



Bob Alchian, Palm Desert jeweler, recently moved to a larger, more convenient location at 73-143 Highway 111. He is shown here putting the finishing touches on the new display frames in his store. Below: William F. Cody, Desert area architect, will be honored June 18 on his election to the College of Fellows, American Institute of Architects. Formal presentation will be made at a dinner at Washington's Sheraton Park Hotel. He received the honor for achievement in design, in which his work was judged to have notably contributed to the advancement of the profession of architecture by its distinction, individuality and mastery of the art of design. When Cody was nominated, he was required to submit 15 photographs of examples of his work. Among those submitted were Eldorado Country Club, Palm Springs Spa Hotel and Bath House and his own residence.



Earlene Seldidge, left, and Mrs. William Phillips model costumes by Tachi Castillo of Mexico City, part of apparel shown at dinner party and fashion show for Hoo Hoo Club of National Lumbermen's Association, Riverside County division, at Indian Wells Hotel, where County lumbermen convened. Mrs. Seldidge, owner of Earlene's Sportswear Shop in Palm Desert, furnished a well-received "hoo hoo" commentary for the parade of items from her shop. Below: Virgil Pinkley, second from left, hosts a dinner party at Don the Beachcomber's. Others, from left, are Mrs. Harold Smith of Palm Desert and Winnipeg, Charles Wilbank of Palm Desert and Vancouver, Mrs. Raymond Britt of Palm Desert and Cleveland, Mr. Britt, Mr. Smith and Mrs. Wilbank.





I believe my 35 years of experience in this golden valley entitles me to a bit of "name dropping." Names here are but a few of my respected clients with whom I have had pleasant dealings.

I thank them all.

M. O. ANDERSON \*
FRANK ANGELL
LOUIS BOYER
GEOFFREY BILL
RICHARD BILL
"SONNY" BURKE
HENRY BRENTON
CLARENCE BROWN

HOAGY CARMICHAEL
EARL CORDREY
JOHN CAMPBELL
ALLEN DALE
PIETRO DI CARLO
JACK DENGLER
HARRY DODGE
DON DUNCAN
JOHNNY DAWSON

PHIL HARRIS
GAYLORD HAUSER
HENRY HOHMAN
"CAP" HOMME
W. R. "FRITZ" HAWN
PETER HITCHCOCK
CONRAD N . HILTOP

VICTOR McLAGLEN \*
OLIVER MORRIS
WILBUR MAY
DR. CHAS. McCAMMON
JIMMIE MALONE
DON MACPHERSON
HAROLD O. MACLEAN
DON NICHOLS

"MIKE" ROMANOFF DR. CHAS. REAGAN WARD RISVOID \* "STACK" STACHLER RALPH SHELLEY HARRY SUMMERS JOSEPH M. SHAPIRO PQLLARD SIMONS FRANK SINATRA BING CROSBY
JOHN CURCI
JACK CRAWFORD
RAYMOND CREE
"DOOLEY" CONVERSE
JIMMY COOPER
DR. JOHN COSTELLO
SAM CARPENTER

MAJOR REUBEN FLEET
"BUD" FURER
HARRISON FISHER
COL. ROBERT ELLSWORTH
DICK GUELICH
PAUL HEIMS \*
"BARNEY" HINKLE
STEVE HEALY
CLIFFORD HENDERSON

AL JOLSON \*
OLIVER JAYNES
KEN JOHNSON
RAYMOND E. LEE
BOB LITTLER
HERBERT LEGG \*
LAWRENCE "RED" OAKES

GIFFORD PHILLIPS
WARREN PINNEY \*
WILLIAM REICHEL
SAM RUSSELL
JOHN JACOB RASKOB \*
MARTY RUDERMAN
BERT ROSS
RAY RYAN

RANDOLPH SCOTT
DR. HERMAN SALK
WALTER SIBBERT
IRWIN SCUMAN
JIMMIE VAN HEUSEN
GEORGE WRIGHT
LESTER R. WALLS
NORMAN WATERS
JOCK WILLIAMSON

WHY NOT JOIN THEM . . . Sorry, but not space for the ladies \*Gone but not forgotten, R.I.P.



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