HERMIT OF PALM SPRINGS

by

SLIM BARNARD

Courtesy of your Southern California Ford Dealers

MAP No. 121

EXPENSES

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Gas</td>
<td>$4.80</td>
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<tr>
<td>Motel (2)</td>
<td>$14.00</td>
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<tr>
<td>Hay Ride from Wonder Palms Motel to Jim Chandler's Ranch for &quot;Fire-side Sing&quot; (2)</td>
<td>$4.00</td>
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<tr>
<td>Tram Ride (2)</td>
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<td>Indian Reservation Admittance</td>
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<td>Palm Springs SPA &quot;sample&quot; treatments (2)</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$33.70</strong></td>
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TRAVELOGUE

Palm Springs — Desert Playground

Located east of Los Angeles, in the upper reach of Coachella Valley sprawls glittering Palm Springs.

Honeycombed by gulleys and shallow canyons, nourished by springs above and underground, this desert area, overshadowed by the towering San Jacinto and Santa Rosa Mountains, has been a pleasure oasis for man since the Stone Age. The Cahuilla Indians of the Agua Collente tribe settled here thousands of years ago. They remain — and own much of the area. Spanish adventurers, weary American immigrants, ranchers and prospectors found rest amidst the tall palms and enjoyed the restorative properties of the bubbling hot springs. Rutted wagon trails became stage coach routes. The coming of the railroad in the 1870's brought with it the advent of the hotel era. In 1886 Palm Springs boasted its first hotel — an establishment for 26 guests. Today Palm Springs is an alluring playground for U.S. presidents and multi-millionaires. Hotels and motels provide a mixture of posh Beverly Hills with a touch of Florida's Palm Beach and a dash of Las Vegas' fantastic "Strip," minus gambling. It is also a haven for middle-income folk, mobile-home dwellers and retirees, as well as a retreat for those who wish to get away from smog and cold for a day, week-end, month or forever!

Land of Happy Contrast

Informality of dress and attitude are ways of life. The " Idle Rich" cheerfully rub elbows with the "Idle Poor". Neither could care less! It is a sparkling Never-Never Land where lavish

(Continued on back)
Where The Elite Meet
Although YOUR HAPPY WANDERERS, who prefer the company of more simple folk headquartered at the luxurious but reasonably-priced Wonder Palms Motel, we obtained an eagle's eye-view of Palm Springs' "Millionaires' Row" from a helicopter. Wherever we looked were sprawling estates studded with swimming pools, tennis courts, "pitch-and-putt" golf courses! Our pilot-guide pointed out palatial homes of stars and eastern and mid-western industrialists who jet to their desert havens for weekend stays!

And as we soared over the spa we realized that Palm Springs is actually the center of a burgeoning "megapolises" of communities, estates, small homes, housing developments and ornate shopping centers that stretch from the foot of the San Jacintos along Highway 111 through Cathedral City, Palm Desert, Indian Wells and La Quinta through vast date gardens to Indio.

We'd heard that Palm Springs itself has over 3500 swimming pools and 18 golf courses — with more constantly a-building. After our "Magic Carpet" helicopter ride we can believe it!

Aerial Tramway A Must
The 15-minute, two and one-half mile nearly perpendicular trip up the eastern slope of Mt. San Jacinto by enclosed, 80-passenger aerial tramway car carried YOUR HAPPY WANDERERS to the Mountain Station more than a mile high. The view during both ascent and descent is breath-taking. The entire desert playground is spread before you. The clear air makes Palm Springs below seem like a miniature community placed in a table within arm's reach!

The tramway has made accessible miles of hiking trails, camp sites and ski areas in hitherto inaccessible areas of the San Jacinto Mountains. Now visitors can soar from sun-bathing, swimming or golf to snow sports within a matter of a mere hour!

Spa
Typical of the desert playground's approach to elegant living is the swank Palm Springs Spa Hotel and Natural Hot Mineral Springs erected on the original springs enjoyed for centuries by Indians. The management built the plush establishment after signing a 99-year lease with Tribal owners. The Spa offers either "typical" resort-hotel living or a weight-reducing regimen presided over by Dr. Anne-Marie Bennstrom, a beautiful, blonde Viking. After watching Dr. Bennstrom guide her "flock" through pound-sheding routines Henrietta "sampled" some of the Spa's reducing methods.

A visit to the Tennis Club and Charley Farrell's Racquet Club pointed up the marked contrast of the humble roadside abode of "Hubcap Willie" McDavid, Hermit of Palm Springs high point of our trip.

A former U.S. Marine who saw service in World War II and Haiti, Willie, now 71-years "young" lives with a family of pet chipmunks in the shadow of the San Jacintos. His nickname "Hubcap" comes from the way he earns the $400 per year (approximately) which provides good shelter for himself and pets. He makes his living by pushing a cart along the highway and byways, retrieving hubcaps which fall off cars. These he sells to garages. A gentle, patriarchal soul he is a vegetarian because he abhors killing creatures for food.

Willie's roadside, "Thoreau-like" existence of stark, monk-like simplicity against the glamping of the "Dominion of Space-Age Palm Springs" has attracted worldwide attention. In 1962 Life Magazine devoted pages to him!