Allie Wrubel was born in Middletown, Connecticut in 1905 and became one of the Nation's leading songwriters, winning the Academy Award in 1947 for writing the music for the song "Zip A Dee Doo Dah" for the Disney movie "Song of the South". Particularly well known for hits during the Big Band Era, Allie Wrubel composed such songs as "The Lady from 29 Palms" which was recorded by the Andrews Sisters as well as "The Lady in Red", "Music, Maestro Please", "Farewell to Arms", and "Flirtation Walk".

Although an easterner, Allie Wrubel had a yen to own a ranch and his wife wished to live in a dry climate. One day they saw a picture of the Campbell home in Twentynine Palms in the real estate previews in the paper. Immediately, the New Englander wanted the Campbell property for it reminded him of Connecticut in the desert and it met Mrs. Wrubel's weather conditions. Thus in 1946, Wrubel purchased the Campbell estate with its eleven room colonial style house, swimming pool, and 400 acres that also included the Flying W Stables. Allie and his family resided in Twentynine Palms until his death in 1973 at the age of 68.

In addition to composing various songs for local organizations, Allie Wrubel brought Twentynine Palms to national attention with his hit "The Lady from 29 Palms".