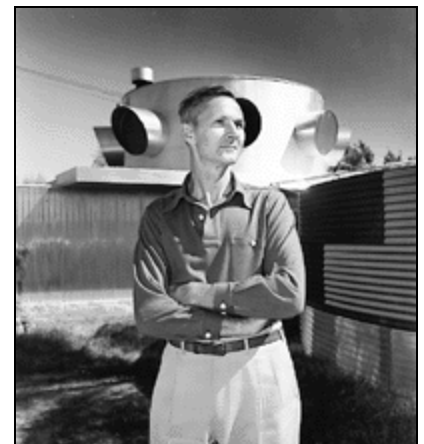


Dr. June McCarroll (Coachella Valley Water District collection)

Dr. June McCarroll



Jacqueline Cochran



Albert Frey

## Quick Guide to the Bio-Sketches for The History of the Coachella Valley

The following bio-sketches are listed by date, name, and page number. Refer to the *Timeline of Coachella Valley's History* on pages 3 to 7 for a quick description of each bio-sketch. *The Living History Museum* is described on page 8. It is recommended that this booklet be duplicated for all students. You may not have time to cover every bio-sketch. Pick and choose the ones that work best for your students.

Date	Bio-Sketch	Page #		Date	Bio-Sketch	Page #
1927	Bogert, Frank	32		1948	Henderson, Cliff	40
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1956	Bray, Carl	42		1903	Johnson, Bernard	19
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183?	Cabazon, Genazio	11		1886	Murray, Dr. Welwood	15
1984	Carreon, Jr. Dr. Reynaldo	50		1922	Nobles, John	28
1941, 1953	Cochran, Jacqueline	36		1946	Oliver, Harry	38
1909	Coffman, Nellie	30		1954	Ortner, Vyola J.	41
1913	Cook, Caleb	20		1910	Patencio, Dolores	22
1958	Crossley, Lawrence	43		1942	Patton, General George	34
1774	DeAnza, Juan Bautista	9		1904	Roberston, Dr. June	21
1884, 1899	Durbrow, George	17		1823	Romero, Captain Jose	10
1927	Eiler, Gus	35		1896	Ross, Edith Mann	16
1934	Farrell, Charles	33		1921	Smiley, Dr. Harry	27
1922	Finchy, Katherine	29		1972	Saubel, Katherine	46
	Fig Tree John	18		1885	Tingman, Albert G.	13
1977	Ford, Gerald	48		1913	White, Cornelia	24
1958	Frey, Albert	44		1913	Yerxa, Cabot	23
1986	Griffin, Merv	51		1886	Murray, Dr. Welwood	15
1979	Guitron, Benny	49				

## Timeline of Coachella Valley's History

Names written in BOLD represent the bio-sketches included in this booklet. The events on the timeline and the bio-sketches include only a few of the many people who have contributed to the history of the Coachella Valley.

1774	Spanish explorer, <b>Juan Bautista de Anza</b> , passed south of the Coachella Valley through Los Coyotes Canyon in search of a land route from Sonora to Monterey.
1823	<b>Captain Jose Romero</b> , a Spanish explorer, entered the Banning Pass to look for a land route to Yuma. Not until his second attempt did Romero make it to Yuma.
1833?	<b>Genazio Cabazon</b> became Chief of Desert Cahuilla Indians in the 1830s.
1863	The <b>William Bradshaw</b> stagecoach route went 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 <sup>th</sup> . 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 <b>George Durbrow</b> shipped what he called "white gold" to San Francisco.
1885	<b>Albert G. Tingman</b> built Indio's first store northwest of the train depot.
1885	<b>John Guthrie McCallum</b> and his family were the first non-Indian settlers in the Palm Springs area. McCallum established the Palm Valley Land and Water Company.
1886	<b>Dr. Welwood Murray</b> opened the first hotel in Palm Springs.
1890	The first planting of date palms by the U.S. Department of Agriculture took place.
1896	<b>Edith Mann Ross</b> 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 <b>George Durbrow</b> near the corner of present-day Highway 99 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	<b>Bernard Johnson</b> planted the first private commercial date palms near Mecca.
1904	<b>Dr. June Roberston</b> arrived in Indio and became the valley's first resident doctor.
1905	The Colorado River flood broke through the headworks of an irrigation canal and formed the Salton Sea.
1905	After being flooded by the Salton Sea from 1905 to 1907, <b>Fig Tree John</b> moved his clan to Agua Dulce Springs.
1909	Dr. Harry and <b>Nellie Coffman</b> arrived in Palm Springs and Nellie opened her famous <i>Desert Inn</i> .
1910	<b>Dolores Patencio</b> , a Cahuilla basket weaver, introduced her large olla storage basket.
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	<b>Cabot Yerxa</b> 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	<b>Caleb Cook</b> , for whom Cook Street is named, moved to present-day Indian Wells and established a sizeable "Deglet Noor" date garden.
1913	<b>Carl Lykken</b> opened a combination post office, dry goods, grocery and hardware store in Palm Springs.
1913	<b>Cornelia White</b> 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 electrical service installation was extended from San Bernardino into the Coachella Valley.
1917	<b>Zaddie Bunker</b> opened the first automotive garage in Palm Springs.
1921	<b>Dr. Harry Smiley</b> set up a medical practice in Indio. Today, his adobe home can be visited at the Coachella Valley History Museum.
1922	<b>John Nobles</b> moved to Indio, purchased land known as Nobles Ranch, and became a supporter of civil rights for people of color.
1922	<b>Katherine Finchy</b> was hired as an elementary school teacher in Palm Springs. She retired in 1951 after 29 years of teaching.
1925	<b>Pearl McCallum McManus</b> 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	<b>Frank Bogert</b> , a cowboy actor, came to Palm Springs. He served twice as mayor, once from 1958-1966 and then from 1982-1988.
1927	<b>Gus Eiler</b> 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 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	<b>Charlie Farrell</b> 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	<b>Jacqueline Cochran</b> became the first woman to pilot an American bomber across the Atlantic Ocean for delivery in England.
1942	<b>General George Patton</b> established Camp Young (the Desert Training Center) near Chiriaco Summit to train American soldiers under adverse desert conditions.
1943	<b>Mary Ann Bundschuh</b> opened a bakery and restaurant in Thermal.
1944	The Desert Training Center closed on April 30. Its job was done.
1946	<b>Harry Oliver</b> began to publish <i>The Desert Rat Scrap Book</i> , where he spun tales about a fictitious desert neighborhood.
1946	Coachella was incorporated as the "City of Eternal Sunshine."
1947	<b>Helen Burns</b> opened <i>Helen's Beach House</i> , a popular resort marina where people met for music and dancing beside the Salton Sea.
1948	<b>Cliff Henderson</b> and his brothers opened the Shadow Mountain Resort in what is today Palm Desert.
1953	<b>Jacqueline Cochran</b> set three world records testing jet aircraft at Edwards Air Force Base.
1954	<b>Vyola J. Ortner</b> became chairman of the All-Female Tribal Council of the Agua Caliente Band of Cahuilla Indians.
1956	<b>Carl G. Bray</b> opened an art gallery in Indian Wells where he painted and sold his artwork depicting desert scenery.
1958	<b>Albert Frey</b> , a successful architect of "Modernism" buildings, designed the North Shore Yacht Club at the Salton Sea.

1958	<b>Lawrence Crossley</b> built the first low-cost housing available for residents in Palm Springs who were forced to move from Section 14.
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 higher education system.
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 <b>Bob Hope</b> Golf Tournament was played.
1967	Indian Wells was incorporated.
1972	<b>Katherine Saubel</b> and Lowell Bean published their important book, <i>Temalpakh</i> , about the plants used by Cahuilla Indians.
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.
1975	<b>Cherry Ishimatsu</b> co-founded the California Women for Agriculture to develop an interest in women in agriculture.
1977	At the end of his presidency, <b>President Gerald Ford</b> and his wife, Betty, moved to their home in Rancho Mirage.
1979	Horse rider and trainer <b>Benny Guitron</b> 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	<b>Dr. Reynaldo Carreon, Jr.</b> donated \$100,000 to the College of the Desert for scholarships for students of Mexican-American descent.
1986	Talk-show host and businessman <b>Merv Griffin</b> 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.

1992	The 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	<b>Sonny Bono</b> , an entertainer and the former mayor of Palm Springs, was elected to the U.S. House of Representatives from California’s 44 <sup>th</sup> district. Following his death from a ski accident in 1998, his widow Mary Bono completed his term.
1999	The Empire Polo Club in Indio hosts the first outdoor Coachella Valley Music and Arts Festival ( <i>Coachellafest</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 *Timeline of Coachella Valley*, as desired.**

**There are four recommended steps when reading each bio-sketch.**

1. Read the timeline entry for the bio-sketch. Discuss the date and the accomplishments of the person.
2. Read the bio-sketch using guided reading, including think-aloud and/or text-dependent questions that direct students back into the text. Use a discussion protocol and strategies such as mumble reading and reciprocal reading.
3. Construct an Event Card for the bio-sketch and add it to the *Timeline of Coachella Valley’s History*.
4. Summarize information about the bio-sketch and add it to the *Local Heroes Chart*.

## The Living History Museum

Our class will be holding a special event, *The Living History Museum*. Each student will select an historical figure from Coachella Valley's history to portray at *The Living History Museum*. Students will "perform" their "living history" for family members, friends, and interested community members. *The Living History Museum* will be held on \_\_\_\_\_. Your child has been assigned \_\_\_\_\_.

To prepare for *The Living History Museum*, each student will write a speech using the first person "voice" of the historic person he/she selected. The speech should include the person's name, important dates, contributions to the Coachella Valley, and other historic information about the person's life. Refer to the **bio-sketch** provided by the teacher. Students may include additional information about their historical figure, if available.



On the day of *The Living History Museum*, each student should wear a simple costume representing what the historic person may have worn in his or her work.

Students share artifacts, props, or a background associated with the individual; for example, William Bradshaw may have a replica or picture of a stagecoach; a date grower may have a cluster of dates; an early settler may have a copy of a town map.

Students will be the "exhibits" in *The Living History*

*Museum* as they role-play the historic person. A "button" will be provided next to each student. Museum visitors will gently push the button, and the historic figure will "come to life" and share his/her speech.



### Preparing for *The Living History Museum*

1. Read the bio-sketch provided by the teacher.
2. Make note cards that you can refer to as you speak.
3. Review your notes to be sure you have the necessary information.
4. Speak in the "first person" as if you are the person.
5. Include visuals such as props, artifacts, or maps.
6. Practice your presentation out loud and, if possible, in front of someone else.
7. Be sure to speak clearly and loudly enough.
8. Keep your listeners interested by using facial expressions and hand movements.
9. Do not put your hands in your pockets while speaking.
10. Look at your audience while you speak, even if you are holding a prop.





My name is **Captain Juan Bautista de Anza**. I am an explorer for the country



▶ Juan Bautista de Anza

of Spain. In January **1774**, I led my first expedition from Sonora, New Spain (now southern Arizona). We discovered a new land route to the town of Monterey in Alta (Upper) California. There were 34 men, including soldiers and Indian guides. Spain claimed the land that today is called California. They wanted settlements in California to protect their claim from the Russians and the English.

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. By the time we reached San Francisco Bay, it was March 28, 1776. The trip was so difficult that 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 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 from there. 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 to Tucson, but it was still worthless, and I do not recommend it.



My name is **Chief Genazio Cabazon**. I am also called Cabezón, which is Spanish for “Big Head.” Since my father was a *net*, I became the leader of the Cabazon Band of Mission Indians and served from the **1830’s to the 1870’s**. I am known as a wise and peaceful leader of our desert Cahuilla tribe. I am also recognized as “the head of the desert” because I am different from other leaders. Rather than only handling day-to-day affairs, I work on big issues that impact us. I am a strong leader because of my ability to resolve problems, such as keeping armed foreigners from scouting the Cahuilla territory.

One of the many issues I handled happened in 1851 when the Americans imposed taxes on every Indian clan in Southern California. The leader of the Luiseño Indians, Antonio Garra, disliked this idea and initiated a rebellion against the whites. However, I did not participate because I realized that the chance of driving Americans out of California was unlikely. I stayed out of the rebellion to preserve the independence of the desert Cahuilla.

In 1856, I moved to *Tuikiktumbemki*, but I frequently travel to many villages due to my status as the net. While living in *Tuikiktumbemki*, many describe me as the chief of all desert Indians.

[After Cabazon’s death in 1883 at the estimated age of 120, his son took over but unfortunately passed away a few years later. To honor Chief Cabazon, the town of San Gorgonio Pass was renamed Cabazon after him. ]

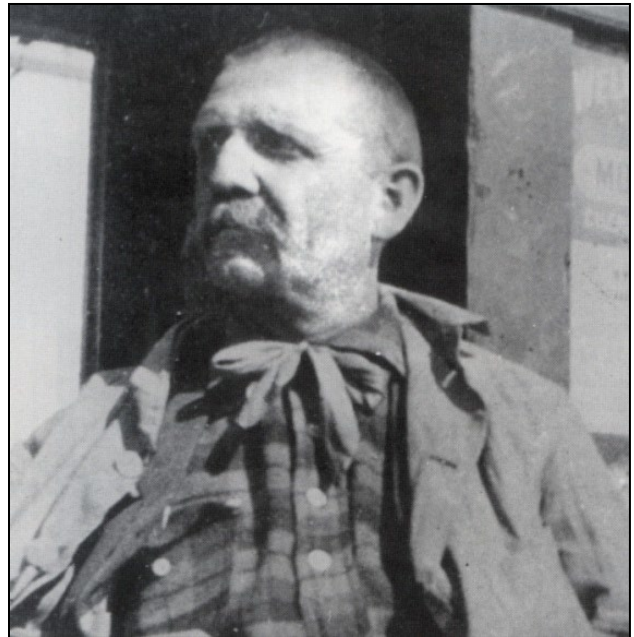
My name is **William D. Bradshaw**. Some people call me “Bill” and others call me “Big Bill Bradshaw.” In **1863**, I started the stagecoach route from Los Angeles through the Banning Pass to the gold fields of present-day Arizona. When gold was discovered in La Paz [near present-day Erhenberg, Arizona], 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 Coachella Valley. 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 there. They just wanted to get back and forth to the gold fields.

On 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 Bradshaw Road. A large adobe station was there, and Jack Summers was the station master. The next major stop on 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.

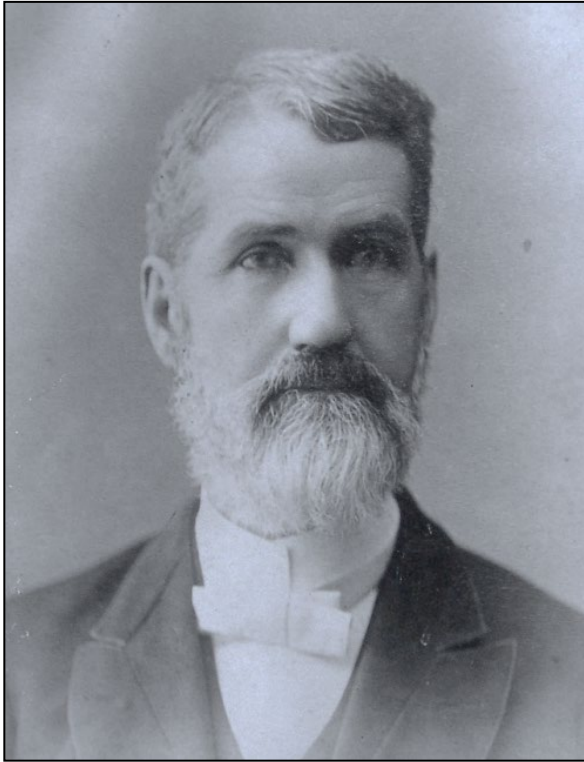
My name is **Albert G. Tingman**. I am known as the “Father of Indio.” I came to the area in 1877 as a railroad construction boss for the Southern Pacific Railroad. By 1883, I became a railroad station agent and a telegrapher.



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 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 in 1903, and then 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 designed to eliminate a railroad-grade crossing and traffic congestion along Indio Boulevard (old Highway 99). Photo courtesy of the Coachella Valley History Museum]



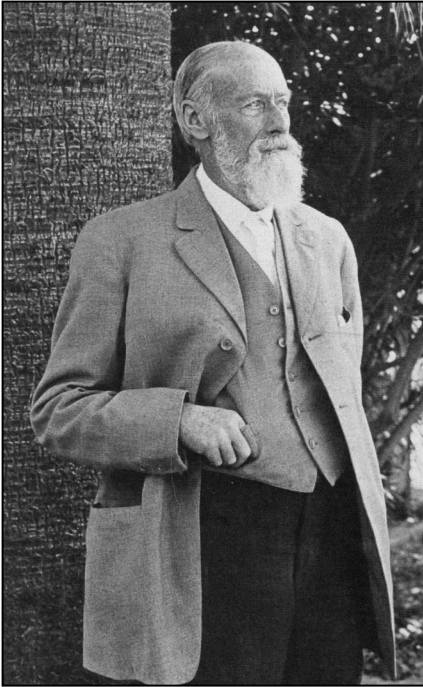
My name is **Judge John McCallum**. I was the first permanent non-Indian settler in what you now call Palm Springs. I was a lawyer in San Francisco, but my son John became sick with tuberculosis. I looked for a warmer and drier climate for my family. I selected San Bernardino, and in 1883, I became an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

and 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 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. We auctioned off 137 parcels of land worth \$50,000. New settlers moved to 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. We rebuilt the irrigation ditch, but after eleven years of drought, 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 Judge McCallum's residence.

I left most of the hotel running 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 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 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 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 harder for me and the girls. I had to work at whatever job I could find. After the girls grew up and left home, I continued volunteering 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 named **Indio's First Lady**, a title I truly cherish.

[Photograph courtesy of the Coachella Valley History Museum]



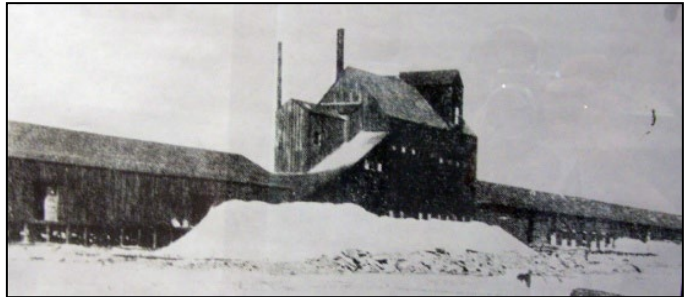


My name is **George Durbrow**. In **1884**, I began working for the Liverpool Salt Company, based in San Francisco. The salt deposits in the Salton Sink were over 1,000 acres of pure rock salt. The

salt company was one of Riverside County's first industries. 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 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 worth 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 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 my investments in San Francisco were destroyed.

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



My name is **Juanita Razon**, but I am better known as **Fig Tree John**. I am the Desert Cahuilla Chief of the Agua Dulce Clan. Our clan lived near a water spring on the west bank of the Salton Sink. I planted black Mission fig trees around the spring. The spring was known as “Fig Tree John Springs.” Unfortunately, the spring was flooded by the Salton Sea between 1905-1907. The flood caused our clan to move to Agua Dulce Springs. Before leaving, I retrieved railroad ties flooded by the Salton Sea and sold them to ranchers for a profit.

When people began to move into the valley, I saw them as a threat because they wanted to take over my land. To scare them off my land, I would take out my old Winchester rifle and put on an aggressive attitude to keep trespassers out. This led people to believe I was a tough character.

Many people have admired my way of dressing and asked if they could take portraits of me in my long military coat and top hat. Of course, I allowed them to photograph me, but only in exchange for money.

[Edwin Corle wrote the fiction book, *Fig Tree John* (1930) in which he fictionalized Fig Tree John as an Apache who sought sanctuary in California. Fig Tree John passed away from the flu on April 11, 1927. His son, Johnny Mack, claimed Fig Tree John died at 136 years old. He is buried in the Catholic Cemetery on the Cahuilla reservation at Martinez.]



My name is **Bernard Johnson**. I am often called the “Father of the California Date Business.” In **1903**, I imported the first private 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 growth. I kept thorough records of the six varieties I cultivated. Dates require high summer temperatures, plenty of water, and no rain during 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 date rootstock 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 was 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. This festival is still held today during the month of February.

[Photograph courtesy of *Coachella Valley California, A Pictorial History* by Patricia B. Laffin. 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 my 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. In **1913**, I filed a “desert claim” on 160 acres and established a large “Deglet Noor date garden in present-day Indian Wells. Also, I homesteaded on land south of Indio. When I needed to check on my property, I loaded provisions on my spring wagon and spent most of the day traveling. After staying overnight, I spent most of the next day

traveling back home to Coachella.

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

I became the President and General Manager of the California Deglet Noor Date Growers Association in 1924.

[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 Coachella Valley's first resident 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. 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 them to accept me because they were used their medicine man. I had to work patiently to gain their confidence.

In 1912, I helped form 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 road was his. The idea of a "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, with the help of the Indio Woman's Club, the state of California, in 1924, adopted the white line on the center of all highways.



My name is **Dolores Patencio**. I am well-known for my beautiful, hand-crafted baskets. I was born in either 1860 or 1861. I am not sure which date since there is no record. When I was 20 years old, I married Francisco Patencio, head of the Agua Caliente Band of Cahuilla Indians, and moved to his home in Palm Springs.

In the Cahuilla tribe, girls practice basketry at a young age and spend decades practicing their craft to be able to produce the baskets for which our Tribe is known. I often instruct younger Tribal members on the art of basketry. Not only do our baskets hold the daily meals of summer mesquite or winter acorn mash, but in their designs, they also hold the stories of the Cahuilla people.

For my large olla storage baskets, I use sumac with natural and dyed juncus on a deer grass bundle foundation. My baskets are known for their intricate, bold designs. They are functional, and they are artistic. With my baskets, I pay great attention to details. You can see this with the patterning of the diamonds along the snake's back as it coils around the basket's body, its head pointing upwards, and tongue extended. Another animal represented is a rooster.

Unfortunately, Indian baskets are not needed anymore.

As more people move into Palm Springs, they bring their own cooking pots and mixing bowls, so they don't need my baskets. Moreover, it is difficult to find the native plants and grasses I need to make my baskets. However, our Tribal baskets are becoming very valuable pieces of art.



*Olla storage basket created in by Dolores Patencio in 1910.*

My name is **Cabot Yerxa**. I was the first white settler in the area now called Desert Hot Springs. I came 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 that 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 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 has 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 on 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 old 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

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 to construct a new library, and, in 1971, a wing was named in my honor.



[Carl Lykken died on January 12, 1972, at 87. Carl Lykken's wife, Edith, died in 1974. Although Lykken sold the business in the 1940s, the name was kept 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. Together, we built Bunker's Garage from sheet iron and opened it 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. 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 82<sup>nd</sup> birthday.]



My name is **Dr. Harry W. Smiley**, but most 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 Mecca, and we were towed to Indio. It was February **1921**, and the weather in Indio was beautiful. 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. Our home was made from adobe and reinforced with railroad ties from the nearby railroad station. The house had two rooms for my practice - 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 many of my own medicines and had to keep them safe. 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 had grown, 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 returned 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 a year later. The 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 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 in 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 of many low-income houses with predominantly black families. In 1990, the eighty-seven houses, a public housing project, and three churches 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 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 received 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 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 today 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 80<sup>th</sup> birthday. Many say 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 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, a 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 lot that housed my family's original adobe home, I had the home dismantled and moved, brick by brick, a few blocks south of 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 on the McCallum Theater.

[Pearl McCallum McManus died on July 24, 1966, at 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 stuntman. In **1927**, I came to Palm Springs as a dude wrangler. Fewer 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 lieutenant commander. After the war, I developed and 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.

[Bogert was the author of *Palm Springs, First Hundred Years*, the source 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. Frank Bogert died on March 26, 2009, at 99.]





My name is **Charles Farrell**. I was born in 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 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 been delayed. On July 23, 2014, a significant portion of the historic Racquet Club fell victim to a suspicious fire, and the Racquet Club has been identified as an endangered historic property. Photograph courtesy of the Palm Springs Historical Society.]



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

I was born in San Gabriel, California, on November 11, 1885. As I grew up, I wanted to be a soldier. I graduated from the United States Military Academy at West Point and became a 2<sup>nd</sup> Lieutenant in the 15<sup>th</sup> 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 began in 1914, and, I immediately became 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, and I was 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**, 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 Luxembourg, along with many other American soldiers.]

My name is **Gus Eiler**. My Date Palm Beach Resort, established in **1927**, was the first of the Salton Sea resorts. In those early years at the beach, my only companion was a pelican named "Pete." I chugged in an old Model-T from Mecca down to the beach. It was just a trail, and you never knew when you would get stuck 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 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. People came, they raced, and they loved it! Date Palm Beach was 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 **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 1936, I married Floyd Odlum, 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. I am an active philanthropist, and I helped found the Arthritis Foundation of the Coachella Valley

Many famous guests visited us at our ranch, including aviator Amelia 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 more records in 1967.

[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, the Thermal Airport was renamed the "Jacqueline Cochran Regional Airport" in her honor.]

My name is **Mary Ann Bundschuh**. I am a businesswoman who opened a bakery and restaurant in 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.

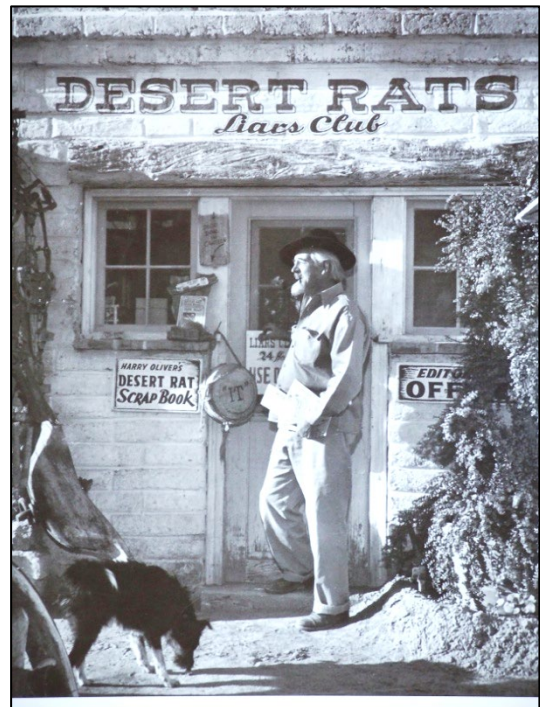


While I attended Coachella Valley Union High School, I got a part-time job as a telephone operator at the telephone service station in Thermal. I gained local fame as one of the first phone operators known as “the voice with the smile.” After high school, I worked for my brother, Harry, who owned a bakery 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 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 typesetter, 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 Railroad. He planned to develop and sell lots to people. 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 where 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. I acquired a piece of land from my father and opened a small snack and souvenir stand called Helens' Beach.

In the 1950s, tourists and real estate speculators began coming to the sea, and Helen's Beach House was **the** place to go. Helen's Beach House grew into a restaurant, nightclub, and 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. Throughout the 1950s and into the 60's, Helens' Beach House was an increasingly popular destination for tourists.

As Helen's Beach House became a resort marina with a lively nightlife, 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 whom 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 one of the “Founding Fathers” of Palm Desert. My dream was to turn the desert wasteland into the “smartest address in the 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 family entrepreneur, I organized a circus in my hometown in Iowa. I could balance on a tightrope tied from the house to the garage. I attended USC in Los Angeles, where I played basketball and was student body president 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. We 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 an open desert where General Patton had kept repair equipment for his tanks. I developed an idea for a community in the desert...and Palm Desert was born.

My brother Randall Henderson was the editor of the popular *Desert Magazine*, and my brother Carl Henderson was a realtor. They were eager to help when I started my first development, the “Shadow Mountain Club.” The grand opening was on December 10, **1948**. It boasted a 3-million-gallon figure 8 swimming pool, polo fields, a clubhouse, and a private lake. The rich and famous, as well as ordinary citizens, 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 **Vyola J. Ortner**. I am known for being the chairman of the All-Female Tribal Council of the Agua Caliente Band of Cahuilla Indians from **1954 to 1959**.

I was born on April 1, 1921, on Section 14, which today is a part of Downtown Palm Springs. In 1952, after many meetings were held to elect a new tribal council, my mother convinced me to attend one of the meetings. To my surprise, I was nominated for a position on the tribal council. In 1954, I became the chairman of the first all-female tribal council in the nation.

After seeing the amount of land owned by the tribe, we decided to work on developing our land. Attempts to build new infrastructures on tribal land were impossible because building on federal reservations was limited to a five-year lease. To develop tribal land, this federal lease term needed to be extended. Along with Mayor Frank Bogert, I began to frequently travel to Washington, D.C, in hopes of securing long-term leases. Although Congress only granted a 25-year lease with an additional 25 years, we faced another setback because banks did not want to finance projects on tribal land.

Eventually, in September 1959, congress approved the Agua Caliente Indian Leasing Act and the Equalization Act. These acts permitted members to lease their land for 99 years and stated that each Agua Caliente member owned 47 acres. We did a great honor to our ancestors by providing opportunities for the tribe to prosper and become independent.

[Vyola J. Ortner died on February 10, 2017, at 95.]



My name is **Carl G. Bray**. I am an artist known for painting smoke trees and desert scenes. Some people call me the “Grandma Moses of the Desertlands.” 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.

I was born in Oklahoma in 1917. In 1936, during 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.

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 seen in the desert. As I became a more popular artist, I opened a second Art Gallery in Taos, New Mexico. While living in Taos and Indian Wells, I painted daily, 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 continue to paint.

[Carl Bray’s Art Gallery in Indian Wells has been demolished. The area has been made into a small park along Highway 111. Bray continued to paint until his death on July 26, 2011.]

My name is **Lawrence Crossley**. I am known as the first African American resident in Palm Springs. I created many businesses and affordable housing for residents forced to move from Section 14 in Palm Springs. In **1958**, I built Crossley Tract Gardens, a neighborhood where each home was affordable and had 3 bedrooms and 2 baths. Crossley Tract Gardens became a big success. My wife Martha and I moved across the street from the model home. By 1961, the first 30 homes in Crossley Tract were built.



I am originally from New Orleans, where I was known as a trumpet player, and where I became “well-known in golf circles.” Prescott Stevens, my boss in Palm Springs, asked me to be a part of the Mirador Hotel project. In this project, I designed the first 18-hole golf course at the Mirador Hotel.

Stevens then appointed me to manage his Whitewater Mutual Water Company. From then on, Stevens and others encouraged me to start my own business. I successfully created Tramview Water Company, a small café, a laundromat, and small rooms for rent on Section 14. Then, in the early 1930s, I acquired five acres of land and turned it into Crossley Court (near East Ramon Road and South Sunrise Way). I also created the Tramview Village and Eagle Canyon Trailer Village in Cathedral City.

[Crossley died of a heart attack in 1962. His legacy continues, as Crossley is best described as “a wealthy Palm Springs businessman and developer.” At Crossley’s death, his estate was valued at \$1.5 million.]

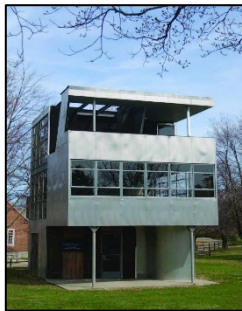


My name is **Albert Frey**. In **1958**, I am an innovative architect who designed a Yacht Club on the North Shore of the Salton Sea. For the design of the Yacht Club, I went with a nautical theme and added heavy doses of fantasy. I designed it to look like a great aluminum ship. The small upper floor was

like a crow's nest with porthole windows. The design of the Yacht Club was an expression of my sense of play and joy in architecture.



I was born in Zurich, Switzerland on October 18, 1903. I became an architect



and 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." It is an iconic masterpiece of modernist design.

When I moved to Palm Springs 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.

[Much of Albert Frey's architecture remains today. The North Shore Yacht Club has been restored and is a museum open to the public. The *Aluminaire House* has been donated to the Palm Springs Art Museum and is in the south parking lot as part of their permanent collection. On November 14, 1998, Albert Frey died at his Palm Springs home. ]



My name is **Bob Hope**. I am an entertainer who has been successful on the radio, in nightclub acts, in movies, on television, and in entertaining our troops. One of my proudest achievements is the Bob Hope Classic golf tournament which was established in **1964**. Now known as the Desert Classic, it is one of the major fund-raisers in the Coachella Valley for non-profit organizations. In 1966 I donated 80 acres of land to build the Eisenhower Medical Center and future medical facilities.

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 life changed when I discovered vaudeville and became a stand-up comedian. I married my wife Dolores in 1934, and we adopted four children. As much as I love my wife, I love golf too, and I have chased that little white ball worldwide.

I don't know whether it was my nose (that looks like a ski slope) or my really funny act, but I became well-known in the entertainment field. My "Road" movie pictures with Bing Crosby and Dorothy Lamour were hugely successful.

Nothing has made me happier than entertaining the G.I.s 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 John Lautner, the innovative second home of Bob and Delores Hope stands in the foothills of Palm Springs. In 2016, it was purchased for \$13 million. Bob Hope died at his home in Toluca Lake on July 27, 2003.]



My name is **Katherine Siva Saubel**. I am known as a preserver of the Cahuilla culture and language. I am also known as the last fluent speaker of the Cahuilla language. I had an interest in the Native American culture and ethnobotany. I kept a notebook that described all the familiar native plants and their uses as food, tools, and medicine. In **1958**, Dr. Lowell Bean and I wrote a book called *Temalpakh* (1972), which in Cahuilla means, “from the earth.” Through this book, we wanted our readers to understand how the Cahuilla adapted to their

environment and understand the cultural and environmental relationships.

I was born on March 7, 1920, on Los Coyotes Indian Reservation in San Diego. I graduated from Palm Springs High School in 1940 and am the first Native American woman to graduate there. That same year, I married my husband, Mauricio Saubel, a Cahuilla man.

In 1964, I helped launch the Malki Museum on the Morongo Reservation in Banning. It contains art and artifacts showcasing the history of Southern Californian Indian cultures. Later in 1998, I served as a member and chairwoman of Los Coyotes tribal council. As their leader, I protected sacred sites and native lands.



[On November 1, 2011, Katherine Saubel passed away at 91. She died of natural causes at her home on the Morongo Reservation near Banning.]



My name is **Cherry Ishimatsu**, In **1975**, I was co-founder and state president of the California Women in Agriculture. CWA started in the Coachella Valley. Our goal is to promote and develop the interest of California women involved or interested in agriculture and to promote a strong agriculture industry in California.

In my senior year of high school, on December 7, 1941, the Japanese bombed Pearl Harbor. This attack created anti-Japanese sentiments and the fear of an invasion on the West Coast. All Japanese Americans were placed in internment camps. My family and I were relocated to an internment camp in Arkansas. We were later released and moved to Chicago, Illinois, where I reunited with my boyfriend Raymond and married him on July 24, 1948.

A year later, we moved to Indio to work on the family farm. The city wasn't well developed as it lacked air conditioning, girl scouts' groups, and a hospital auxiliary. I took the initiative and began to involve myself in the community. I became the founding member and president of the Valley Memorial Hospital Auxiliary. As a Japanese American and I have helped reactivate the Japanese American Citizens League and served as chapter president from 1978 to 1980.

I am grateful to the people of Indio. Without their kindness, I would not have been able to bloom.

[Cherry Ishimatsu has moved to Los Angeles to live closer to her children.]



My name is **President Gerald Ford**. After a long career U.S. in the House of Representatives and as Vice President of the United States, I became the 38<sup>th</sup> 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 a 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 stepfather, Gerald R. Ford Sr. My stepfather adopted me, and my name was changed to Gerald R. Ford Jr. I attended The University of Michigan, played football, and then graduated from Yale University Law School in 1941. Upon graduation, 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 29-month term as president, I was the target of two assassination attempts.

After losing the 1976 presidential election to Jimmy Carter, we moved to Rancho Mirage. I serve on several boards and commissions, and I devote time to playing golf. But most importantly, I can enjoy time with my wife, Betty.

[President Gerald Ford died at 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. Betty co-founded the Betty Ford Center in Rancho Mirage, a substance abuse facility next to Eisenhower Medical Center. She died in 2011. They are survived by three sons, and a daughter.]





My name is **Benny Guitron**. I am a champion horse rider and trainer. In **1979**, I won the National Reined Cow Horse Association (NRCHA) Bridle Horse Championship and the World Championship All-Around Stock Horse Contest. The NRCHA inducted me into its Hall of Fame during the 2008 Snaffle Bit Futurity in Reno,

Nevada. 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 accomplishments have been possible because of good horses and hard work.

My father came from Mexico to this country in April 1919 and settled in the Coachella Valley. 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 are my favorite.

Our Father taught his sons not only about our heritage but his passion for horsemanship. It was from him that I learned vaquero training techniques. He taught us to use the equipment correctly and to display proper showmanship when in competition.

My passions are preserving the vaquero tradition of training reined cow horses, showing horses, teaching seminars, making videos, and riding in general. I help promote the sport of reined cow horse competition and high competition standards. My ranch, the Guitron Training Stables, is in Merced, California. Because I compete at many horse shows, I must be away from my ranch a lot of the time.





My name is **Dr. Reynaldo J. Carreon, Jr.** Over the years, I have helped the Mexican American community by providing funds for school scholarships. In **1984**, I donated \$100,000 to the College of the Desert to be used for scholarships for students of Mexican American descent. This fund continues today to grant awards.

I was born on November 24, 1900, in San Antonio, Texas. In 1925, I saved enough money to travel to Los Angeles, California, where I graduated from college. I 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 now called John F. Kennedy Memorial Hospital. During President Eisenhower's administration, I was an ambassador-at-large to Central and South America. I was awarded Mexico's Order of the Aztec Eagle for lifetime achievement to improve 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. As a supporter of the Riverside County Fair and Coachella Valley Date Festival, I created special costumes to wear at the fair.

[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 that today bears his name. ]



My name is **Merv Griffin**. I am a television celebrity and a real estate developer. After many successful years living in Hollywood, 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 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 could never run again.

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 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.

[The Griffin Ranch is located on Madison Street in La Quinta, just south of Avenue 54. 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. In **1994**, I was elected to the U.S. House of Representatives from California's 44<sup>th</sup> 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.

I was born in Detroit on February 16, 1935, and attended 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 hair that was nearly down to my shoulder. I wrote, arranged, and produced many hit records with singles like "I Got You Babe" and "The Beat Goes On." We worked together, 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. We divorced in 1975 but performed together for two more years.

In 1986, Mary Whitaker and I were married. I entered politics after getting frustrated with the permits I needed to get from the City of Palm Springs 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.

[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.]