



Palm Springs Paradise

Palm Springs is like no other place on earth. From its earliest days as a desert oasis to its mid-century heyday as a getaway for the rich and famous, its relaxed ambiance and unique residents and visitors have provided countless fascinating photographic subjects. *Palm Springs Paradise* features more than two hundred vintage photographs, only a fraction of which have ever been seen by the public. Subjects include early Palm Springs, the fabulous El Mirador, architecture both refined and zany, Sinatra and his Rat Pack, and the irreverent people who make the desert so much fun.

\$30.00 U.S.



Palm Springs Paradise Moruzzi
GIBBS SMITH



Palm Springs Paradise

Vintage Photographs from America's Desert Playground

Peter Moruzzi

Contents

Introduction	7
Early Palm Springs	8
The Thirties and Forties	24
The Fabulous El Mirador	34
Architectural Masterworks	48
Unique Architecture	72
Having Fun!	96
Palm Springs Crazy!	128
Celebrities	152
The Rat Pack	166
Acknowledgments	176

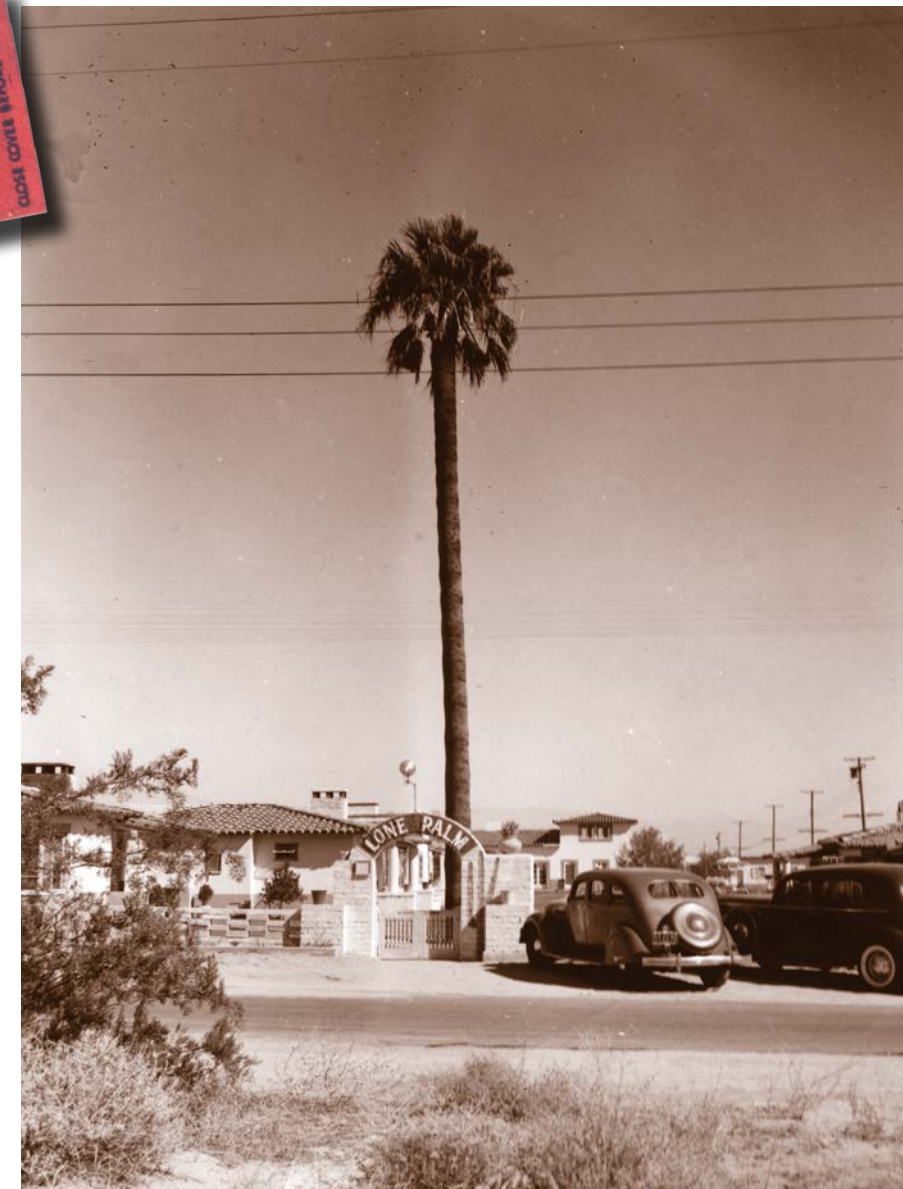
City National Bank is ready for its close-up.

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Since *Palm Springs Holiday* was published a few years ago, interest in the city's fascinating and glamorous past has continued to grow. Upon hearing that the venerable Palm Springs Historical Society had recently digitized one hundred years of photographs—over thirty thousand in total—I knew a book was waiting amidst that treasure trove. And I was right. Over many days I systematically viewed every image, narrowing the archive down to two hundred of the most compelling, outrageous, surprising, and fun. Some might be familiar; most will be unknown. So join me for another journey through time, from Palm Springs' earliest days as an isolated outpost through its transformation into America's foremost desert resort.

RIGHT: When a lone palm on North Indian Avenue was worth naming a hotel after.



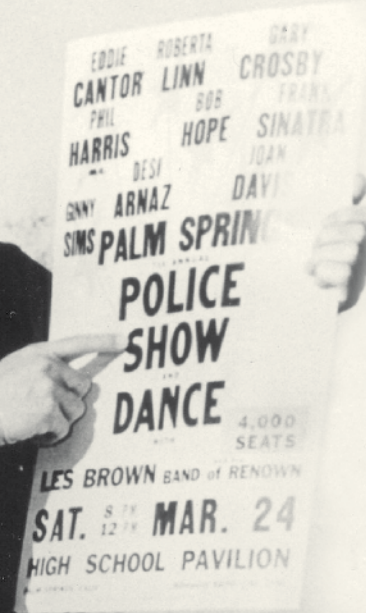


The Desert Circus 1934–1983

The Desert Circus began in 1934 as a way to raise funds for the church rectory on the Agua Caliente Reservation. It soon became the biggest event of the season. Those caught without Western clothes would be arrested by the “High Sheriff” and levied fines—from \$10 to \$100—by a judge of the Kangaroo Court, with the money going to the church. Fifty years later, the Western theme had lost its cachet and the Desert Circus finally bit the dust. **FACING:** Desert Circus, 1966. Today, these shirtless guys would be pulling a float of, well, shirtless guys.



The Rat Pack



The Rat Pack and their pals—and sometimes gals—played hard in the desert. Most had houses here. They golfed, boozed it up, cracked wise. They performed for charity events and in local nightclubs and bars. Frank, Dino, Sammy, Jilly, Buddy, Jimmy, Chuck, Bob, Jackie. In the '60s and '70s, they kept Palm Springs famous beyond its expiration date.

Restaurateur "Prince" Mike Romanoff takes a break from his croquet game as Frank Sinatra promotes the annual Palm Springs Police Show charity fundraiser to be held at Palm Springs High School. **FACING:** Sinatra performs with Les Brown's Band of Renown at the Police Show.

