

PPF Box 959

799

Palm Springs, California.
February 23, 1954.

Dear Ben:

Before I leave Palm Springs, I want to tell you again how grand it has been to have a few games with you -- and to thank you for all the arrangements you made on my behalf. I have enjoyed this vacation to the utmost, and I am deeply grateful to you for your part in making it so pleasant.

With warm personal regard,

Sincerely,

Mr. Ben Hogan,
Tamarisk Country Club,
Palm Springs,
California.

First copy filed PPF 1-F-23

THE PRESIDENT'S APPOINTMENTS
WEDNESDAY, FEBRUARY 17, 1954

- 8:30 am National Security Council
Hon. Richard Nixon, The Vice President
Hon. Walter B. Smith, Acting Secretary of State
Hon. Roger M. Kyen, Acting Secretary of Defense
Hon. William McN. Rand, Acting Director, F. O. A.
Hon. Arthur S. Flemming, Director, O. D. M.
Hon. George M. Humphrey, Secretary of the Treasury
Hon. Herbert Brownell, Jr., The Attorney General
Hon. Sinclair Weeks, Secretary of Commerce
Hon. Joseph M. Dodge, Director, Bureau of the Budget
Hon. Lewis L. Strauss, Chairman, Atomic Energy Commission
Hon. John Slezak, for the Secretary of the Army
Hon. Thomas S. Gates, Acting Secretary of the Navy
Hon. James H. Douglas, Acting Secretary of the Air Force
Admiral Arthur W. Radford, Chairman, Joint Chiefs of Staff
General Charles L. Bolte, Vice Chief of Staff of the Army
Admiral Robert B. Carney, Chief of Naval Operations
General Nathan F. Twining, Chief of Staff of the Air Force
General Lemuel C. Shepherd, Jr., Commandant, U. S. Marine Corps
Hon. Allen Dulles, Director, Central Intelligence Agency
Gen. John E. Hull, Department of Defense
Hon. Donald A. Quarles, Assistant Secretary of Defense
Mr. Charles Sullivan, Department of Defense
Gen. Willard S. Paul, Office of Defense Mobilization
Mr. A. Russell Ash, Office of Defense Mobilization
Mr. Henry F. Hurley, Office of Defense Mobilization
Mr. Willis H. Shapley, Bureau of the Budget
Hon. Robert Cutler, Special Assistant to the President
Mr. J. Patrick Coyne, NSC Internal Security Representative
Mr. Richard L. Hall, NSC Special Staff Member
Hon. Bryce Harlow, Administrative Assistant to the President
Hon. Sherman Adams, The Assistant to the President
Hon. James S. Lay, Jr., Executive Secretary, NSC
Hon. S. Everett Gleason, Deputy Executive Secretary, NSC
- 10:55 am The President left for the Departmental Auditorium where he said a few words of greeting to the opening session of the White House Conference on Traffic Safety.
- 11:25 am Timothy J. O'Connor, Police Commissioner of Chicago, and son Mr. James Rowley
- 11:30 am (Hon. Frank J. Lausche, Governor of Ohio)
(Arranged by Mr. Hagerty, OFF THE RECORD)
- 11:45 am Congressman Leslie C. Arends, Illinois
Congressman Dewey Short, Missouri
Mr. John Blandford, Special Counsel of House Armed Services Committee
(Talked about legislation affecting new tables of retirement in Armed Services)



- 12:15 pm Honorable John M. Allison, American Ambassador to Japan
(Appointment arranged at the request of Hon. Walter B. Smith)
- 12:30 pm H.E. Dr. J. H. van Roijen, the Ambassador of the Netherlands
H.E. Cornelis Spaf, the Minister of Defense of the Netherlands
Hon. Roger M. Kyes, Deputy Secretary of Defense
(This was a courtesy call arranged at the request of the
Department of Defense, which Department said they understood
the President met Minister Staf when Supreme Allied Commander
in Europe.)
- 1:00 pm (LUNCH)
- 1:30 pm (Mr. Hagerty)
- 2:00 pm Press Conference
- 2:40 pm The President and Mrs. Eisenhower and Mrs. Doud departed the
White House for MATS Terminal, Washington National Airport.
- 3:00 pm Airborne for California.
- PST 9:31 pm The President and Mrs. Eisenhower and Mrs. Doud arrived at
Palm Springs, California, and motored direct to the Smoke
Tree Ranch of Paul E. Helms, California bakery executive.



THE PRESIDENT'S APPOINTMENTS
THURSDAY, FEBRUARY 18, 1954

PALM SPRINGS, CALIF.

9:30 am The President played golf at the Tamarisk Country Club with
the following:

Ben Hogan
Paul Hoffman
Paul Helms

1:00 pm The President had Luncheon at the Tamarisk Country Club with
the following:

Freeman Gosden
George Allen
Paul Hoffman
Paul Helms
Ben Hogan
Reuben Fleet
Floyd Turner



THE PRESIDENT'S APPOINTMENTS
FRIDAY, FEBRUARY 19, 1954

PALM SPRINGS, CALIF.

8:40 am The President was in his office until approximately 8:55 a.m.

The President played golf at the Thunderbolt Club with the following:

Leonard Firestone
H. T. Dent
Johnny Dawson

1:00 pm The President had Luncheon at the Thunderbolt Club with the following:

Leonard Firestone
Johnny Dawson
H. T. Dent
Paul Hoffman
Charles Garfield
George Allen
Darryl Zanuck
Paul Helms



2:45 pm Luncheon was over. The President departed the Thunderbolt Club and motored to Jacquelin Cochran's in Indio, California.

3:10 pm Arrived at Jacquelin Cochran's

3:45 pm Departed Jacquelin Cochran's and motored to George Allen's home at La Quinta.

4:00 pm Arrived at George Allen's

6:15 pm Departed George Allen's home and motored to Smoke Tree Ranch.

6:45 pm Arrived at Smoke Tree Ranch

THE PRESIDENT'S APPOINTMENTS
SATURDAY, FEBRUARY 20, 1954

PAIM SPRINGS, CALIF.

- 7:45 am The President was in his office.
- 8:55 am The President left the office.
- 9:10 am The President arrived at the Thunderbolt Golf Course and was greeted by Johnny Dawson.
- 9:40 am The President played golf with the following:
- Paul Hoffman
Paul Helms
George Allen
- 12:50 pm The President had Luncheon in the private dining room of the Club House with the following:
- Paul Hoffman
Paul Helms
George Allen
Paul Helms, Jr.
Elmo Conley
K. B. Norris
Hoyt M. Leisure
Sam Goldwyn
Johnny Dawson
Herbert Hazelthime
- 2:45 pm Returned to Smoke Tree Ranch
- 8:00 pm Sometime between 8:00 and 10:00 p.m., the President broke cap off of a front tooth and he went to a dentist in Palm Springs to have it fixed.
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THE PRESIDENT'S APPOINTMENTS
SUNDAY, FEBRUARY 21, 1954

PALM SPRINGS, CALIF.

- 9:30 am The President and Mrs. Eisenhower attended Services at the Palm Springs Community Church. Rev. James H. Blackstone, Jr.
- 8:30 pm The President and Mrs. Eisenhower held a Reception at the Ranch House, Smoke Tree Ranch. The following guests were present:
- ACOSTA, Raymond L.
 - ADAIR, Gerry
 - ADLOM, Frances C.
 - ALBERT, Mrs. Florence - Mr. and Mrs. Robert Barry and the French Consul of Los Angeles - Mr. Bertrand
 - ALBERT, Miss Irene
 - ALEXANDER, Ruth C.
 - AMANN, Hattie M.
 - ARMSTRONG, Mrs. H. W.
 - BABIC, Kay
 - BAILLARD, Miss Jenö
 - BAILEY, A. E. - Mr. and Mrs. A. E. Bailey, Miss Beatrice Bailey, Miss Bunny Bailey, W. Boner Bailey, Neva Rogers, Arthur E. Bailey, Jr., Mr. and Mrs. Lyle C. Newcomer, Miss Tora Newcomer, Miss Elena Bosworth, Mr. Steve Mandal, Mr. Jack Critchlow, Mr. & Mrs. George Ripley, Mr. and Mrs. Frank Ripley, Jr.
 - BAILEY, Dr. and Mrs. Wilbur
 - BALL, Mrs. Innis
 - BANKS, Mrs. Noble and 2 guests: Mrs. Cairns & Mrs. Agar
 - BARBARICK, J. M.
 - BAUDER, Mrs. George
 - BAUSMAN, Mr. R. F.
 - BELLINGHAM, Capt. Harold J. and Mrs. (his mother was Aunt Alice)
 - BELLINGHAM, Mrs. Martha Lucas and husband
 - BENNETT, Mr. and Mrs. Frank and 3 guests
 - BESSER, C. R.
 - BIDDLE, Spencer
 - BLAZINA, Sgt. and Mrs. Tom
 - BOYCE, Mrs. Hattie and guest - Mrs. Pinnell
 - BOYD, Mayor and Mrs. Florian - Mayor of Palm Springs
 - BURRITT, Bruce - General William & Mrs. White, Mr. and Mrs. Louis Alabaster
 - BUTLER, Walter - Mr. and Mrs. Butler, Jr., Mr. and Mrs. Reynolds Butler, Mr. and Mrs. Jack Comly, Caren Comly, Jack, Jr. and Christine Butler, Stephen, Barbara, Michael
 - BUTTON, Blanche Haldeman and husband (Sam Haldeman's daughter)
 - BUTTON, Mr. and Mrs. E. Ronald, Republican National Committeeman
 - CAHILL, E. J.
 - CASTLE, Mr. and Mrs. Don
 - CELESTIN, Miss Louise
 - CERF, Mr. & Mrs. Bennett



SUNDAY, FEBRUARY 21, 1954

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8:30 pm Reception - Continued
CHASCIN, Walter J.
CHICKERING, A. L.
COFFMAN, Mr. and Mrs. Earl
COLBY, Mrs. Paul N.
CONGDON, C. C. H.
CORBIN, Atlee P.
CRANDALL, Charles W.
CRANDALL, Juanita L.
CRAVENS, Mr. & Mrs. Malcolm - Thomas Hurley, Mr. Earle, Brenda,
Carol & Joan Cravens (Ada Johnson - servant)
CROMMELIN, J. B. - Fontaine Flourmay
DAUBERT, George
DEAN, W. D.
de LAITRE, K. - Mr. and Mrs. Anthony Brown, Mr. & Mrs. Harold
Ward, Happy and Wardie
DENT, Hawthorne
DE WITT, Allen F.
DI SALVO, Jane M.
DOLLARD, Dr. and Mrs. Henry
DOUGHERTY, Mr. and Mrs. Frank C. and sister, Mrs. Weyland
DOUGHERTY, Mrs. William and mother and sister
DURHAM, Mrs. R. E.
EARLE, Dr. and Mrs. L. M.
EDDY, Mrs. James - Mr. and Mrs. H. Warjone
EISENHOWER, Mr. and Mrs. Lowell (cousins)
EPLER, Mrs. Robert H.
EVANS, Mr. & Mrs. Howell - Mr. & Mrs. Eldon Laird, Mr. Charles O'Neil
EVERSOLE, Dr. and Mrs. H. O.
FANNING, Grete
FARRELL, Mr. and Mrs. Charles
FAUBION, Esther
FIRESTONE, Leonard
FISCHEL, Mr. & Mrs. Victor A., friends of Ellis Slater
FITZGERALD, Roy E.
FLINK, Mrs. (Mrs. Hillson's daughter)
GAMMILL, Roy E.
GARSTIN, D. V., Edith Shankland and Ens. Noble Welch
GATES, Mrs. Della S. - Mr. & Mrs. Rupert Shaw, Mr. & Mrs. Louis
Shaw, Mr. & Mrs. Swanholm
GILL, Catherine F.
GILMORE, Donald S., Dr. & Mrs. - presented the President and
Mrs. Eisenhower and Mrs. Doud with a little token
GILPIN, J. H. - Mr. & Mrs. Richard St. John
GLENDYNE, Charlotte C.
GOLDWYN, Samuel
GORDON, Gertrude M.
GOSDEN, Mr. and Mrs. Freeman ("Amos")
GRANT, Frederic - Dr. John O. Haman, Jane Haman, Mr. & Mrs. J.
Blake Field, Freddy Fayen, Sandy Grant, Mary Grant, Margaret
Radford, Christine Calley, Mrs. Ruth Bibb
GREEN, Frank
HALL, Mr. and Mrs. Earl



8:30 pm

Reception - Continued

HALDEMAN, Mr. Abner (son of Jesse Haldeman)
 HALDEMAN, Mr. Jesse (mother was Katie Eisenhower - sister of
 David Eisenhower)
 HAMAN, Dr. and Mrs. John
 HAMILTON, Mr. and Mrs. Harold - Mr. & Mrs. Arthur Wheeler, Janice
 & Robert; Mr. & Mrs. Paul Robinson, Mr. & Mrs. Brook Townsend,
 Mr. & Mrs. Reed Funsten, Mr. Paul Terooler, Miss Betsy Dunn
 HARRIS, Mr. Albert
 HARRIS, Norman
 HAWKS, Senator & Mrs. - Mrs. Gretchen Sherman, Mr. & Mrs. Padelford,
 Mr. Pockman, Mr. & Mrs. Robert Waters (servants, William Artis &
 Minnie Sandin)
 HAYWARD, Darlene M.
 HAYWARD, Edward N.
 HAYWARD, Jerry
 HEAD, Mr. Horace and sister, Kathleen
 HEIMBERG, Una C.
 HELMS, Paul H.
 Herbert, Raymond J.
 HERZ, Evelyn C.
 HILLSON, Mrs. Mildred and Daughter, Mrs. Flink
 HOFFMAN, Paul Gray
 HOLLEY, Mr. and Mrs. Earl
 HOLLANDER, Mr. & Mrs. Al and mother, Mrs. Adele Jacobs
 HOLMAN, Howard
 HOPE, Mrs. Bob and daughter, Linda
 HOUSEHOLDER, Colonel E. R. (instructor when the President was at
 West Point)
 JACOBS, Lester
 JACOBS, Mrs. Adele
 JAMISON, Neil C. - Mr. & Mrs. K. C. Bell, Neil and Susan Bell
 JANSS, Edwin - Mr. & Mrs. Robert McLain, Dagny, Peter and Larry
 Janss, Anne & Bob McLain and nurse Yutta Kann
 JAYNES, Allan
 JOHANSON, Captain and Mrs. J. G.
 JUNGBLUT, Robert C.
 KAISER, Mr. and Mrs. (Charlotte) (first cousin once removed)
 KALBACH, Raymond B., Jr.
 KASCO, Peter S.
 KAUFMANN, Mr. and Mrs. Edgar
 KAYE, Sylvia
 KELLY, Edmund J.
 KENYSER, Mr. & Mrs. Hathaway
 KINNEY, Wendell H. - Sally, Sue Williamson, Ynez Viole, Mary Fitzpatrick
 KNIGHT, Commander and Mrs. R. H.
 LARAVEA, Dorothy J.
 LARSON, Walter V.
 LEONARD, Fred N.
 LESLIE, John W.
 LUCCARENI, J. F. - Mrs. Thomas Dant, Mrs. Isabel Horton, Mr. & Mrs.
 Lockwood, Mrs. John S. Lapp, Mrs. Hanabal Gran
 LYON, Dr. & Mrs. Richard - Mrs. H. W. Irwin, Mr. & Mrs. Eric
 Hoffman, Tillie Young and Miss Cooper



8:30 pm

Reception - Continued

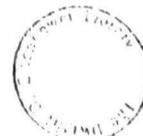
LYONS, Mrs. James A. - Susan and Stewart Lyons
MacGREGOR, Willabel
MacLEOD, Mrs. Norman L.
McCORMACK, Devaar C.
McCORMACK, Erma B.
McCULLOUGH, Mrs. J. B. - Nancy McCauslen
McFIE, Mr. & Mrs. Milbank - Susan and Joan McFie
McKAY, W. O. - Colonel and Mrs. Stewart S. Miller, Mr. & Mrs.
Clarence Francis and Mr. & Mrs. Douglas Ball
MADISEN, J. E.
MAJOR, Horace T. - Mr. & Mrs. Frank Walsh
MARKHAM, Fred J. - Frank and Gertrude Suter - servants
MARSH, Fletcher
MATTHEWS, Dr. and Mrs. J. C.
MATTINGLY, Barak
MEGRAN, H.
MELGORD, Edna R.
MILLARD, Mrs. Everett L.
MILLER, Mr. & Mrs. George
MILNOR, Mr. and Mrs. Nate
MOORE, J. A.
MORNINGSTAR, Mr. and Mrs.
MOUNT, Charles
NEWBEGIN, Wade
NORIE, Robert
NUGENT, James L.
OAKES, Camp L.
OLIVER, Patricia A.
PALLISER, W. B.
PALM, Mae L.
PARKER, Mrs. J. S.
PARSONS, Mrs.
PELTON, George S. - Diane, Betty Cassidy
PEDERSEN, Miss Viola (Paul Hoffman's Secretary)
PFAU, Mr. & Mrs. Louis - Mr. & Mrs. Pfau, Jr.
PLESTCHEEFF, T.
POLIAN, Miss Virginia
POMEROY, Bertha
POMEROY, Thomas
POSEY, J. V. G. - Mr. & Mrs. Frank Belcher, Mr. & Mrs. Gamble
PURCELL, Dr. and Mrs. Frank
REED, Mossie H.
REICHEL, Rowena
REICHEL, William
REID, Dr. and Mrs. Henry S. - Major & Mrs. Reuben Fleet, Mr. & Mrs.
J. E. French
REITMANN, Rosalie
ROBERSON, Mr. & Mrs. George
RODGERS, John B.
ROUNDS, Ralph M.
ROUTT, Orville



8:30 pm

Reception - Continued

ROYCE, Steve
SANDERS, Leroy - Ruth Hamilton Sanders and Mr. & Mrs. Leroy Sanders, Jr.
SAWYER, Dr. & Mrs. Frank - Mr. Grandin, Lena Oleski
SCHEUFLER, William F.
SCHILLER, Mrs. W. R., Jr.
SCHMIDT, John H.
SCHUCHART, Mr. & Mrs. George - Mr. & Mrs. Arthur Soli
SCHWAB, Max - Mr. & Mrs. Harold Edmunds, Dick & Burt Anderson
SHAFFER, H. A.
SHARPE, Dr. and Mrs. John
SIEMSEN, H. H. P.
SIMPSON, Dr. & Mrs. Claude F.
SIMS, Mrs. Mudd
SLOCAN, Mr. (Gave tie emblems to the President & Mrs. Eisenhower)
SLOCUM, M. S. - Miss Bessie Byrne, Mrs. Slocum Wilson, Carolyn Wilson
SMITH, Mr. & Mrs. Walker - Mr. & Mrs. Harry Wyeth, Priscilla Wyeth
and Mrs. Dorothea Lucas
SNIDER, Beulah F.
SODER, William R.
SODER, Carl S.
SPINKS, Mr. & Mrs. A. M. - Dr. & Mrs. Claude S. Simpson, Nancy,
Norman, Paul, Michael and Melinda
STEELE, Mrs. Harry C. - Mrs. Busby, Susan, Jimmy and Barby & Larry
Satterly
STEWART, W. H.
STIMSON, Mrs. C. W. - Mr. & Mrs. John H. Ballenger, Mrs. Arthur
Bee Miller
STRATTON, Eugene
STRONG, Mrs. Walter A.
STUART, D. D. - Mr. and Mrs. David D. Stuart, Jr., Mr. James D.
Stuart, Miss Joyce Newcomer, Mr. & Mrs. Alfred G. Barstow,
Mr. & Mrs. Robert M. L. Baker, Sr., Mr. & Mrs. Mark Davids,
Mr. Clarence White, Mr. Roy C. Morris, Mrs. Wilbur R. Smith,
Miss Mary Virginia Roach
SWINDEN, Mrs. John Irvin (Irvine) (Owner of Irvine Ranch where
Boy Scout Jamboree last year was held; presented the President
with a gold medal commemorating event)
TETER, Adelaide
TOGNAZZINI, Roland
TROUSDALE, Paul W. - Mr. Frank Miller, Mrs. Jane Cameron, Mr. &
Mrs. D. Watson, Dick Weber, Mary Anne and Marguerite Trousdale,
Leslie and Randy Smith, Mr. & Mrs. Al Hill and Mr. & Mrs. John
Gillen
TURNER, Floyd - Mr. & Mrs. Stephen Royce, Mr. & Mrs. Danny Royce,
Mr. & Mrs. Harold Newton, Clara Reitz, Mrs. Harold Cudney and
Dorothy Cudney and Mrs. Margaret Morris
WALLACE, Robert
WALLACE, William D.
WALSH, Francis
WARREN, Dr. and Mrs. J. W.



SUNDAY, February 21, 1954

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8:30 pm

Reception - Continued

WEINERT, A. H. - Mr. and Mrs. A. H. Weinert, Jr.

WELLS, C. - Mrs. Ball - Hannah Oquist

WHITEMAN, Mrs. D. S.

WIKE, J. R.

WILLIAMSON, W. C.

WISE, Mitchell C.

WRITER, Frederick M.

WYMAN, M. A.

ZANUCK, Mr. and Mrs. Darryl

ZERN, James W.

ZOLL, Mrs.

ZOLD, Mrs. (Mr. Hoffman's Secretary)





THE PRESIDENT'S APPOINTMENTS
MONDAY, FEBRUARY 22, 1954

Aew Diary

Feb-54 (2)

PALM SPRINGS, CALIF.

- 7:50 am The President was in his office until 8:15 a.m.
- 8:55 am The President, accompanied by Mr. Paul Hoffman and Mr. Paul Helms, departed the House for the Tamarisk Country Club.
- 9:30 am The President played golf with the following:
Mr. Paul Hoffman
Mr. Paul Helms
Mr. Ben Hogan
- 12:40 pm Golf Game was Over.
- 1:20 pm The President had Luncheon with the following at the Tamarisk Country Club:
Mr. Paul Hoffman
Mr. Paul Helms
Mr. Ben Hogan
Mr. Bill Dean
Mr. Ross Cobert
Mr. John Ballinger
Mr. Stanley Whitworth
Mr. Joe Dyer
Mr. Rip Arnold
Mr. Randolph Scott
Mr. Bob Littler



THE PRESIDENT'S APPOINTMENTS
SUNDAY, FEBRUARY 21, 1954

PALM SPRINGS, CALIF.

- 9:30 am The President and Mrs. Eisenhower attended Services at the Palm Springs Community Church. Rev. James H. Blackstone, Jr.
- 8:30 pm The President and Mrs. Eisenhower held a Reception at the Ranch House, Smoke Tree Ranch. The following guests were present:
- ACOSTA, Raymond L.
 - ADAIR, Gerry
 - ADLOM, Frances C.
 - ALBERT, Mrs. Florence - Mr. and Mrs. Robert Barry and the French Consul of Los Angeles - Mr. Bertrand
 - ALBERT, Miss Irene
 - ALEXANDER, Ruth C.
 - AMANN, Hattie M.
 - ARMSTRONG, Mrs. H. W.
 - BABIC, Kay
 - BAILLARD, Miss Jenö
 - BAILEY, A. E. - Mr. and Mrs. A. E. Bailey, Miss Beatrice Bailey, Miss Bunny Bailey, W. Boner Bailey, Neva Rogers, Arthur E. Bailey, Jr., Mr. and Mrs. Lyle C. Newcomer, Miss Tora Newcomer, Miss Elena Bosworth, Mr. Steve Mandal, Mr. Jack Critchlow, Mr. & Mrs. George Ripley, Mr. and Mrs. Frank Ripley, Jr.
 - BAILEY, Dr. and Mrs. Wilbur
 - BALL, Mrs. Innis
 - BANKS, Mrs. Noble and 2 guests: Mrs. Cairns & Mrs. Agar
 - BARBARICK, J. M.
 - BAUDER, Mrs. George
 - BAUSMAN, Mr. R. F.
 - BELLINGHAM, Capt. Harold J. and Mrs. (his mother was Aunt Alice)
 - BELLINGHAM, Mrs. Martha Lucas and husband
 - BENNETT, Mr. and Mrs. Frank and 3 guests
 - BESSER, C. E.
 - BIDDLE, Spencer
 - BLAZINA, Sgt. and Mrs. Tom
 - BOYCE, Mrs. Hattie and guest - Mrs. Pinnell
 - BOYD, Mayor and Mrs. Florian - Mayor of Palm Springs
 - BURRITT, Bruce - General William & Mrs. White, Mr. and Mrs. Louis Alabaster
 - BUTLER, Walter - Mr. and Mrs. Butler, Jr., Mr. and Mrs. Reynolds Butler, Mr. and Mrs. Jack Comly, Caren Comley, Jack, Jr. and Christine Butler, Stephen, Barbara, Michael
 - BUTTON, Blanche Haldeman and husband (Sam Haldeman's daughter)
 - BUTTON, Mr. and Mrs. E. Ronald, Republican National Committeeman
 - CAHILL, E. J.
 - CASTLE, Mr. and Mrs. Don
 - CELESTIN, Miss Louise
 - CERF, Mr. & Mrs. Bennett

8:30 pm Reception - Continued

CHASCIN, Walter J.
 CHICKERING, A. L.
 GOFFMAN, Mr. and Mrs. Earl
 COLBY, Mrs. Paul N.
 CONGDON, O. C. H.
 CORBIN, Atlee P.
 CRANDALL, Charles W.
 CRANDALL, Juanita L.
 CRAVENS, Mr. & Mrs. Malcolm - Thomas Hurley, Mr. Earle, Brenda,
 Carol & Joan Cravens (Ada Johnson - servant)
 CROMMELIN, J. B. - Fontaine Flourmay
 DAUBERT, George
 DEAN, W. D.
 de LAITRE, K. - Mr. and Mrs. Anthony Brown, Mr. & Mrs. Harold
 Ward, Nappy and Wardie
 DENT, Hawthorne
 DE WITT, Allen P.
 DI SALVO, Jane M.
 DOLLARD, Dr. and Mrs. Henry
 DOUGHERTY, Mr. and Mrs. Frank C. and sister, Mrs. Weyland
 DOUGHERTY, Mrs. William and mother and sister
 DURHAM, Mrs. R. E.
 EARLE, Dr. and Mrs. L. E.
 EDDY, Mrs. James - Mr. and Mrs. H. Warjone
 EISENHOWER, Mr. and Mrs. Lowell (cousins)
 EPLER, Mrs. Robert H.
 EVANS, Mr. & Mrs. Howell - Mr. & Mrs. Eldon Laird, Mr. Charles O'Neil
 EVERSOLE, Dr. and Mrs. H. O.
 FANNING, Grete
 FARRELL, Mr. and Mrs. Charles
 FAUBION, Esther
 FIRESTONE, Leonard
 FISCHER, Mr. & Mrs. Victor A., friends of Ellis Slater
 FITZGERALD, Roy E.
 FLINK, Mrs. (Mrs. Hillson's daughter)
 GAYMILL, Roy E.
 GARSTIN, D. V., Edith Shankland and Ens. Noble Welch
 GATES, Mrs. Della S. - Mr. & Mrs. Rupert Shaw, Mr. & Mrs. Louis
 Shaw, Mr. & Mrs. Swanholm
 GILL, Catherine F.
 GILMORE, Donald S., Dr. & Mrs. - presented the President and
 Mrs. Eisenhower and Mrs. Doud with a little token
 GILPIN, J. H. - Mr. & Mrs. Richard St. John
 GLENDY, Charlotte C.
 GOLDWYN, Samuel
 GORDON, Gertrude M.
 GOSDEN, Mr. and Mrs. Freeman ("Amos")
 GRANT, Frederic - Dr. John O. Haman, Jane Haman, Mr. & Mrs. J.
 Blake Field, Freddy Fayen, Sandy Grant, Mary Grant, Margaret
 Radford, Christine Calley, Mrs. Ruth Bibb
 GRUEN, Frank
 HALL, Mr. and Mrs. Earl





8:30 pm

Reception - Continued

HALDEMAN, Mr. Abner (son of Jesse Haldeman)
 HALDEMAN, Mr. Jesse (mother was Katie Eisenhower - sister of David Eisenhower)
 HAMAN, Dr. and Mrs. John
 HAMILTON, Mr. and Mrs. Harold - Mr. & Mrs. Arthur Wheeler, Janice & Robert; Mr. & Mrs. Paul Robinson, Mr. & Mrs. Brook Townsend, Mr. & Mrs. Reed Funsten, Mr. Paul Terooler, Miss Betsy Dunn
 HARRIS, Mr. Albert
 HARRIS, Norman
 HAWKS, Senator & Mrs. - Mrs. Gretchen Sherman, Mr. & Mrs. Padelford, Mr. Pockman, Mr. & Mrs. Robert Waters (servants, William Artis & Minnie Sandin)
 HAYWARD, Darlene N.
 HAYWARD, Edward H.
 HAYWARD, Jerry
 HEAD, Mr. Norace and sister, Kathleen
 HEIMBERG, Una C.
 HELMS, Paul H.
 Herbert, Raymond J.
 HERZ, Evelyn C.
 HILLSON, Mrs. Mildred and Daughter, Mrs. Flink
 HOFFMAN, Paul Gray
 HOLLEY, Mr. and Mrs. Earl
 HOLLANDER, Mr. & Mrs. Al and mother, Mrs. Adele Jacobs
 HOLMAN, Howard
 HOPE, Mrs. Bob and daughter, Linda
 HOUSEHOLDER, Colonel E. R. (instructor when the President was at West Point)
 JACOBS, Lester
 JACOBS, Mrs. Adele
 JAMISON, Neil C. - Mr. & Mrs. K. C. Bell, Neil and Susan Bell
 JANS, Edwin - Mr. & Mrs. Robert McLain, Dagny, Peter and Larry Jans, Anne & Bob McLain and nurse Yutta Kann
 JAYNES, Allan
 JOHANSON, Captain and Mrs. J. G.
 JUNGBLUT, Robert C.
 KAISER, Mr. and Mrs. (Charlotte) (first cousin once removed)
 KALBACH, Raymond B., Jr.
 KASCO, Peter S.
 KAUFMANN, Mr. and Mrs. Edgar
 KAYE, Sylvia
 KELLY, Edmund J.
 KENYER, Mr. & Mrs. Hathaway
 KINNEY, Wendell H. - Sally, Sue Williamson, Ynez Viole, Mary Fitzpatrick
 KNIGHT, Commander and Mrs. R. H.
 LARAVEA, Dorothy J.
 LABSON, Walter V.
 LEONARD, Fred N.
 LESLIE, John W.
 LUCCARENI, J. F. - Mrs. Thomas Dant, Mrs. Isabel Norton, Mr. & Mrs. Lockwood, Mrs. John S. Lapp, Mrs. Manabal Gran
 LYON, Dr. & Mrs. Richard - Mrs. H. W. Irwin, Mr. & Mrs. Eric Hoffman, Tillie Young and Miss Cooper



8:30 pm

Reception - Continued

LYONS, Mrs. James A. - Susan and Stewart Lyons
 MacGREGOR, Willabel
 MacLEOD, Mrs. Norman L.
 McCONNACK, Devaar C.
 McCORMACK, Erma B.
 McCULLOUGH, Mrs. J. B. - Nancy McCauslen
 McFIE, Mr. & Mrs. Milbank - Susan and Joan McFie
 McKAY, W. O. - Colonel and Mrs. Stewart S. Miller, Mr. & Mrs.
 Clarence Francis and Mr. & Mrs. Douglas Ball
 MADISON, J. B.
 MAJOR, Horace T. - Mr. & Mrs. Frank Walsh
 MARKHAM, Fred J. - Frank and Gertrude Suter - servants
 MARSH, Fletcher
 MATTHEWS, Dr. and Mrs. J. C.
 MATTINGLY, Karak
 MEGRAN, H.
 MELGOND, Edna R.
 MILLARD, Mrs. Everett L.
 MILLER, Mr. & Mrs. George
 MILNOR, Mr. and Mrs. Nate
 MOORE, J. A.
 MORNINGSTAR, Mr. and Mrs.
 MOUNT, Charles
 NEWBERG, Wade
 NORIE, Robert
 NUGENT, James L.
 OAKES, Camp L.
 OLIVER, Patricia A.
 PALLISER, W. B.
 PALM, Mae L.
 PARKER, Mrs. J. S.
 PARSONS, Mrs.
 PELTON, George S. - Diane, Betty Cassidy
 PEDERSEN, Miss Viola (Paul Hoffman's Secretary)
 PFAU, Mr. & Mrs. Louis - Mr. & Mrs. Pfau, Jr.
 PLESTCHEFF, T.
 POLIAN, Miss Virginia
 POMEROY, Bertha
 POMEROY, Thomas
 POSEY, J. V. G. - Mr. & Mrs. Frank Belcher, Mr. & Mrs. Gamble
 PURCELL, Dr. and Mrs. Frank
 REED, Kossie H.
 REICHEL, Rowena
 REICHEL, William
 RHED, Dr. and Mrs. Henry S. - Major & Mrs. Reuben Fleet, Mr. & Mrs.
 J. E. French
 REITMANN, Rosalie
 ROBERSON, Mr. & Mrs. George
 RODGERS, John E.
 ROUNDS, Ralph M.
 ROUTT, Orville



8:30 pm Reception - Continued

ROYCE, Steve
 SANDERS, Leroy - Ruth Hamilton Sanders and Mr. & Mrs. Leroy Sanders, Jr.
 SAWYER, Dr. & Mrs. Frank - Mr. Grandin, Lena Oleski
 SCHUEFLER, William F.
 SCHILLER, Mrs. W. R., Jr.
 SCHMIDT, John H.
 SCHUCHART, Mr. & Mrs. George - Mr. & Mrs. Arthur Soli
 SCHWAB, Max - Mr. & Mrs. Harold Edmunds, Dick & Burt Anderson
 SHAFFER, H. A.
 SHARPE, Dr. and Mrs. John
 SIEMSEN, H. H. P.
 SIMPSON, Dr. & Mrs. Claude F.
 SIMS, Mrs. Mudd
 SLOCAN, Mr. (Gave tie emblems to the President & Mrs. Eisenhower)
 SLOCUM, M. S. - Miss Bessie Byrne, Mrs. Slocum Wilson, Carolyn Wilson
 SMITH, Mr. & Mrs. Walker - Mr. & Mrs. Harry Wyeth, Priscilla Wyeth
 and Mrs. Dorothea Lucas
 SNIDER, Beulah F.
 SODER, William R.
 SODER, Carl S.
 SPINKS, Mr. & Mrs. A. M. - Dr. & Mrs. Claude S. Simpson, Nancy,
 Norman, Paul, Michael and Melinda
 STERLE, Mrs. Harry C. - Mrs. Fusby, Susan, Jimmy and Barby & Larry
 Satterly
 STEWART, W. H.
 STIMSON, Mrs. C. W. - Mr. & Mrs. John H. Ballenger, Mrs. Arthur
 Ee Miller
 STRATTON, Eugene
 STRONG, Mrs. Walter A.
 STUART, D. D. - Mr. and Mrs. David D. Stuart, Jr., Mr. James D.
 Stuart, Miss Joyce Newcomer, Mr. & Mrs. Alfred G. Barstow,
 Mr. & Mrs. Robert M. L. Baker, Sr., Mr. & Mrs. Mark Davids,
 Mr. Clarence White, Mr. Roy C. Morris, Mrs. Wilbur R. Smith,
 Miss Mary Virginia Roach
 SWINDEN, Mrs. John Irvin (Irvine) (Owner of Irvine Ranch where
 Boy Scout Jamboree last year was held; presented the President
 with a gold medal commemorating event)
 TETER, Adelaide
 TOGNAZZINI, Roland
 TROUSDALE, Paul W. - Mr. Frank Miller, Mrs. Jane Cameron, Mr. &
 Mrs. D. Watson, Dick Weber, Mary Anne and Marguerite Trousdale,
 Leslie and Randy Smith, Mr. & Mrs. Al Hill and Mr. & Mrs. John
 Gillen
 TURNER, Floyd - Mr. & Mrs. Stephen Royce, Mr. & Mrs. Danny Royce,
 Mr. & Mrs. Harold Newton, Clara Reits, Mrs. Harold Cudney and
 Dorothy Cudney and Mrs. Margaret Morris
 WALLACE, Robert
 WALLACE, William D.
 WALSH, Francis
 WARRON, Dr. and Mrs. J. W.

SUNDAY, February 21, 1954



Page 6

8:30 pm

Reception - Continued

WEINERT, A. H. - Mr. and Mrs. A. H. Weinert, Jr.
WELLS, C. - Mrs. Ball - Hannah Oquist
WHITMAN, Mrs. D. S.
WIKK, J. R.
WILLIAMSON, W. C.
WISE, Mitchell C.
WRITER, Frederick M.
WYMAN, M. A.
ZANUCK, Mr. and Mrs. Darryl
ZERN, James W.
ZOLL, Mrs.
ZOLD, Mrs. (Mr. Hoffman's Secretary)

THE PRESIDENT'S APPOINTMENTS
SATURDAY, FEBRUARY 20, 1954

PALM SPRINGS, CALIF.



- 7:45 am The President was in his office.
- 8:55 am The President left the office.
- 9:10 am The President arrived at the Thunderbolt Golf Course and was greeted by Johnny Dawson.
- 9:40 am The President played golf with the following:
- Paul Hoffman
 - Paul Helms
 - George Allen
- 12:50 pm The President had Luncheon in the private dining room of the Club House with the following:
- Paul Hoffman
 - Paul Helms
 - George Allen
 - Paul Helms, Jr.
 - Elmo Conley
 - K. B. Norris
 - Hoyt M. Leisure
 - Sam Goldwyn
 - Johnny Dawson
 - Herbert Hazelthine
- 2:45 pm Returned to Smoke Tree Ranch
- 8:00 pm Sometime between 8:00 and 10:00 p.m., the President broke cap off of a front tooth and he went to a dentist in Palm Springs to have it fixed.



THE PRESIDENT'S APPOINTMENTS
FRIDAY, FEBRUARY 19, 1954

PALM SPRINGS, CALIF.

8:40 am The President was in his office until approximately 8:55 a.m.

The President played golf at the Thunderbolt Club with the following:

Leonard Firestone
H. T. Dent
Johnny Dawson

1:00 pm The President had Luncheon at the Thunderbolt Club with the following:

Leonard Firestone
Johnny Dawson
H. T. Dent
Paul Hoffman
Charles Garfield
George Allen
Darryl Zanuck
Paul Helms

2:45 pm Luncheon was over. The President departed the Thunderbolt Club and motored to Jacquelin Cochran's in Indio, California.

3:10 pm Arrived at Jacquelin Cochran's

3:45 pm Departed Jacquelin Cochran's and motored to George Allen's home at La Quinta.

4:00 pm Arrived at George Allen's

6:15 pm Departed George Allen's home and motored to Smoke Tree Ranch.

6:45 pm Arrived at Smoke Tree Ranch

February 19, 1954.



Palm Springs, California.

Letter to the President from Marge Riley (Western Riding Clothes shop)
227 South Palm Canyon Drive, Palm Springs, as follows:

Dear President:

My little token to you is a "Hat." But I am sending you a suit that I hope will fit. I am only guessing your size. If you want it and if it fits you or "don't fit" we can make it fit, but when you are in Palm Springs (do as the romans do).

Devoted Democrat

Marge Riley

P.S.: I won \$250.00 on the election though.

This letter was accompanied by a cowboy hat and by a cowboy suit, with a bill for \$156 for the suit.

We asked Chief Baughman to return both the hat and the suit, which he did. He got a receipt for the return of the suit.

acw

February 19, 1954.
continued.



The President finished about one o'clock; had lunch with Leonard Firestone, Johnny Dawson, H. J. Dent, Paul Hoffman, Charles Garfield, George Allen, Darryl Zanuck and Paul Helms. Lunch was over at 2:45.

Departed there for motor to Jacquelin Cochran's in Indio, California, arriving at 3:10; departed at 3:45.

Motored five miles to George Allen's place at La Quinta, arriving there at four o'clock; left there at 6:15; got back to Smoke Tree Ranch at 6:45.

February 20, 1954.

President in office at 7:45. Left at 8:55.

Arrived at Thunderbolt Golf Course at 9:10, greeted by Johnny Dawson. Teed off at 9:40. Played with Paul Hoffman, Paul Helms and George Allen. Completed 18 holes at 12:50 and had lunch in the private dining room of the club house, with the above and the following others: Paul Helms, Jr., Elmo Conley, K.B. Norris, Hoyt M. Leisure, Sam Goldwyn, Johnny Dawson and Herbert Hazelthime.

DDE Diary Feb-54 (2)

March 24, 1954.

11:20
Call to Sec. of State. Someone (presumably Paul Hoffman) has suggested films to be made about technical assistance program, to put that program before the world in a dramatic light. President has agreed to give some kind of statement or impetus to suggestion. He asked Sec. of State if that had his approval, Sec. thought it would be a fine thing.

Secretary asked about press conference; President told him briefly what he had said, especially in foreign field.

- - - - -

9:58
Called Dr. Hauge--

Asked how he made out with John W. Davis. Dr. Hauge said he wanted to "sleep on it" & is coming over at 5 today -- since he asked for a full hour, Dr. Hauge inclined to feel he thinks Benson is right. DDE said unfortunate part is, no one knows who's right. He feels almost wicked in a way, trying to make Benson change his honest convictions; but still thinks he's a little wrong. Hauge says there's some weakness on the other side -- points out surplus disposal matter which they were supposed to work on -- but hardly any was met this year. DDE said they now say they're coming out with a plan on Apr. 1st; why not last Apr. 1st? Dr. Hauge mentioned March unemployment; said he gave Jim Hagerty few paragraphs to use at today's press conference.



Tuesday, March 23, 1954

12:16 Called Mrs. Eisenhower.



Monday, March 22, 1954

called Dr. Milton E. -- (3:47)

About speech prepared by Mr. Lourie. Good material, fine quotations, well documented; but aimless -- he doesn't stick to simple theme. Dr. Milton hadn't yet read, but will do so this evening. DDE will have Kevin McCann call Milton about it tomorrow morning (about 9:30). Dr. Milton assured we don't have to get him down -- merely trying him out.

3:54 -- called Sen. Dirksen. Cancelled, wrote note instead.

7:12 -- called Tom Stephens.



Sunday, March 21, 1954

Postmaster General Summerfield called.

Called Dr. Milton E. -- 10:30 am.
(He was in S. Car., so call was cancelled.)



TELEPHONE CALLS - MARCH 20, 1954.

11:44 The President called Senator Knowland to ask what progress being made in McCarthy matter.

(Incidentally, he said he was closing the doors Monday morning and telling the leaders some bad news.)

Knowland said he had talked to Mundt and to Potter, saying that he felt it extremely important that McCarthy not be allowed to vote or question in the Army-McCarthy inquiry. Homer Ferguson also agrees, as member of Policy Committee. Knowland has not been able to reach Dirksen.

Knowland said also that today he had made a statement that Senator McCarthy should voluntarily withdraw from any participation in any voting or questioning. Hearings should be completely impartial.

President said: "Everybody in the United States will approve what you said."

5:32 - Secy. Dulles called -- spoke at 6:32



2:11 Postmaster General called.
Pres. was playing golf; call was cancelled.

Friday, March 19, 1954



Called Secy. Humphrey--

asking him to speak to Sid Richardson (who was really the angel for Johnson when he came in). Ask him what it is that Tex. wants. We help out in drought, take tidelands matter on their side, & tax bill. But question is, how much influence has Sid got with Johnson? He tells Sid he's supporting us, then comes up here & disproves it (yesterday, for instance). Perhaps Sid could get him into right channel, or threaten to get Shivers into primary & beat him for Senate. Humphrey says this is exactly the time to do it, too; & if he talks to Sid, it can't be said that DDE is taking advantage of long-time friendship. DDE admits Sid himself has helped us; but can't let Johnson do as he pleases. He nagged George on Bricker, now on this one. If Sid is friend of fine conservative govt., he'd better pull away from Johnson. Humphrey said Johnson's alibi to Sid this time was, "They wait until we are committed; then they come after us." But we just can't tell them things in advance -- they always give it to the press. Sid understands rough language; Humphrey can use it, & will!

Thursday, March 18, 1954



Called Sen. Karl Mundt--

11:42 to ask how rapidly he can drive through the job for which he was just appointed Chairman. Mundt said less than a week, once they get a staff. DDE can't think of anything that's hurting our position more, & looks to Mundt to settle it. Mundt looks for high-ranking counsel that the country will accept -- in stature, objectivity, & competence. Right now, has call in for Earl Warren to see if he will lend a District Judge. DDE mentioned he'd like John W. Davis (one time Solicitor Gen. of U.S.), one of the rudest & dedicated old patriots he's ever known. Not really too old, & bright as can be! DDE's next question, confidentially & as a Republican: what would reaction be to having on Committee man involved as deeply as the Senator? Mundt replied that McCarthy insists upon staying on as member of the Subcommittee, but that they will insist that Army have right to cross-examine him. DDE advised that, since it isn't now only a Subcommittee, but a Republican Committee, Mundt & Dirksen & Charlie Potter must not let anything be put over on them. Mundt pointed out that other side thinks it must be kept out in open, on TV, etc., following "custom." He nevertheless trying to get it set up as McCarthy did. But if they go to press, & we say no, then we're in trouble. The guy under suspicion the most is a Democrat, which Mundt is calling to their attention -- says they made mistake in hiring Democrat. DDE's 2 points: Push; & remember that there's honor & decency at stake right now.

Geo. Humphrey called--

Congratulating DDE on tax speech, which put bill through this afternoon. DDE said -- new subject -- he wants Humphrey's advice on personal basis. Said Benson acted contrary to DDE's positive direction; but, of course, had to stand behind him. Now getting terrific pressure to make the dairy products thing less drastic this year -- but, of course, has to be done by Apr. 1st. Asked if Humphrey had gotten any reactions or feelings, to which he replied "no". DDE said Nat'l. Committeeman from Wis., who came in today, said Wis. boys are going crazy. Humphrey said he understands McCarthy is going after it tomorrow. Earlier, DDE was advised not to go full 15% -- but now is told he should have.

4:35 called Gen. Persons--

expressing delight about Tax Bill passing. Persons said should have good effect on the other side. Made hay at luncheon today. Said DDE's talk with John Marshall Butler was good thing -- Butler confessed he didn't realize how serious it was. DDE said Andresen perturbed because he can't see Secy. Benson. Persons wonders if Benson isn't traveling too much -- feels he should stick around here & sell this thing on the Hill. Nobody up there was contacted before this was announced -- poor public relations. Persons will get in touch with Rizley.

4:45 Called Herb Brownell--

about letter just received from Frank Caffey, suggesting name of Jas. Thos. Gurney for appointment as Federal Dist. Judge for the new position lately created in the Southern District of Florida. Gurney man of high character, former Army officer, law graduate afterwards.

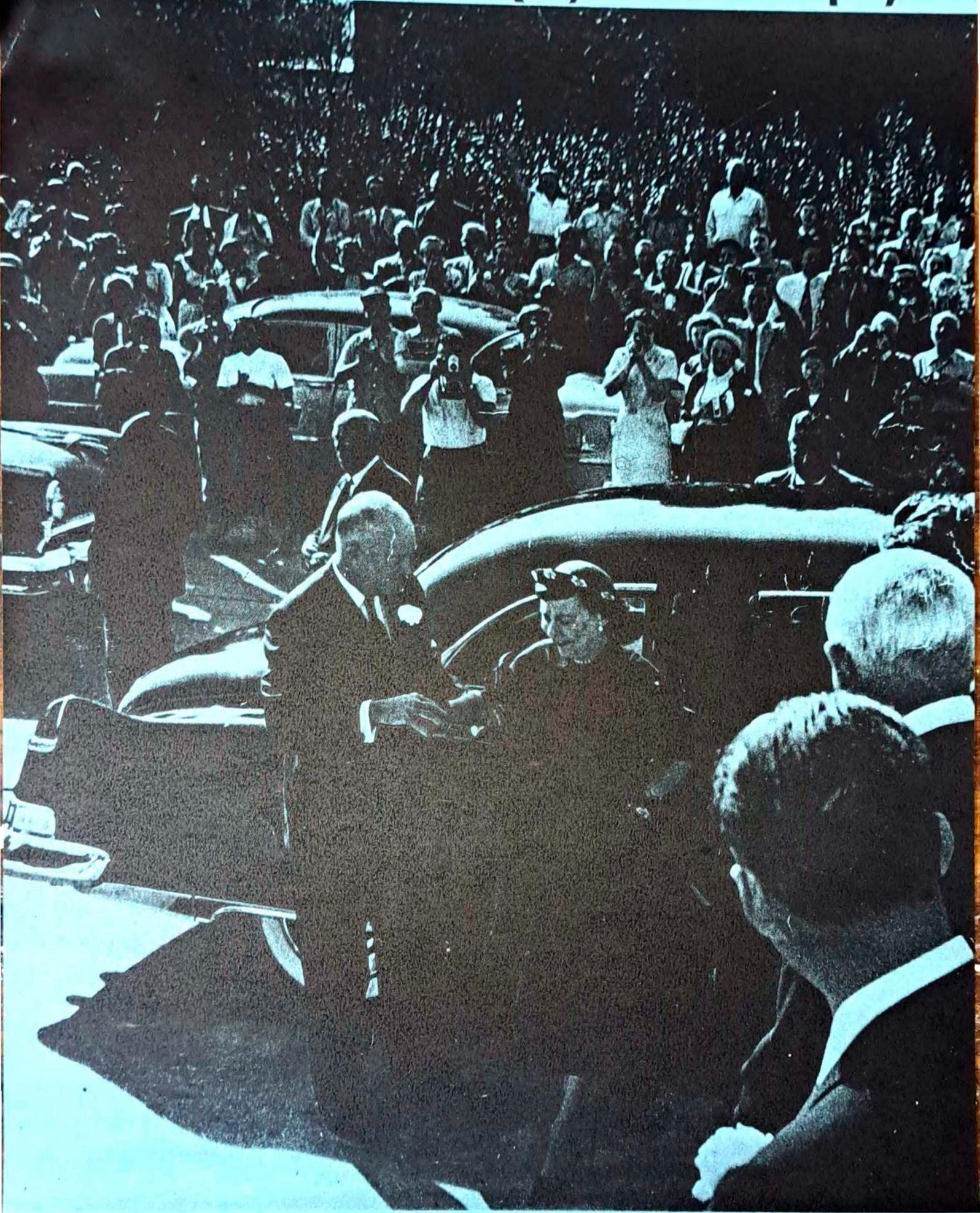
Thursday, March 18, 1954 -- 2.

- 5:00 Called Speaker Martin--
expressing delight about passage of Tax Bill. Only one thing disturbing to
Martin, fact that Van Zandt went against us.
- 5:02 Called Charlie Halleck--
also about Tax Bill. Halleck said it was DDE program that made it count.
One disappointment was fact that he lost Bill Bray from his State.
DDE mentioned dropping of 15% in the dairy thing was too abrupt.
- 5:06 Called Les Arends--
also about Tax Bill.
- 5:08 Called Dan Reed--
about Tax Bill. Couldn't get him, so left word with Mrs. Mirstine; "congratulation
on the fine results of his battle today."
- 7:20 Bob Woodruff called House, from Augusta.



DDE-PPF 4-22 (1954) 3

Palm Springs's Villager



MARCH, 1954

PICTURE STORY OF EISENHOWER VISIT

IKE AT PALM SPRINGS

Los Angeles Examiner
TRUTH, JUSTICE
PUBLIO SERVICE

ATTITUDE
LIBERTY UNDER THE LAW

LOS ANGELES, THURSDAY, FEBRUARY 18, 1954
VOL. LXXIII IN FOUR PARTS C * THURSDAY MORNING, FEBRUARY 18, 1954

EISENHOWER LANDS

Ike in Palm Springs

The Desert Sun - 6c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA

Ike Works, Plays Golf in Sun in Village Winter

Candid Photos Snap Ike Making a Push Ends Palm Springs Visit Tuesday

The Palm Springs Story of

Army of Secret Service, Police Shield

The Camera Studies a Relaxed

Desert Throng Cheers Ike

Beautifully Groomed Mamie Plays Spa 'Walk-on' Role Like a Veteran

Golfer Eisenhower Delights

Social Life Ike, Wife to Attend as Eisenhowers Visit

Ike and Ben On Palm Sp

PALM SPRINGS

THURSDAY MORNING, FEBRUARY 18, 1954 72 PAGES DAILY, 10c

ER LANDS AT PALM SPRINGS

Springs Lower Bans Gala Palm Springs Welcome Plays Golf, Relaxes Village Winter Capital

Thousands at Airport to Greet President on Vacation Jaunt

PALM SPRINGS, Feb. 17 (U.P.)—President Eisenhower arrived here at 9:31 p.m. tonight after a non-stop flight from Washington.

Greet Ike, Mamie in Springs Airport

ap Ike Making a Putt That Brings Roar from Crowd

ings Story of a President's Vacation

ervice, Police Shield Ike in Palm Springs

udies a Relaxed President on Golf Course

Mamie Fairly Glows in Walk-On

ower Delights Crowd With Par Score

Life to Attend Palm Springs Community Church

d Ben ... Golf

lm Springs Links

WELCOME TO CALIFORNIA, MR. PRESIDENT
Gov. Goodwin J. Knight (left) attends official greeting to President and Mrs. Eisenhower at Palm Springs Airport.

SECURITY KNEADED SO HE CAN LOAF
Palm Springs Thought It Was
Awaiting a Bakers' Convention

HERALD EXPRESS

Welcome to California
President Eisenhower!

Welcome to Southern California, Mr. President, and our welcome to you, your charming wife and her mother, comes from the heart!

We are proud to have you with us for a few days of relaxation, sunshine and good fun—not to mention the conferences and meetings with your staff and the press which will take place during this stay—and we are happy that you have chosen our own Palm Springs, most beautiful of desert winter resorts, as the setting for this first California visit—a visit which we hope will be repeated often.

California is proud of what you have accomplished, since taking office, the sensible reorganization you have instigated, the economies you have accomplished, and the fine spirit of teamwork you are inspiring in both Senate and House.

You are giving to our country the leadership it needs, leadership which places country first, and it is our hope that in the weeks and

months ahead we will move forward, always placing country above party and always giving a top priority to the security of America and the welfare of Americans.

You are here for a few days of fun as well as business and it is our hope that you find the green fairways of the beautiful golf courses about Palm Springs a delight—and that the sand of bunkers on those beautiful courses bothers you not at all—in other words, that your drives are straight and that your putts drop.

We will not ask you how you score or even whether you win or not. That is your own private business despite the fact that a President of the United States has no privacy.

All California is gratified that this winter you have lifted your eyes to the west and that you have come to our own favorite playground for the rest and the sunshine that we hope you have during these few days.

ONE OF THE EDITORIAL WELCOMES



IN THE PALM SPRINGS WHITE HOUSE

—Gayle's Studio

A Friendly

OF all the famous persons who ever had so large a crowd to extend a welcome had there been a chief executive of the President Howard Taft came out to R the century. Here, last month there estimate the crowd at the airport. Pro fence facing the runway. Hundreds me and there were a great many people McCallum Way along which the Presid to Smoke Tree Ranch. A sizeable nu Smoke Tree area as a place to catch a f

The President's plane, the Columbia EST and was expected to make the nor the arrival time at 9:59 p.m. PST. Actu first glimpsed at the local airport at 9:28.

The scene was a breath-taking one up majestically within fifty feet of the James C. Hagerty, the President's press Henry Nicholson, secret service agent, a

The President and Mrs. Eisenhower as they stepped out on the passenger ra waving of arms, hats and handkerchiefs

The reception committee was con Knight, Florian Boyd, Mayor of Palm S Republican state committeewoman; Pa co-hosts of the Eisenhowers.

They posed briefly for more than a men who had arrived shortly before on a a Studebaker Landruiser and headed local police car, containing a full load to the residence of Paul Helms, baker Smoke Tree.

It had first been reported the Eisen tion headquarters in the home of Paul Studebaker Corp., but the Helms residen conditions prevailing around that resid the Hoffman house.

By mid afternoon of the day of the 1 persons sat in cars or waited patiently fence that separated the airfield from th had his small camera fastened to a prop out the afternoon, but he was not the finally came in.

Out of a picture taking incident, a President's arrival, Ray Ryan persuade be present too as a personality extraon Thursday, April 22. He will place the or do something equally important on course of posing a group for a publicity body insisted on Walter Winchell get Hutton insisted. Then Ray Ryan hit u role of some kind in the Circus. "Why I W.W. said. "I must be in Las Vegas al for a program April 23." Ray declare He'd have his plane in Las Vegas, pi bringing him right into Palm Springs, an anybody realized what was happening Winchell said, and the two solemnly sh

A Par 4 fo

The President was up at 6:30 Thu a bright desert sun to warm the tempo the high 50's. He lost no time in gett with his friends, Paul Hoffman and Pa

There they met Ben Hogan and a most delightful game. The Preside the warming sun, the comradeship of More than that, the President was go where a gallery had gathered, he mac This delighted everybody including t cap happily in recognition of the app

A Friendly Greeting

OF all the famous persons who ever visited Palm Springs, no so large a crowd to extend a welcome. Only once before, had there been a chief executive of the nation, even close to the President Howard Taft came out to Riverside shortly after the turn of the century. Here, last month there was no good measuring stick to estimate the crowd at the airport. Probably 1000 persons lined the fence facing the runway. Hundreds more were sitting in parked cars and there were a great many people standing and in cars back on McCallum Way along which the President's car would pass on the way to Smoke Tree Ranch. A sizeable number selected the entrance to the Smoke Tree area as a place to catch a fleeting glance of the visitors.

The President's plane, the Columbine, left Washington at 2:59 p.m. EST and was expected to make the non-stop trip in 10 hours. This was the arrival time at 9:59 p.m. PST. Actually the lights of the plane were first glimpsed at the local airport at 9:28, the landing being made at 9:50.

The scene was a breath-taking one as the huge flying machine came down majestically within fifty feet of the expectant crowd. First off came James C. Hagerty, the President's press secretary. He was followed by Henry Nicholson, secret service agent, and then the big moment.

The President and Mrs. Eisenhower made an impressive appearance as they stepped out on the passenger ramp to be greeted by cheering and waving of arms, hats and handkerchiefs.

The reception committee was composed of Governor Goodwin Knight, Florian Boyd, Mayor of Palm Springs; Mrs. Marjorie Benec, Republican state committeewoman; Paul Hoffman and Paul Helms, co-hosts of the Eisenhowers.

They posed briefly for more than a score of White House cameramen who had arrived shortly before on a DC-6. Then they stepped into a Studebaker Land Cruiser and headed by Chief of Police Davis in a local police car, containing a full load of secret service men, they sped out the residence of Paul Helms, bakery executive of Los Angeles, to the Smoke Tree.

It had first been reported the Eisenhowers would make their vacation headquarters in the home of Paul Hoffman, chief of the board of Studebaker Corp., but the Helms residence was preferred due to security conditions prevailing around that residence, which is also quite near the Hoffman house.

By mid afternoon of the day of the President's arrival more than 1000 persons sat in cars or waited patiently standing before the high white fence that separated the airfield from the parking area. One young boy had his small camera fastened to a proper position on the fence throughout the afternoon, but he was not there when the Presidential plane finally came in.

Out of a picture taking incident, at El Mirador on the day of the President's arrival, Ray Ryan persuaded Walter Winchell to agree to be present too as a personality extraordinary for the Desert Circus on Thursday, April 22. He will place the crown on Queen Betty Hutton or do something equally important on the occasion. It was during the course of posing a group for a publicity picture for the Circus that somebody insisted on Walter Winchell getting in. He protested but Betty Hutton insisted. Then Ray Ryan hit upon the idea of W.W. playing a role of some kind in the Circus, "Why I've TV and radio to take care of W.W. said. "I must be in Las Vegas about that time, and in Hollywood for a program April 23." Ray declared that was just fine and done. He'd have his plane in Las Vegas, pick up the famous columnist and bring him right into Palm Springs, and next day L.A. Almost before anybody realized what was happening a deal was made. "I'll be there," Winchell said, and the two solemnly shook hands to seal arrangement.

A Par 4 for a Start

The President was up at 6:30 Thursday morning to be greeted with a bright desert sun to warm the temperature from a rather cool night in the high 50's. He lost no time in getting off to Tamarisk Country Club with his friends, Paul Hoffman and Paul Helms.

There they met Ben Hogan and started out on what was to prove a most delightful game. The President enjoyed the brisk atmosphere, the warming sun, the comradeship of Hogan whom he greatly admired. More than that, the President was going great guns. On the ninth hole where a gallery had gathered, he made a par 4, equaling Hogan's score. This delighted everybody including the President who waved his white cap happily in recognition of the applause.

WELCOME TO CALIFORNIA PRESIDENT EISENHOWER!

Welcome to Southern California, Mr. President, and our welcome to you, your charming wife and her mother, comes from the heart!

We are proud to have you with us for a few days of relaxation, sunshine and good fun—not to mention the conferences and meetings with your staff and the press which will take place during this stay—and we are happy that you have chosen our own Palm Springs, most beautiful of desert winter resorts, as the setting for this first California visit—a visit which we hope will be repeated often.

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All California is gratified that this winter you have lifted your eyes to the west and that you have come to our own favorite playground for the rest and the sunshine that we hope you have during these few days.

OF THE EDITORIAL WELCOMES



EL PALM SPRINGS WHITE HOUSE

Gayle's Studio

Hogan's Special Order

Crab flown in from Seattle on order of Ben Hogan made a special luncheon for the players. As the President left he thanked Hogan for his hospitality and complimented M. O. Anderson, president of the club, upon the fine course. Avery Allen assumed much of the responsibility of taking care of arrangements at the club, and no detail was overlooked in the task.

While the golf game was in progress Secretary Hagerty was (starting at 9 o'clock) holding the first press conference at El Mirador press room. The conference was rather informal; in fact so much so that some of the Washington veterans couldn't quite get the hang of it. When conversation on the side became too noisy, Hagerty looked daggers and rebuked the offenders. He said he had a statement to make of an official nature and that there was a release time on it of 11:30. He would give it out on that understanding, or if the reporters wished, he added humorously, he would wait until that time and give it out then. This was the message of President Eisenhower to Prime Minister Nehru. The reason for the release time was that, according to custom, the message was not to appear in print until it had been officially delivered to the Prime Minister by the American Ambassador.

Hagerty read the message slowly. It was an appreciation of the services of the Indian Custodial Forces in Korea. Many reporters took this 175 word statement in long hand, although those who do not use shorthand usually have symbols representing certain frequently used words.

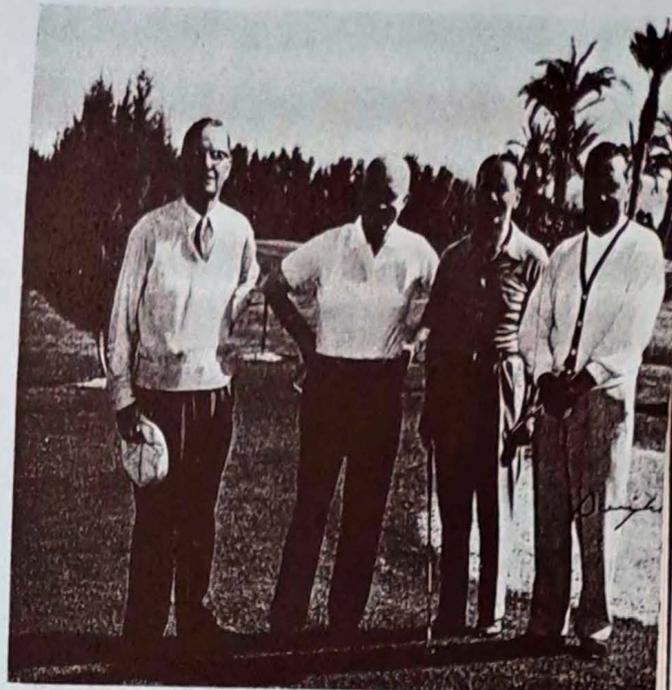
Of more general interest was the question and answer period that immediately followed. The correspondents know fairly well what to ask, refraining from questions that might appear ridiculous, or that might be too unlikely in nature to be answered. Hagerty answered questions with lightning speed, and in cryptic style. Usually, the story goes, reporters don't like Hagerty at first, but get around to thinking he's first rate after awhile. He does not spare himself to do anything within reason that a reporter wants in the way of getting legitimate information.

Prior to the Walter Winchell party in the El Mirador Starlight room, the Edward Houghtons, in their bungalow on the estate, entertained the Governor and a small group including the stockholders, among them the Wm. Reichels, E. A. Youngs, also Mrs. Mace Gazda. When the Governor appeared in one of the most gorgeous western suits that had been seen in many a day, one of the guests needled Ray Ryan.

"You're in danger of losing your reputation as being the No. 1 western dresser around these parts," Mr. Ryan was told. "Just look at that suit the Governor is wearing!"

"I loaned it to him," Ray chuckled.

And he had. Both men wear about the same size in waist and leg measurements.



THIS AUTOGRAPHED PICTURE is possessed by Hawthorne D played with President Eisenhower at Thunderbird Country Club left: Mr. Dent, the President, Leonard Firestone, and John president of Thunderbird. This was possibly the only picture foursome before taking off for 18 holes of play at this course.



ALTHOUGH OTHERS PLAYED a few holes of golf with the President basic foursome was composed of him, Ben Hogan, Paul Hoffman and Paul Helms (right). In this picture taken at Tamarisk, M. O. Anderson, the president of the club, is seen just back of Mr. Hoffman.



THE PRESIDENT TEES OFF

SAY YOU SAW IT IN THE VILLAGER

-Frank S.

(March, 1954) PALM SPRINGS VILLAGER

The Way It Looked to Me

NEVER before have I seen the village lift an eyebrow over anything. It has done so now, and it's on the record. The President and the First Lady have been here.

As the excitement ebbs we think of what has happened:

First of all, Palm Springs has had the attention of the country and the outside world for a full week. Not for millions of dollars could so much publicity have been bought. The front pages of thousands of newspapers, the radio and television carried the news of the President's vacation.

It was befitting that the weather should have been perfect. The temperature was higher than average for the usual February. Sunrises and sunsets were gorgeous and the purple hills of the Shadow and San Jacinto ranges vied with each other for color effects.

And when the vacation was over, President Eisenhower left reluctantly, saying they would return next year.

It was all very wonderful, and everybody agrees the result will be of great value to the entire community.

So happy is everybody that there is some possibility of being too sure nothing more need be done.

Next season's 20 or 25 per cent increase in visitor trade may not develop if we sit back and wait for it.

We have now to add to our efforts to make people conscious of what we offer. We should double our advertising appropriation. What we do now will be twice as effective as it was before.

☆ ☆ ☆

One of the real successes of the Presidential visit was the fine treatment accorded the press by those whose responsibility it was in the village.

As press headquarters, El Mirador Hotel revealed an amazing ability to provide everything in the way of services.

Within hours rooms were altered, painted, furnished to provide accommodations for conferences and telegraph equipment.

Stockholders joined in giving newsmen and cameramen the best of everything.

President Roy Fitzgerald well expressed El Mirador's welcome in a message in the hotel magazine, Life, in which he said in part:

"It is (our) sincere hope that the President, whose record of achievement has grown with the years, will find here in the warmth of desert wonderland, a respite from responsibility that will provide renewed energy for tasks that lie ahead." Manager Rudi Sidler delivered again, as he has throughout the season, in smooth, efficient manner.

The local Chamber of Commerce, headed by Harry Paisley, provided a steak dinner for the members of the press, and each evening there was a cocktail party by various villagers and visitors.

The press never had a warmer welcome, and their members were quick to say so.

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Our over-all reception was keyed to be one of the heart rather than by flag waving and bunting hanging. We did well in this respect.

But for one or two evidences of it, one would not know the President was in town. The El Mirador (being headquarters) naturally carried a welcome sign. The golf clubs carried out their regular schedules, as the President requested.

All of this pleased the Eisenhowers and should be remembered next year when they return.

☆ ☆ ☆

The respect shown by villagers and visitors for the privacy of President and Mrs. Eisenhower was one of the most commendable of all developments of the week's visit.

At the Community Church, at the golf courses, at the airport, people were restrained and courteous in their welcome. There was no crowding, no wild excitement. Not too much criticism could be forthcoming over the incident of two happy Indians turning into Smoke Tree and riding gaily past guards (for a very brief distance) to see the Great White Father. Certainly, the commendable behaviour of the people of Palm Springs and our visitors added much to the pleasant vacation of the Eisenhowers.

☆ ☆ ☆

One of the disappointments — if it could be put that way — was the lack of opportunity to see and know more about the charming Mrs. Eisenhower who was seen only once (at Thunderbird) other than on Sunday. She won the hearts of everybody with her happy smile and completely unaffected and straight forward manner. Perhaps next year, we will have a chance to catch more than a couple of fleeting glimpses of her!

We who live here on the desert sense a feeling of kinship and affection for visitors who appreciate our sunny skies, colorful sunsets, starry nights and dry healthful air. Where one night we welcomed the chief executive of the nation and his wife, a week later we bid goodbye for now to nice people whom we like to think of as "belonging" to our desert.

A Cactus Bloom to the Eisenhowers!

Walter Winchel

Little Geraldine Fitzgerald, daughter of delighted Governor Knight with the observant governor for he was one who rode horseback.

Mrs. (Millie) Houghton, always a gay person, displayed a talent for interior decoration with ingenuity and paint explaining details to several women.

A little later on in the main hotel building a number of guests in addition to Secretary H's correspondents and photographers for whom that was a matter of fact the members of the press could find a room!

Feature of this party was the singing of several songs. Hutton, the Governor, by this time weary from a long day on the floor in one of the front rows of the gathering.

Here word was being passed around that at the conference, Secretary Jim Hagerty had answered an inquiry as to whether or not the President might remain longer than the usual days. He had said yes. Another question had been asked whether had said rain wouldn't be so bad. Of course the answer to that question having been superfluous. The party was happy over everything. This thought added to the enjoyment of the guests. It was typical of events all around the village that hospitality was in the air.

At the time the party broke up, the Eisenhowers with the Helms and Hoffmans in — it was under the big House at Smoke Tree.

Early Friday morning the President was up and out on Thunderbird Golf course. He played with Dawson, Leonard Firestone and Hawthorne Dent. He played the first nine holes, used an Autoette on the last and his caddy was Roy Sanders.

Press photographers were denied the privilege of being on the theory that the first day should cover the event. Thunderbird was silently unhappy about that which was aggravated within newspaper circles by the cameraman sold his shot to one of the editors.

The Doctor Was Cor

The President lunched leisurely at the club apartment "at home." He expressed appreciation over a measure of privacy, a characteristic of his visit that in the end of the reasons he so thoroughly enjoyed his vacation.

As he sat down he tossed his white golfer's cap that had been on the band, remained on his head like what like a bandage. In no time at all his physician came about the injury. This incident ended in chuckles.

Meantime at El Mirador, the official center of the activities, a capacity crowd was gathering in the dining room. A colorful brunch was being given for Governor C. C. Palm Springs Mayor Florian Boyd presiding.

At the head table were civic office holders including Jerry Nathanson, Ted McKinney, Art Miller and Harold of the Chamber of Commerce, as well as A. Ronald, a committeeman; and Robert Peterson, city treasurer.

The Governor spoke of the favorable climate favored the Palm Springs area, observing that the visit was bound to be "a great thing for Palm Springs." His praise for the rebuilding of the old El Mirador marked a moment of merit, not only to Palm Springs, but to all the area. This remark brought a round of applause from the room. The speaker touched on governmental policies and a burst of applause when he asserted there would be no more in California at this time. Again he complimented Ray Ryan, Ed Houghton, Wm. Reichel, E. A. York, stockholders of El Mirador, for their success in creating a hospitable atmosphere in the hotel atmosphere. He referred to the quarters for the big corps of news correspondents and photographers with the President, and others from more local regions.

The crowd was representative of almost every section of the area and outside. Civic leaders, socialites, business people and visitors made up a cross section of the people.

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Walter Winchell's Party

Little Geraldine Fitzgerald, daughter of President Roy Fitzgerald, delighted Governor Knight with the observation she was glad he was governor for he was one who rode horseback.

Mrs. (Millie) Houghton, always a gay personality at parties, disclosed a talent for interior decoration with ingenious use of wallpaper and paint explaining details to several women guests.

A little later on in the main hotel building Walter Winchell invited a number of guests in addition to Secretary Hagerty and the 70 news correspondents and photographers for whom the party was given. As a matter of fact the members of the press could hardly find standing room!

Feature of this party was the singing of several numbers by Betty Hutton, the Governor, by this time weary from an active day, sitting on the floor in one of the front rows of the gathering.

Here word was being passed around that at the 5 o'clock press conference, Secretary Jim Hagerty had answered an inquiry as to whether or not the President might remain longer than the originally planned five days. He had said yes. Another question had been what if it rained. He had said rain wouldn't be so bad. Of course there was no sign of rain, that question having been superfluous. The point was, the President was happy over everything. This thought added to the good humor of the guests. It was typical of events all around. A sense of friendly hospitality was in the air.

At the time the party broke up, the Eisenhowers were having dinner with the Helms and Hoffmans in - it was understood - the little White House at Smoke Tree.

Early Friday morning the President was up early, anxious to try out Thunderbird Golf course. He played with club president Jimmy Dawson, Leonard Firestone and Hawthorne Dent. The foursome walked the first nine holes, used an Autoette on the last nine. The President's caddy was Roy Sanders.

Press photographers were denied the privilege of taking pictures, on the theory that the first day should cover the event from a news point of view. Thunderbird was silently unhappy about this, an incident that was aggravated within newspaper circles by the fact an amateur cameraman sold his shot to one of the editors.

The Doctor Was Concerned

The President lunched leisurely at the club appearing to be entirely "at home." He expressed appreciation over a noticeable respect for privacy, a characteristic of his visit that in the end proved to be one of the reasons he so thoroughly enjoyed his vacation.

As he sat down he tossed his white golfer's cap aside. The price tag that had been on the band, remained on his head and appeared somewhat like a bandage. In no time at all his physician came up to inquire about the injury. This incident ended in chuckles all around.

Meantime at El Mirador, the official center for Presidential party activities, a capacity crowd was gathering in the Starlight patio. Here a colorful brunch was being given for Governor Goodwin Knight with Palm Springs Mayor Florian Boyd presiding.

At the head table were civic office holders including Councilman Jerry Nathanson, Ted McKinney, Art Miller and Harry Paisley, president of the Chamber of Commerce, as well as A. Ronald Button, Republican committeeman; and Robert Peterson, city treasurer.

The Governor spoke of the favorable climate and sunshine that favored the Palm Springs area, observing that the week's activities were bound to be "a great thing for Palm Springs." He was liberal in his praise for the rebuilding of the old El Mirador making it a civic monument of merit, not only to Palm Springs, but to all Southern California. This remark brought a round of applause from the room filled to capacity. The speaker touched on governmental policies and prompted another burst of applause when he asserted there would be no increase in taxes in California at this time. Again he complimented E. Roy Fitzgerald, Ray Ryan, Ed Houghton, Wm. Reichel, E. A. Young, and the other stockholders of El Mirador, for their success in capturing a spirit of hospitality in the hotel atmosphere. He referred to the spacious press quarters for the big corps of news correspondents that had come west with the President, and others from more local regions.

The crowd was representative of almost every phase of life within the area and outside. Civic leaders, socialites, business and professional people and visitors made up a cross section of the population as of today.

Hoffman-Helms Party

Shortly after the noon hour (the beginning was 10:30 o'clock) the gathering began breaking up. Within a few hours there was to be the Hoffman cocktail party at 6.

The Helms-Hoffman cocktail party at El Mirador was an outstanding event. It was as close as anything came to being official. Both families ranked up top, being hosts to the Eisenhowers. Among the guests were James Hagerty, and others in the Presidential party including Mrs. McCaffrey, secretary to Mrs. Eisenhower.

The first time the press got anywhere near the President was Saturday morning. This opportunity turned out to be even more than anticipated when at the last minute Mr. Eisenhower was locked out of his own office, providing a bit of whimsy that not only the photographers and reporters but he, too, enjoyed.

This particular occasion was to be the signing of 19 minor bills in the Smoke Tree office of the President. The building is a block or more from the Helms' residence, a former employees building that was converted into a place for the staff.

The 60 camera and newsmen came in a bus from El Mirador as well as in private cars. There was a wait of several minutes at the Smoke Tree gates after which an approach was made to within a short block of the building. Here there was another wait of 20 minutes and then admittance was given to groups in classifications of moving pictures, still cameras, and so on.

Once inside the building entry to the President's office was made along a six foot partition, at the end of which one made a U-turn to the right where another partition formed a narrow corridor a few feet in length. Upon walking a few steps one came out into the small room where the President sat at a small desk.

The President was most alert in responding to the cameramen's wishes. He has learned to flash a smile much quicker, they say, than when his occupation was more directly army. One reporter, who it was suspected wanted to stay a while longer himself, felt the President out with:

"Are you enjoying yourself, Mr. President?"

"You bet," was the ready answer with a smile.

This incident meant much to half a dozen villagers within hearing distance. It meant our distinguished visitor — and we hoped the First Lady, too — were really happy about their trip across the country for relaxation and sun and golf.

The thin line that represented a handful of interpreters who would pass the incidents of this hour to at least 100 millions of persons on the morrow, went on out a back door to a cement patio where it was understood the President would make an announcement.

The President Speaks

A few minutes later President Eisenhower stepped out and began speaking rapidly. He was very serious and obviously annoyed. His statement had to do with the unevaluated charges by a Senator the previous day against Former Governor and present Chief Justice Earl Warren. In emphatic tone he asserted his complete confidence and high opinion of the man he had nominated for the position. Important statements are usually accepted by newsmen in the professional manner of note taking and camera clicking, and this was no exception.

In less than two minutes the President turned to go back into his office but the door was locked. When something beyond his control occurs, the President has a habit of shrugging his shoulders. This he did with a laugh, and those photographers who were ready got the shot. The best of all in our observation was by Ray Graham of the Times and Associated Press. It was published in many daily papers throughout the country, a bit of real human interest.

While it had been repeated that the President was to have as much time as possible for rest, he did spend at least part of one hour on politics. It could hardly be otherwise with many prominent Republicans gathered in Palm Springs, including Governor Goodwin Knight.

The Governor and R. Ronald Button, Republican National Committeeman, visited President Eisenhower at the Desert White House office and spent their time in political discussion. Governor Knight said afterward that he forecasted a Republican state victory in the forthcoming election.

Mrs. Austin G. McManus and Sam Taylor of The Tennis Club joined in the warm welcome that was being given the White House press. They announced a cocktail party to be held on the beautiful club lawn for 6



MEMBERS OF THE WHITE HOUSE press and California and cameramen went to the President's White House off Tree to picture the signing of several minor bills.



THE PRESIDENT unexpectedly made a brief statement at press conference at Smoke Tree. This had to do with a de Justice Warren. The President spoke sharply of unfou appearing in morning papers as reporters took notes. It this statement on the patio the President found himself his own office. Cameras clicked as secret service men op from inside.



SECRETARY JAMES HAGERTY (nearest woman wearing answers question asked by Villager Publisher Geo. O. W box on wall) "Will the President make a public appear Springs before returning to Washington?" Hagerty said knew of.



AT THE AIRPORT crowds gathered both on arrival and de famous visitors. Some stood for hours along the fence.



THE CROWD AT CHURCH TIME

-Gayle's Studio

o'clock Saturday evening. This event was merged into the dinner being given by the Chamber of Commerce, of which Harry Paisley is president, the combined affair being held outside. Lee Bering, club manager, featured the evening by barbecuing the steaks and some of the coolness was modified (after all this is February) by charcoal burning braziers. A large number of townspeople joined in this dinner event.

The Community Church was packed to capacity Sunday morning when the President and Mrs. Eisenhower arrived to attend the service conducted by the pastor, Rev. James H. Blackstone. On both sides of the streets approaching the church people sat in their cars or stood to catch a glimpse of the famous visitors as they passed by.

The Eisenhowers arrived in Mr. Helms' black Cadillac sedan three minutes before the announced time 9:30 o'clock. Three cars of secret service men completed the party. The crowd cheered, with some restraint, as the President and Mrs. Eisenhower stepped out of the car and slowly proceeded toward the Barnsto street entrance. A corps of White House press photographers was ready as were local cameramen for *The Villager* and local paper, *The Sun*. (Note Cover picture).

The President was dressed in a navy blue suit, with dark blue tie and black shoes. He did not wear a hat. Mrs. Eisenhower wore a navy blue faille redingote with a small matching navy hat. Her pumps were blue. She appeared to be completely rested and smiled readily during the picture taking and while she walked to the church entrance.

They were greeted by three elders of the church who were chosen by seniority in local church service. They were John Williams, Carl Lykken, and Gordon Nicholson. Mr. Lykken could be heard saying, "We welcome you to the church" as he shook hands with both the Presi-

dent and Mrs. Eisenhower. Immediately they walked into the church and both signed the register and then were seated in a sixth row center pew at the right end of which sat a secret service man next to Mrs. Blackstone. Mrs. Eisenhower was the first to step forward, followed by the President. Mrs. Helms then moved to sit beside the President and Mr. Helms beside her. The pew was comfortably filled. Across the aisle, and scattered throughout the church, were secret service men.

Rev. Deran Yaylian, assistant pastor, conducted the responsive reading, the distinguished visitors joining with the congregation. They also recited the Lord's Prayer and sang "My Country 'Tis of Thee" along with all of the others who were participating.

Dr. Blackstone chose for his subject, "Unto Him That Loved Us," from Revelations. He made two references to the presence of the President and the First Lady saying, "We pray for the leader of our country and give thanks for his presence." And later on he said, "It is hard for a humble pastor to be in the position I am in today." While members of his flock fully appreciated his feeling they expressed pride over the charming and impressive manner he conducted the service.

At the close of the service the pastor asked the members of the congregation to remain seated while the President and Mrs. Eisenhower walked out. Their departure was by way of the same door as their entrance. Outside, Betty Hutton and her two children greeted the President. Then Secretary Hagerty introduced William Best, president of the Greater Los Angeles Press Club, who presented the President with a membership card and pin designating him the second Honorary President of the club. The first is former President Truman. The President humorously asked if this entitled him to go anywhere.



STAR CAMERAMEN were everywhere. Here are Tom Craven of Fox Movietone News and Harcey Georges of AP from Washington.



Gov. KNIGHT shakes hands with Mrs. Austin G. McManus at the luncheon in his honor at El Mirador.



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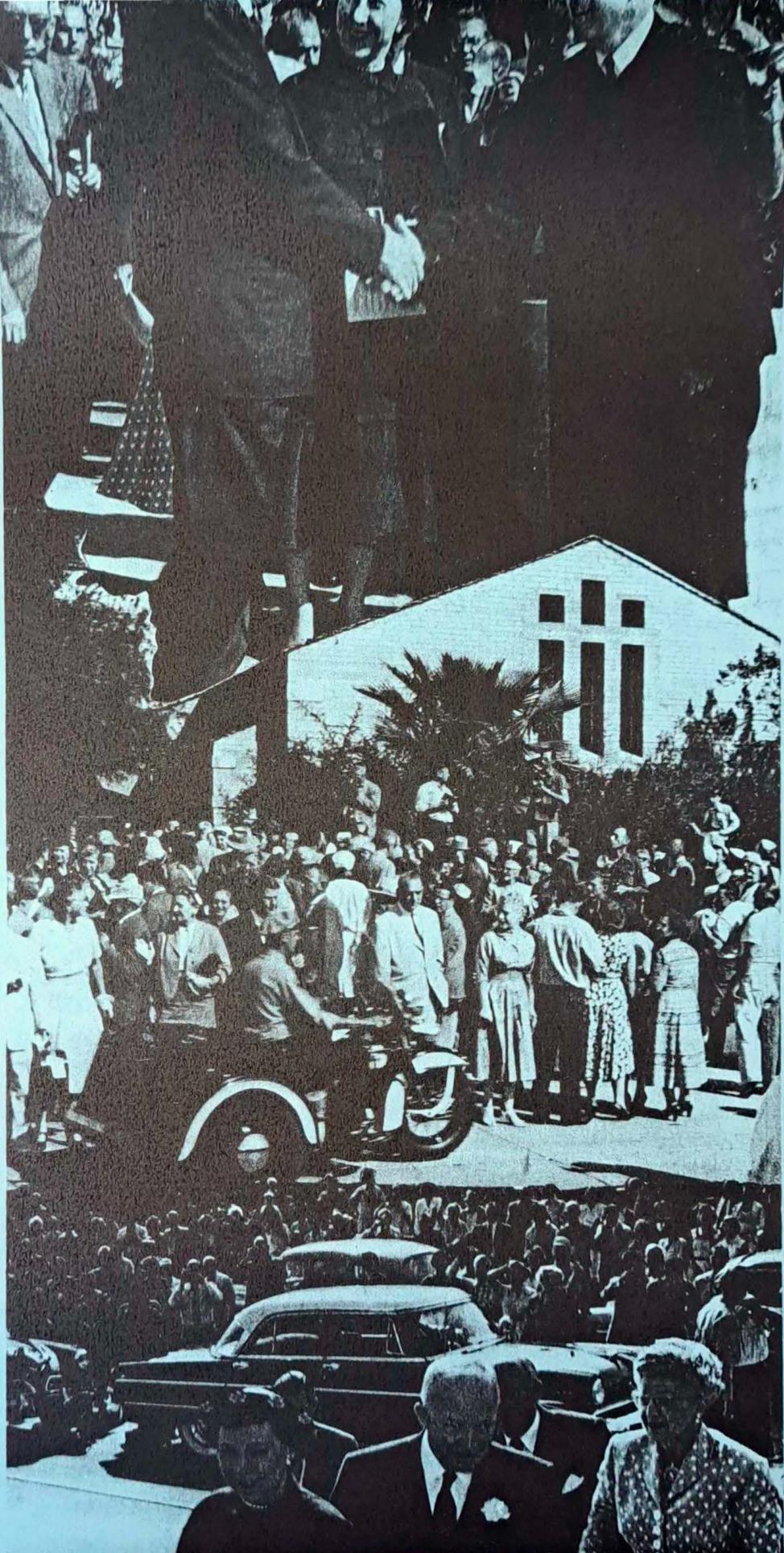
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HELMES beside the President and Mrs. Community Church. John Williams, church t and walked with him, Mrs. Eisenhower



and most respectful. Throughout the of friendliness for the famous visitors.



—Bernard-Anderson

FOLLOWING THE CHURCH SERVICE Rev. James Blackstone shook hands with the President as he bade him and Mrs. Eisenhower good-bye. The presidential party went in and came out of the Baristo Road entrance of the church. There were as many people around the front entrance, but they did not get to see him. It appeared that everybody had a camera.



Best Picture of All

This is probably the real prize photograph of President Eisenhower's visit. Jerry Schwartz, 1025 Deep Well Rd., Palm Springs, followed the President as he came in from the 18th hole after playing golf at Tamarisk Tuesday noon. As he and others playing with him walked around toward the patio where luncheon was to be served, the President prepared his new Exakta camera for a shot. Then he asked Ben Hogan to pose. Just as the President clicked his camera, Schwartz caught this picture. The President is second from left, Hogan third.

The Presidential party then walked on to their waiting cars. The Presidential car edged through the crowd, followed by three secret service cars and disappeared.

Shortly thereafter the President was seen with Mr. Helms and agents driving about the village, but stopping nowhere.

On Sunday word was passed around that an informal reception was to be held at Smoke Tree, this turning out to be largely for the people living and working on the ranch. It was a brief affair, lasting only about 20 minutes, but giving a good many an opportunity to shake the President's hand.

Two children crashed the line, gave the President a box of candy on which was stamped, "Mr. President, we love you." They were Paul Trousdale's little Marguerite, and Hope Stagliano's little Hope.

As well on Sunday evening, Betty Hutton entertained the White House press on the desert at the cove. The guests were taken to the desert location by hayrack, tally-ho and horseback. Steaks were prepared chuckwagon style and served in a setting of blazing bonfires, lanterns and kerosene lamps. A highlight of the entertainment was dancing and singing by Lindsay and Candy, small daughters of the hostess.

Press parties represented village tribute to both the Presidential visitors and the members of the Fourth Estate. On Monday morning

Press Secretary Hagerty stood before reporter in the press room at El Mirador and gravely made a statement.

"There will be another cocktail party, but not unhappily. The secretary of the Biltmore hotel would entertain the new swank hotel at 6:30.

In the meantime the President was again at Tamarisk where he was totalling up another score quite high. Golf scores are not ordinarily published, although he was shooting in the low 80's here on the desert. Ben Hogan and Freeman Gosden (the latter dropping out for a couple of holes) and Frank Leahy to get in the game.

At the Biltmore hotel the genial host, Sarraf, set a colorful setting around the pool for the party with more than a hundred members of the press and their families.

At the morning press conference Tuesday the President expressed regret that the visit was about to end. Reports of the schedule of the President for the remainder of the trip. They were soon to be back at the old "White House" on their faces they were not ready to go home. And more of the members had taken to colorful comments, including Ray Scherer of NBC in Washington.

No End to the Story

There was no end to the stories of incidents during the visit. Some of them may have been colored, but people delight in them.

At Tamarisk one day the announcement was made that the President on the fairway would be taken of a picture. A picture fan arrived with a small camera. He was told to go ahead and take the remainder of his film when a secret service man confiscated the camera. He said to have asked the agent for the camera, saying he was not there when the announcement was made.

One determined little lady edged an observatory position which served as well as an introduction. She was the daughter-in-law of Mrs. Hudson Werder of Palm Springs. She had the President at one place and then another, she was at the Thunderbird Country Club just as he was finishing his round. The excitement she had left her new coat, of white and blue, in the car and ran back to get it. When she returned she was in a study in turquoise blue with matching hat. She was in a position of vantage when the President came and said, "Hi." The President looked over and quipped.

Most publicized story was that of the President's visit to the El Mirador hotel for the news writers and cameramen. He was said to have approached Rudi Sidler, hotel manager, and asked for 60 rooms for a bakers' convention. Practical Mr. Sidler and easily edged over to the point of getting a contract. He thought, would be satisfactory. Mr. Helms was not there to meet any such unexpected demand. He promptly drafted a check and wrote out the amount.

El Mirador Commends

El Mirador officers and management were commended for the result of their effort to make news writers comfortable during the Presidential visit. They were thanked for their comfortable quarters. They expressed their appreciation for the comfortable quarters but the President sent E. Roy Fitzgerald a letter of appreciation. His letter follows:

"Jim Hagerty has told me of the many courtesies your associates and staff extended to him and the White House press corps during our visit to Palm Springs. I wish to express my appreciation of your fine hospitality."

*With best wishes,
Dwight D. Eisenhower*



Best Picture of All

Probably the real prize photograph of President Eisenhower's visit. Jerry Schwartz, 1025 Deep Well Rd., Palm Springs, captured the President as he came in from the 18th hole at Tamarisk Tuesday noon. As he and others walked around toward the patio where luncheon was served, the President prepared his new Exakta camera. Just as the President asked Ben Hogan to pose. Just as the President's camera, Schwartz caught this picture. The man on the left, Hogan third.

The party then walked on to their waiting cars. The President walked through the crowd, followed by three secret agents.

The President was seen with Mr. Helms and agents in the village, but stopping nowhere.

It was passed around that an informal reception was held at the Tree, this turning out to be largely for the people in the ranch. It was a brief affair, lasting only about 15 minutes, giving a good many an opportunity to shake the President's hand.

The President, gave the President a box of candy on the way out. "Mr. President, we love you." They were Paul Guerin, and Hope Stagliano's little Hope.

That evening, Betty Hutton entertained the White House press corps at the desert at the cove. The guests were taken to the cove by rickshaw, tally-ho and horseback. Steaks were prepared and served in a setting of blazing bonfires, and lanterns. A highlight of the entertainment was given by Lindsay and Candy, small daughters of the President.

The President presented village tribute to both the Presidential and the members of the Fourth Estate. On Monday morning

Press Secretary Hagerty stood before reporters and cameramen in the press room at El Mirador and gravely made an important statement.

"There will be another cocktail party," he said. The audience laughed, but not unhappily. The secretary went on to say Sam Levin of the Biltmore hotel would entertain the news and cameramen at that swank hotel at 6:30.

In the meantime the President was again at Tamarisk playing golf, where he was totalling up another score quite satisfactory to him. His golf scores are not ordinarily published, although it was made known he was shooting in the low 80's here on the desert. He played with Paul Hoffman, Ben Hogan and Freeman Gosden (of Amos and Andy) with the latter dropping out for a couple of holes on the back nine to allow Frank Leahy to get in the game.

At the Biltmore hotel the genial host, Sam Levin, had prepared a colorful setting around the pool for the party which was attended by more than a hundred members of the press and friends.

At the morning press conference Tuesday there was an atmosphere of regret that the visit was about to end. Reporters sighed as they took notes on the schedule of the President for the following day in Washington. They were soon to be back at the old "Salt Mine" and by expressions on their faces they were not ready to go. During the week more and more of the members had taken to colorful sport shirts and a few of them, including Ray Scherer of NBC in Washington, had taken to shorts.

No End to the Stories

There was no end to the stories of incidents here and there. Many of them may have been colored, but people delighted in repeating them.

At Tamarisk one day the announcement was made that no pictures were to be taken of the President on the fairways and greens. Later on a picture fan arrived with a small camera. He had no more than set his camera when a secret service man confiscated it. The President was said to have asked the agent for the camera, returning it to the owner saying he was not there when the announcement was made and therefore to go ahead and take the remainder of his film.

One determined little lady edged an observation from the President, which served as well as an introduction. She was Mrs. Frederick Werder, daughter-in-law of Mrs. Hudson Werder of Palm Desert. After missing the President at one place and then another, she caught up with him at Thunderbird Country Club just as he was finishing the 18th hole. In the excitement she had left her new coat, of which she was especially fond, in the car and ran back to get it. When she put it on she was a study in turquoise blue with matching hat. She had just returned to take a position of vantage when the President came along. She waved gaily and said, "Hi." The President looked over and smiled. "Hi, Bluey," he quipped.

Most publicized story was that of the reservation made at El Mirador hotel for the news writers and cameramen. Paul Helms was said to have approached Rudi Sidler, hotel manager, one day to reserve 60 rooms for a bakers' convention. Practical Mr. Sidler agreed to details and easily edged over to the point of getting a deposit. About \$2000, he thought, would be satisfactory. Mr. Helms was not to be abashed by any such unexpected demand. He promptly drew out his check book and wrote out the amount.

El Mirador Commended

El Mirador officers and management were weary but happy over the result of their effort to make news writers and cameramen comfortable during the Presidential visit. There was no question about it. Not only did they express their complete satisfaction, but the President sent E. Roy Fitzgerald a letter of commendation. His letter follows:

"Jim Hagerty has told me of the many courtesies you and your associates and staff extended to him and the members of the White House press corps during our visit to Palm Springs. I want to express my appreciation of your fine hospitality.

*With best wishes, sincerely,
Dwight D. Eisenhower"*

A Wish Was Enough

A few days later when Western Union came along with a story about setting up 15 sending machines, and the telephone company talked about 30 or 40 telephones, Manager Sidler began to sense there had been things going on that he hadn't been told about. When Mr. Helms again appeared he requested the return of his check, and this Mr. Sidler was delighted to do. This story was printed in many hundreds of papers, one of numerous good breaks enjoyed by El Mirador.

The 120 news and cameramen who came to Palm Springs probably represented the largest press expense in years. Never before by any city as a whole has the press been treated so royally. El Mirador broke all records for hotel service. The reporters could hardly make a wish before the desire came true. On their departure each one received a gift from E. Roy Fitzgerald, the president of the hotel.

"Palm Springs has been wonderful to all of us." This was a statement made by Ray Parker, one of L. A. Mirror's top newsmen. The Daily News was the only paper that did not have representatives in the village.

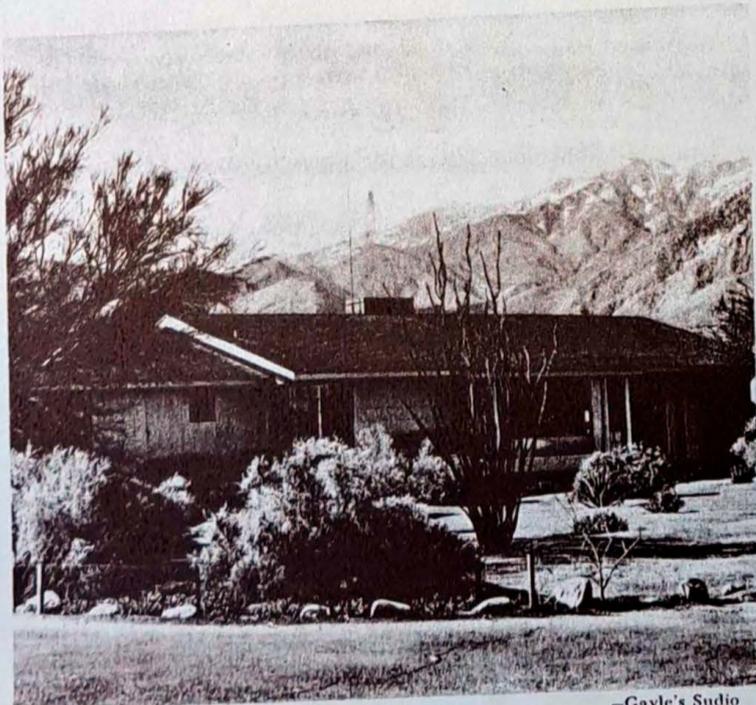
One of the quite unusual incidents was the meeting of James Kemper, Ambassador to Brazil, and Goodwin Knight, Governor of California. The men had never met, and sensing this Marj Pohl, village news writer and Examiner representative, made the introduction.

The President was at the White House office by 7:30 each morning, excepting two, where he worked until 10 o'clock. At that time Paul Helms picked him up and took him to one of the golf courses. One morning the president called Mr. Helms about 9:45 and asked him why he wasn't around. "Why you told me to meet you at 10 o'clock," Helms remonstrated. "Well, don't you ever get around early sometime?" the President quipped. Needless to say, Host Helms went right over.

The Western Union setup just off the press room in El Mirador provided fast service for the three news services, International News, Associated Press and United Press. In addition there were nearly a dozen lines going out and in with more than that number of operators and supervisors. These lines were made possible by "carriers" creating transmission circuits on one pair of wires. Cost of the installation was about \$12,000 and with 35,000 to 40,000 words going out daily it was estimated the company probably received less than \$4000 in revenue out of it. Time magazine turned in the longest stories.

How many gifts the President received nobody will hear. They certainly were large in number. The story of the Lanz dress shop having sent Mrs. Eisenhower a sun dress and her resultant order for half a dozen for which she paid, was of course one of the choice stories of all.

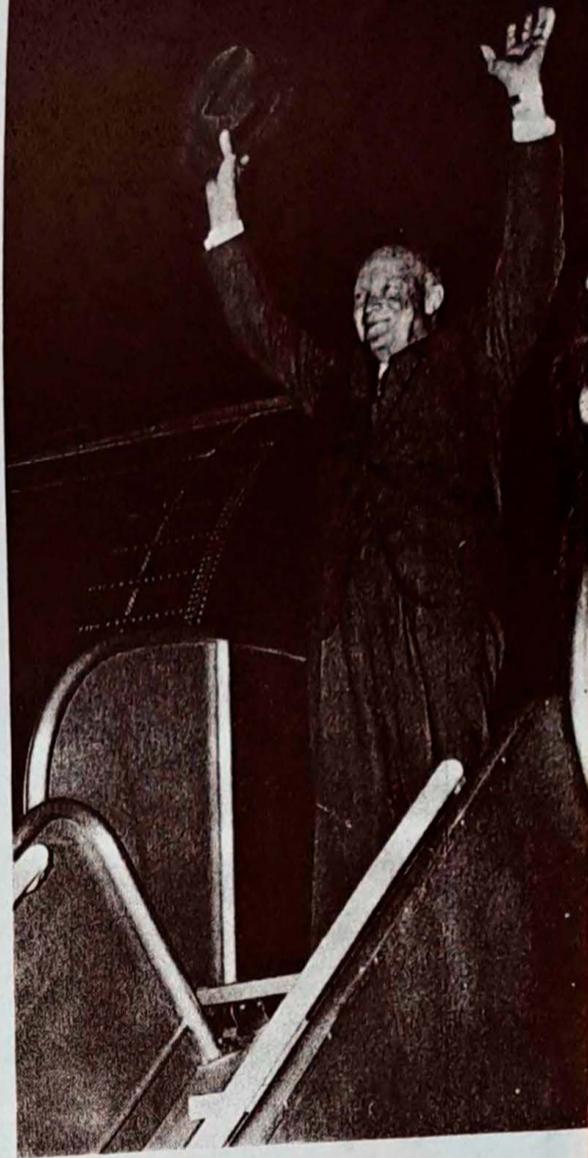
One of the first presents given the famous visitors was a large bouquet of flowers for Mrs. Eisenhower. "From the women of Palm



—Gayle's Studio

THE PAUL HELMS HOME in Smoke Tree Ranch was the hideaway for the President and Mrs. Eisenhower during their full week's stay on the desert. Originally, the Paul Hoffman house was chosen, but the Helms residence offered better security, the secret service found. At the rear is an enclosed patio of about 900 square feet in which the Eisenhowers enjoyed the sun in seclusion.

SAY YOU SAW IT IN THE VILLAGER



A GOOD REST

Springs." The card was signed by Mrs. Florian Boyd. As the Columbine flew away into the night, the matter in the village as there would have been in any matter. Accustomed as it is to have the great and boundaries, Palm Springs sincerely felt President Eisenhower had done this desert oasis a great honor. He was smugly conscious of the fact that four out of five more. And it was pretty sure the odds were as good as even. The First Lady.

The President's L

Mayor Florian Boyd received a letter from Dwight D. Eisenhower thanking Palm Springs for the reception and Mrs. Eisenhower. The letter read:

"Mrs. Eisenhower and I have had a wonderful pleasant vacation here in Palm Springs, and our thanks to you and the villagers for making it so comfortable. We appreciate particularly the attention that has been accorded us.

"The desert sun and air have been perfect. I think one knows, and we all leave here with the hope that we may be able to return.

"With warm personal regards,
Sincerely,
Dwight D. Eisenhower

(March, 1954) PALM SPRINGS

Wish Was Enough

When Western Union came along with a story about telegraph machines, and the telephone company talked about telephones, Manager Sidler began to sense there had been something he hadn't been told about. When Mr. Helms again mentioned the return of his check, and this Mr. Sidler was told the story was printed in many hundreds of papers, one of the breaks enjoyed by El Mirador.

And cameramen who came to Palm Springs probably had the largest press expense in years. Never before by any means had the press been treated so royally. El Mirador broke the service. The reporters could hardly make a wish come true. On their departure each one received a gift from the president of the hotel.

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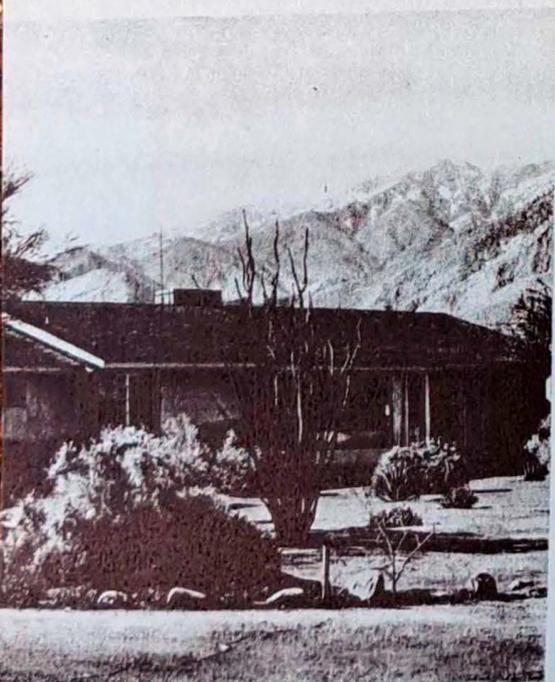
But the President received nobody will hear. They were in number. The story of the Lanz dress shop having a sun dress and her resultant order for half a dozen, was of course one of the choice stories of all. The first presents given the famous visitors was a large card for Mrs. Eisenhower. "From the women of Palm



A GOOD REST

—Bernard-Anderson

Springs." The card was signed by Mrs. Florian Boyd, wife of the mayor. As the Columbine flew away into the night, there was a sense of loss in the village as there would have been in any village, or city for that matter. Accustomed as it is to have the great and near great within its boundaries, Palm Springs sincerely felt President Eisenhower and Mrs. Eisenhower had done this desert oasis a great honor, and Palm Springs was smugly conscious of the fact that four out of five come back for more. And it was pretty sure the odds were as good on a President and The First Lady.



—Gayle's Studio

HOME in Smoke Tree Ranch was the hideaway for the Eisenhowers during their full week's stay on the desert. The Paul Hoffman house was chosen, but the Helms family, for better security, the secret service found. At the rear is a building of about 900 square feet in which the Eisenhowers had their seclusion.

The President's Letter

Mayor Florian Boyd received a letter from President Eisenhower thanking Palm Springs for the reception extended to him and Mrs. Eisenhower. The letter read:

"Mrs. Eisenhower and I have had a wonderfully restful and pleasant vacation here in Palm Springs, and we want to send our thanks to you and the villagers for making our stay here so comfortable. We appreciate particularly the degree of privacy that has been accorded us.

"The desert sun and air have been perfect as I am sure everyone knows, and we all leave here with the hope that some day we may be able to return.

*"With warm personal regard,
Sincerely,
Dwight D. Eisenhower"*

