

For your home *in*  
**LA JOLLA**

choose **LA**  
**VALENCIA**  
Hotel

**IN LA JOLLA**

SUMMER and  
WINTER  
MERGE

**LA**  
**VALENCIA**  
Hotel



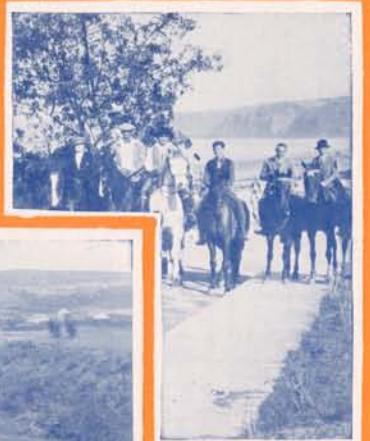
# LA JOLLA *the complete setting for the fullest living - sports and all activities social and intellectual*



THE BATHING COVE



THE FASCINATING SHORE LINE THAT IS THE SOLID FOUNDATION OF LA JOLLA'S POPULARITY



MILES OF TRAILS FOR HORSELOVERS



ONE OF THE PERFECT GREENS OF THE SCENIC GOLF COURSE

**L**A JOLLA, (La Hoya), is 14 miles north of San Diego on the ocean. It has been termed one of the three most beautiful villages in the world.

The town slopes from the hills of Soledad to the shores of the blue Pacific, with lovely walks and drives, beautiful homes and gardens. La Jolla's rocky shore-line, unspoiled for lovers of true natural beauty, offers delightful surprises to the tourist or homeseeker.

Climatic, recreational, intellectual and social advantages of La Jolla complete the charm of its setting, and have made La Jolla world renowned. A visit to California is not complete without seeing La Jolla.

**L**A JOLLA is enjoyable at La Valencia Hotel, which is the largest European Plan Hotel there. Located just above La Jolla Park and the Bathing "Cove", La Valencia is of fireproof construction and offers one hundred delightful hotel rooms and housekeeping apartments (all with bath or shower).

In sleeping accommodations, in spaces devoted to the use of all the guests, and in staff, La Valencia is equipped throughout to render a type of service which will please you. The public rooms include a large lounge along the ocean side of the hotel, two charming patios, together with a sun balcony and roof garden.

One may rest or play in La Jolla with perfect enjoyment.

To the many to whom outdoor sports are not especially appealing La Jolla offers its natural charm and peacefulness. Live here for a day, week or lifetime, in an atmosphere and amidst surroundings which make life worth living.

The choice of La Jolla for exclusive private schools and the several Scripps foundations, world noted in the field of research, indicates the community. Library and Art Gallery, museum, aquarium and various clubs provide for a rich variety of interests and hobbies.

San Diego with its interesting civic, military and naval institutions is but 20 minutes distant, and colorful Old Mexico may be reached in an hour.

Sport lovers will find ample opportunity for the enjoyment of their favorite diversion. Golf on the 18 hole, all grass course of La Jolla Country Club, several beaches inviting the bather, fine tennis courts municipally operated, riding stables with fine horses and miles of excellent trails developed by the La Jolla Bridle Trails Association, deep sea fishing, hiking and driving are included in the wide array of outdoor recreations which are available to La Jolla visitors.



THE PATIO ENTRANCE FROM THE STREET



ARCHITECT'S SKETCH. DIGNIFIED SILHOUETTE IS INDEX TO CHARACTER OF INTERIOR



La Valencia

**LA  
VALENCIA  
HOTEL**  
*The most of  
home luxury for  
the least of effort  
and expense*



A Corner of  
A Bedroom

Accommodations may be had single or en suite as desired and with few exceptions all rooms offer a fine view of the ocean and rugged shore.

La Valencia offers an excellent dining service in the attractive coffee shop. Club breakfasts from 30c, luncheon at 60 cents and dinner at 75 cents and \$1.00 are served in addition to a la carte service.

## Rates

### EUROPEAN PLAN

| PERSONS | DAILY     |
|---------|-----------|
| One     | \$2.50 up |
| Two     | \$4.00 up |

*Weekly and term rates upon application.*

Housekeeping Apartments—\$ 25.00 up weekly  
\$100.00 up monthly

Housekeeping suites consist of combination living and bedroom with twin wall beds, dinette, kitchenette, dressing room and bath. Equipment is complete and terms include gas, light, table and bed linen, silver, daily maid service throughout and electric refrigeration.

Additional connecting sleeping rooms are available.

### AMERICAN PLAN

*We shall be glad to quote you terms upon request.*



Write or telephone for reservations

GETHIN D. WILLIAMS, *Manager*

## La Valencia Hotel

1132 Prospect Street

Phone La Jolla 2175

La Jolla, California