

Hey, Look! We're in Look--and We Look Good

By LEE CHRISTOPHER

"... a free-form civilization built on watered sand."

Thus Look Magazine characterizes Palm Springs in a strikingly

illustrated article in its Sept. 25 issue, which is hitting the stands today almost a week ahead of its regular publication schedule.

Devoted entirely to a comprehensive report on California, which

the magazine's editors describe as "a window into the future," today's issue gives many pages to the glamour and society of Palm Springs in a spread of remarkable colored photographs and some pungently worded and provocative text.

The article is labeled "The Way-Out Way of Life."

Desert Dreamworld

In it, the Village is called "a desert dreamworld" where "America has come full circle from the self-denying austerity of its Puritan founders to the self-fulfilling fun — and pains — of affluence. Pleasure is pursued with a wealth of imagination and resources."

And there are pictures to prove it. "Except for plentiful sunshine, the environment is what man makes it" goes another phrase, and "In Palm Springs, the heated pool takes the place of the family fire-side."

But to survive these sands of pleasure, the writers believe, the people here need a strong sense of personal purpose. "It's hard to live the good old reliable life," one resident is quoted as saying. "The good people stay OK," observes another. "The ones who can't take it go bad — faster."

The Alexanders

Exemplifying the successful young-marrieds who have made the desert way of life peculiarly their own are Helene and Robert Alexander, who were chosen by Look's researchers as the theme couple for the Palm Springs article. Pictures of their fabulous dwelling and candid taken during Mrs. Alexander's busy day are used as the illustrations.

The article describes their home as "a \$300,000 pleasure dome that proves California has only begun to show how luxurious things can be on this planet."

Built in four perfect circles on three levels, this Egyptian-inspired mansion boasts a set of electronic controls to manipulate the indoor climate; the outdoor lights, and automatic rain... a gigantic circular livingroom with a specially built 64-foot divan that cost \$100 a foot... gold-plated fixtures in the bathroom and a sunken tub straight out of a Cecil B. DeMille extravaganza... a table-tennis set standing by the heated pool upon stately Egyptian pedestals.

But despite the luxury and free-wheeling environment in which they live, Bob Alexander works hard at building pleasant homes for other people. "I... remind myself that I'm at work," he is quoted as saying. And everybody else is on vacation.

No comprehensive article on California could ignore its great fashion industry, and several pages are devoted to its "big three of

fashion" — Galanos, Tassell, and Gernreich. All of the photographs for this section were made in the desert around the Spa.

This entire issue of Look takes a look at California—its "explosion of concrete, steel, and smog," its tract way of life, and its free-morrows' hopes and tomorrow's headaches are here to-day in our soon-to-be largest state," the magazine says, and describes California as "a place in the world.

where fantasies are packaged and sold.

In summing up Palm Springs, one of the writers says, "In such a gaudy, man-made world, the line between fact and dream easily becomes blurred" but his words seem to echo a plaintive longing, as if he, too, would give anything to live "The Way-Out Way of Life" that makes the desert one of the most exciting places in the world.

WOMEN of the Desert

Lee Christopher, Editor

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Palm Springs, California The Desert Sun



IN A MAN-MADE desert paradise, dark-haired Helene Alexander and her close friend, Mrs. Zeppo Marx, cross an artificial brook on their way to the pool.



PHOTOGRAPHED in the Palm Springs desert is Gustave Tassell, a relative newcomer in the fashion field, whose evening coat and dress of cerise cut velvet, modeled here, typify the Tassell touch.

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DREAM of luxury is Mrs. Alexander's sunken tub which, Look says, requires about two dollars worth of bubble bath for scented relaxation. The fixtures are gold plated.

THE THREE photographs shown here, made in color by Cal Bernstein and Phillip Harrington, were taken directly from the pages of Look and reproduced by The Desert Sun's Scan-a-Graver process.

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