

THANKS FOR THE MEMORIES



EL Mirador Hotel in Palm Springs. COURTESY OF THE PALM SPRINGS HISTORICAL SOCIETY

Photos have always been a part of desert's 'social media'

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In the 1930s, getting visitors to the desert was a difficult sales pitch. Beautiful pictures of attractive models around

impressive pools provided just the needed allure. Endless sunshine and expansive water seemed exotic and a welcome respite from the doldrums of daily living. Models were often staged around hotel pools and photographed for use in brochures. The same images were sent

to news services trying to drum up interest and perhaps business. Pictured here is one such "bathing beauty" stretched out on the diving board of the El Mirador hotel and an image of the impressively oversized swimming pool similarly graced.

Thank you for reading. "Thanks for the Memories" will be abbreviated for the next few weeks and will return June 18. Tracy Conrad is president of the Palm Springs Historical Society. Write to her at pshstracy@gmail.com.