



DEL MAR

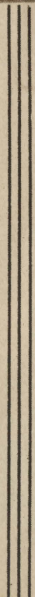
The
GARDEN SPOT of
SOUTHERN CALIFORNIA

Pictorial

DEL MAR PICTORIAL



Thru the mist and over rough seas, sails a phantom-
like, white-winged ship of the deep.



Shore-line near Del Mar. Sea gulls fly gracefully over the pounding
tides and through the mountainous spray.



DEL MAR PICTORIAL

D E L M A R P I C T O R I A L



"Three Graces"—with slender, trim and spreading tops command admiration for the entire family of the Eucalyptii.

Original palms planted by Father Junipero Serra at San Diego
De Alcala—the first of the California Missions



D E L M A R P I C T O R I A L



Massive corridors showing sound construction of old missions.



Architectural asymmetry is evident in the ruins of these old missions.



Angelus Tower where musical chimes called the devout worshippers to their morning, noon and evening prayers.

(Interior of the San Luis Rey Mission) One of the largest and most beautiful of the early California Missions—one-half hour motor trip from Hotel del Mar.



Not a light and shadow effect of Rheims Cathedral but one of our early California Missions.



San Luis Rey, one of the largest and most beautiful of the missions. Note the Fathers in the tower.



First of the California missions—San Diego de Alcalá.



Still beautiful after more than a century of exposure to sun, wind and rain.

If these old Missions were 20th Century achievements they would still be marvelous. Designed, constructed and decorated as they were in 1769 and 1798, by the Franciscan Fathers, with Indian labor, crude implements and materials brought on shoulder from the far recesses of the mountains, they stand today as one of the miracles of early California history. Not only were the Missions temples of divine worship, but, located as they were, a day's journey by foot apart, they were the way-farers refuge. Welcome awaited the stranger. To friendly visitors, hospitality reigned supreme, and against the enemy, they were even used as fortresses. These old Missions stand today, as sacred inspiration to all loyal Californians. They were the out-posts of Western Civilization and are the very cornerstones of the development and progress of the Pacific Coast of the United States. ♦ The Missions portrayed here are all in the Del Mar section and within short driving distance of Hotel Del Mar.



The Torrey Pines. With one exception these pines are found only in the Del Mar section. They are the most famous of all the pines—lower, broader, with longer and sharper needles.

THE scenic grandeur—the matchless climate—the picturesqueness and romance of the surrounding country—the comfort and service afforded at Hotel Del Mar, in San Diego County, along the Riviera of the Pacific, in Southern California, is stamping this Old English hostelry as one of the most refreshing and delightful places to be visited in this land of eternal sunshine.

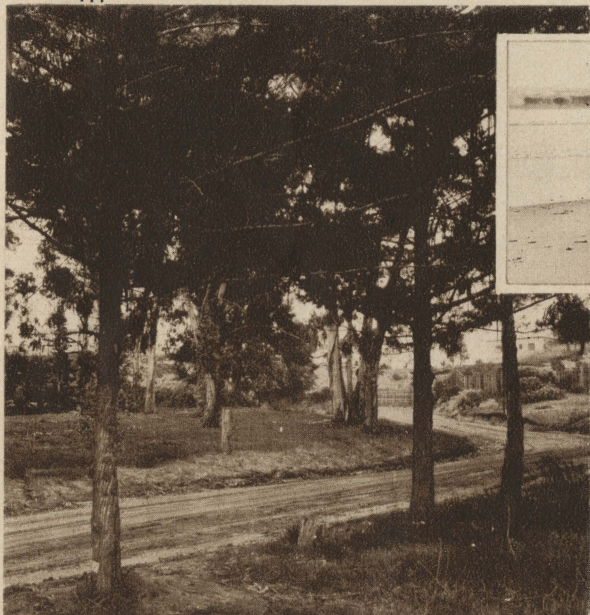
Gentle people, find at Hotel Del Mar an atmosphere to their liking—spacious, comfortable rooms—a home-like lounge—sun porches—music salon—a flower bedecked dining room where ample, well-balanced and splendidly prepared meals are served, with special menus for children of all ages. These are but a few of the attractive features of this noted summer and winter resort. Hotel Del Mar, true to the Spanish meaning—«Of the sea»—is ever ready to welcome the visitor to Southern California and to make his or her sojourn pleasant and enjoyable.

Hotel Del Mar comprises a main hotel and six of these separate, individual apartment buildings.



In a comfortable lawn chair under the rays of a health giving sun, that City fatigue is soon forgotten at Hotel Del Mar.

DEL MAR PICTORIAL



Shaded trails through the beautiful hills adjoining Hotel Del Mar offer an incentive for morning or afternoon strolls



Several miles of firm, broad beach at Del Mar furnish enjoyment for the equestrians.

Daily exercise through the wooded hills of Del Mar.



A fitting climax to a day full of activity at Del Mar. "Sunset on the Pacific" from the veranda of the hotel. The Del Mar Pier at the left.

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Little children—yes, even babies—expel their energies digging—running and making mud pies and sand houses on the broad, safe beach at Del Mar



The open-air salt water plunge at Del Mar.

DEL MAR PICTORIAL



DEL MAR, offers a greater diversification of recreational activities than almost any other section—in addition to one of the finest bathing beaches in the world, the sports lover, finds here deep sea fishing, hunting, heated, open air salt water plunge—golf—tennis—horse-back riding—hiking—motoring.

Del Mar is but a short distance from Old Mexico—ten miles north of La Jolla—twenty-five miles north of San Diego with its varied points of interest—and is contiguous to the broad prairies and timber covered mountains of San Diego County.

In substance, Del Mar is the focal of one of the greatest out-of-door play grounds in the world. Its climate is recognized as one of the most equable in the world.

For information write

SOUTH COAST LAND COMPANY

Owners of Hotel Del Mar

740 So. Broadway « Los Angeles
TRinity 3161
or Del Mar, Southern California



Hotel Del Mar's quarter mile pier furnishes exciting pleasure for the lovers of rod and reel.

Do you see the fish? Not the one you think we mean—well—pretty girls do catch them at Del Mar.

Those who do not swim may rest and watch the happy throngs on the beach from this shaded Del Mar pergola.





A golf course surrounded by an ocean, a valley, and tier upon tier of picturesque mountains—that is the Del Mar Golf Course