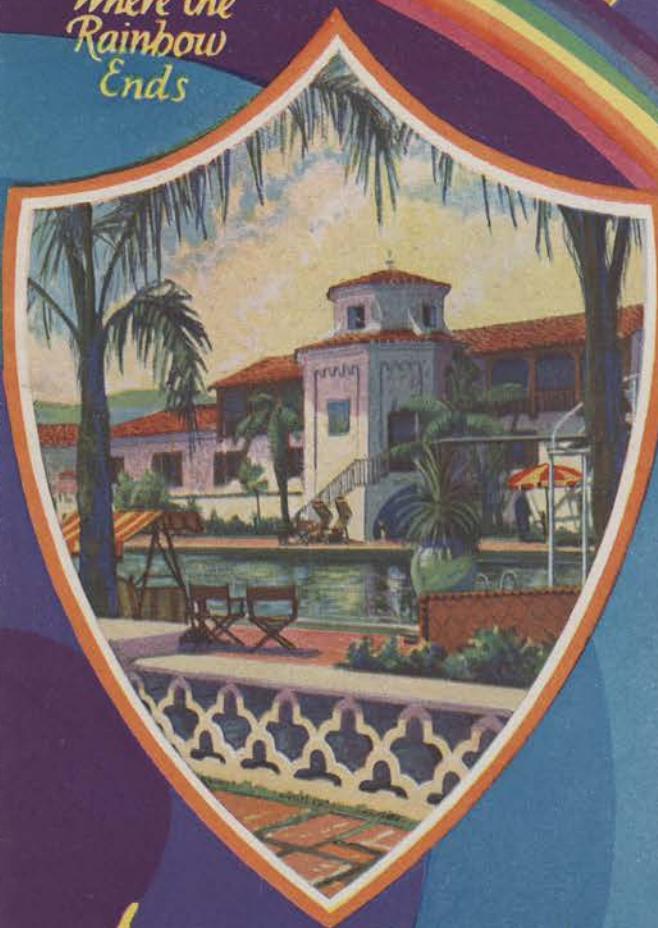


AGUA CALIENTE

*Where the
Rainbow
Ends*



America's Deauville
In
Old Mexico

PECK-JUDAH
PUBLICITY SERVICE

AGUA CALIENTE EASILY REACHED

AIR

From San Francisco, Los Angeles, San Diego and all parts of the United States come the great TAT, Maddux and Western Air Express Liners to Agua Caliente flying field, landing practically at the door of the Hotel and Casino.



SEA

San Diego is port of call for the magnificent Panama Pacific Liners from New York. Likewise other palatial oceanic and coast-wise ships dock there.



LAND

Rock Island and Southern Pacific transcontinental trains stop at Agua Caliente on the San Diego and Arizona Carriso Gorge Route. Missouri Pacific trains connect at El Paso. Santa Fe trains to San Diego make direct Agua Caliente connections. The Union Pacific Route also makes connections at Los Angeles.



MOTOR

to Agua Caliente. Wonderful paved roads from all California reach the very door of the Hotel. San Diego is western terminus of several all-year transcontinental highways, converging at El Paso, thence over U.S. Highway No. 80 to San Diego.



Agua Caliente is 18 miles below San Diego.

NO PASSPORTS OR CUSTOMS DELAY

Although Agua Caliente offers the sports and pleasures of Europe, there are no unpleasant experiences in getting in and out of Mexico. You do not even alight from your motor! Air and train travel is equally simple.

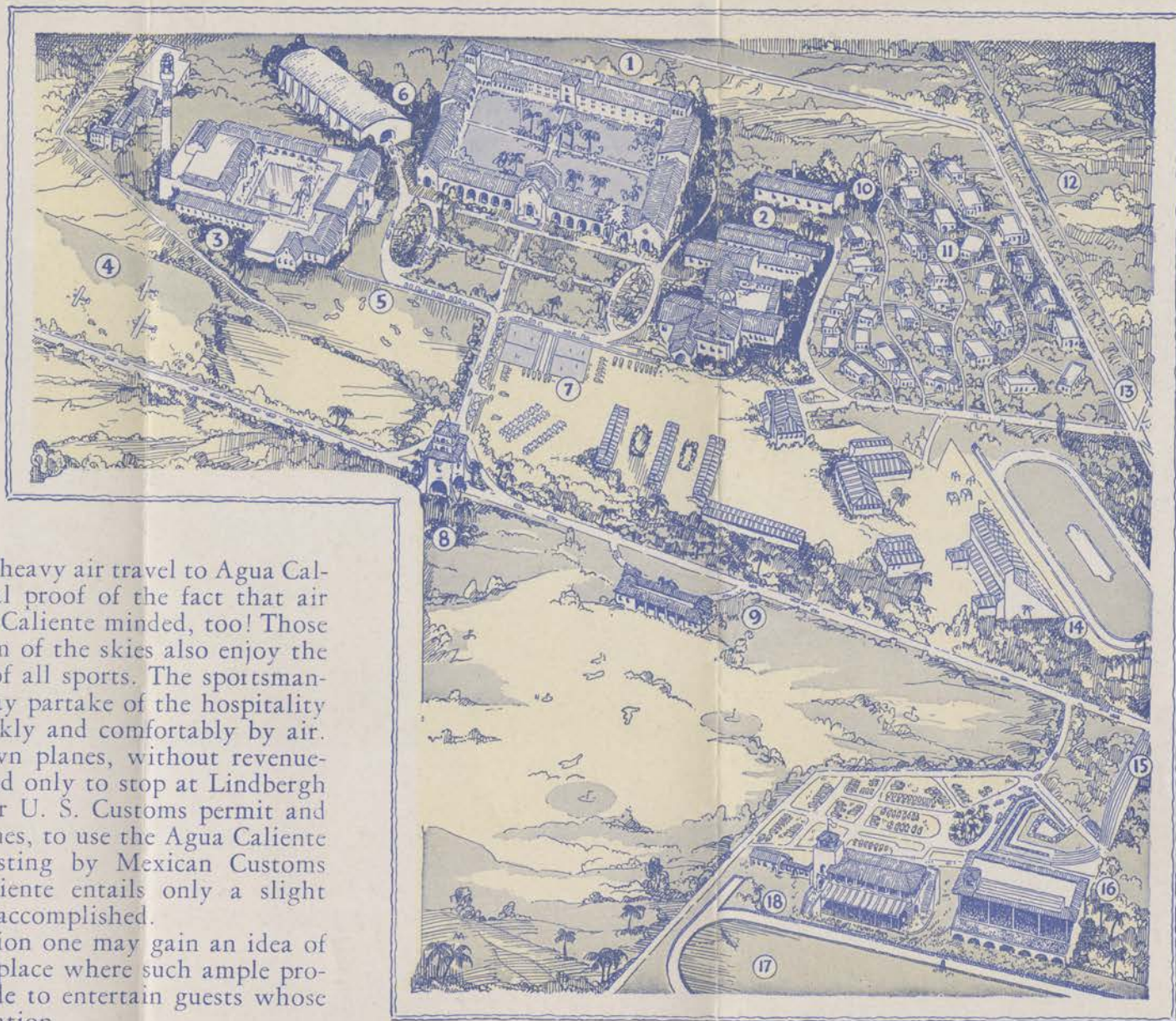
Thus every provision has been made for the comfort of the guest here so that the impressions carried away will be those of the happiest days ever spent!

Agua Caliente

as the thousands who arrive in the giant air liners see it; a lovely emerald nestling between the purple hills of two nations.

EXCEPTIONALLY heavy air travel to Agua Caliente is substantial proof of the fact that air minded folk are Agua Caliente minded, too! Those who enjoy the freedom of the skies also enjoy the freedom of this land of all sports. The sportsman-pilot and his party may partake of the hospitality of Agua Caliente quickly and comfortably by air. People flying their own planes, without revenue-paying passengers, need only to stop at Lindbergh Field in San Diego for U. S. Customs permit and release by Maddux Lines, to use the Agua Caliente Flying Field. Manifesting by Mexican Customs officials at Agua Caliente entails only a slight charge and is quickly accomplished.

From this illustration one may gain an idea of the magnitude of the place where such ample provisions have been made to entertain guests whose stay is of a longer duration.



Hotel rates and information

RATES, European Plan: \$5, \$6, \$8, \$10 and \$12. Also suites and delightful Spanish Villas, apart from the main hotel building. Luncheon in the Patio, \$1 daily, \$1.50 Saturdays, Sundays and holidays. 18-hole championship golf course greens fee, \$1 daily, \$2 Saturdays, Sundays and holidays. Pitch and putt golf course greens fee, 50 cents. Admission to Spa plunge and gymnasium, including locker and shower, .50c Bathing Suit, .50c additional. Spa hydrotherapeutic department rates on application. Tennis. Saddle horses \$2.00. Nightly dinner dansant in the casino cafe, \$2.50 per cover. Wirt G. Bowman, President---Agua Caliente Company

Key to Diagram

- | | |
|--|-----------------------------------|
| 1. Agua Caliente Hotel | 10. Power Plant |
| 2. Casino, patio and Cafe | 11. Bungalows |
| 3. The Spa, Baths and Plunge | 12. San Diego & Arizona R. R. |
| 4. Aviation Field | 13. Train Depot, No. 1, Hotel |
| 5. Pitch and Putt Golf Course | 14. Dog Track |
| 6. Garage | 15. Train Depot No. 2, Race Track |
| 7. Championship Tennis Courts | 16. Race Track Grandstand |
| 8. Campanile (Chimes Tower) | 17. Agua Caliente Race Course |
| 9. Golf Course (18-Hole Championship) and Club House | 18. Race Track Club House |

Agua Caliente—all-year land of balmy spring and sunshine

IF YOU love a foreign playground where the pleasures of a jaunt to continental Europe are all rolled into one, then you will want to come to Agua Caliente this winter. Here is everything that you may consider essential to your happiness, from languid hours spent in flower filled patios on balmy mid-winter days to the exciting thrill of the turf, or the sports and games of both America and Europe.

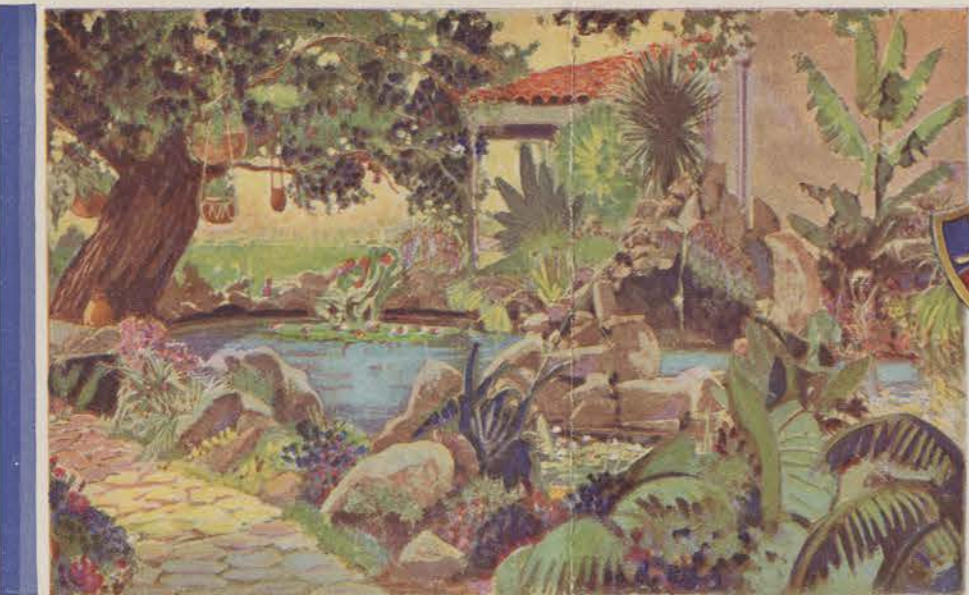
OLD SPAIN has lent her beauty to Agua Caliente. The entirely "foreign" atmosphere of Mexico spreads its lure. The luxuries and comforts which are typically American surround you everywhere, affording all the delights of a holiday abroad at much less expense and with far greater convenience.

A legacy of the Dons, the Agua Caliente Hotel and Casino, like every perfect thing, is in complete harmony with its surroundings. Let the dramatic charm of Mexico enfold you in its mantle of hospitality this season; an experience to cheer and brighten your existence!

Golf

in an exotic atmosphere

ADJACENT to the hotel and Casino is the Country Club, embracing a sporty eighteen-hole all grass course, a velvety carpet on which to explore the rolling hills which flank the peaceful valley. The Clubhouse, fashioned after the manner of the hacienda reflects the cordiality of Old Mexico. Year 'round golf is one of the delights of Agua Caliente. Here will be played, January 13, 14, 15 and 16, 1931, the second renewal of golfdom's largest money prize, The Agua Caliente \$25,000 "open". Leo Diegel is the club professional.



Fern filled ollas reflected in a lily pond.

Three days of gaiety in America's finest playground

FIRST DAY: Arrive in time for a delightful luncheon in the Patio, charmed under the spell of the *fountain de la estralita*. Thrilling golf in the afternoon, followed by a brilliant dinner dansant interspersed with pleasures of the Casino. *Second day:* An interesting morning at tennis and the Spa plunge, hot sulphur baths and gymnasium, followed by luncheon in the terrace gardens at the Jockey Club. An afternoon of thrilling adventure at the Sport of Kings. Then a dinner which no European table can outdo! Dancing and the Casino. *Third day:* A luxuriously late breakfast in your room, followed by a brisk canter, with your choice of the Spa, pitch and putt golf, the Jockey Club, Country Club, tennis, or lounging in the flower filled patios to make happy hours pass all too quickly.



MASTERFUL in its conception, the Agua Caliente Spa represents the world's most artistic expression of the mode in watering places. The bizarre effect of its Moorish entrada is fashioned in a manner to re-create the beauties of architecture brought to southern Spain by the color loving Moor artisans.

The tempered waters of the plunge mirror the exotic atmosphere surrounding the pool on all four sides, luring one to the enjoyment of invigorating water sports.

Those most interested in the curative properties of the Agua Caliente Hot Springs waters will be delighted to find so complete an institution under the direction of thoroughly competent physicians. The modern gymnasium leaves nothing to be desired, while a magnificent sun room conveniently located provides a place to absorb the balmy winter sunshine, which is a part of the daily existence at Agua Caliente.



The Campanile, impressive landmark of America's Deauville—golf club in background.

The Agua Caliente Spa

Including the breath-taking palm-lined plunge, complete gymnasium and modern hydrotherapeutic establishment



The casino entrance quaintly framed in native foliage.



The gay patio where happy throngs gather daily.

LUNCHEON in the Patio at Agua Caliente is an experience which thousands of pleasure seekers are already reminiscent over. Here one may partake of the delights of a European table, spellbound under the languid music of Spanish serenaders. Almost daily the notables of Hollywood's film colony may be seen here, adding their air of the mode moderne to a setting of quaint loveliness.

Let the lure of the turf add to your enjoyment at America's Deauville

*Winter Racing, Christmas day to March 29th
Summer Racing, July Fourth to Labor Day*

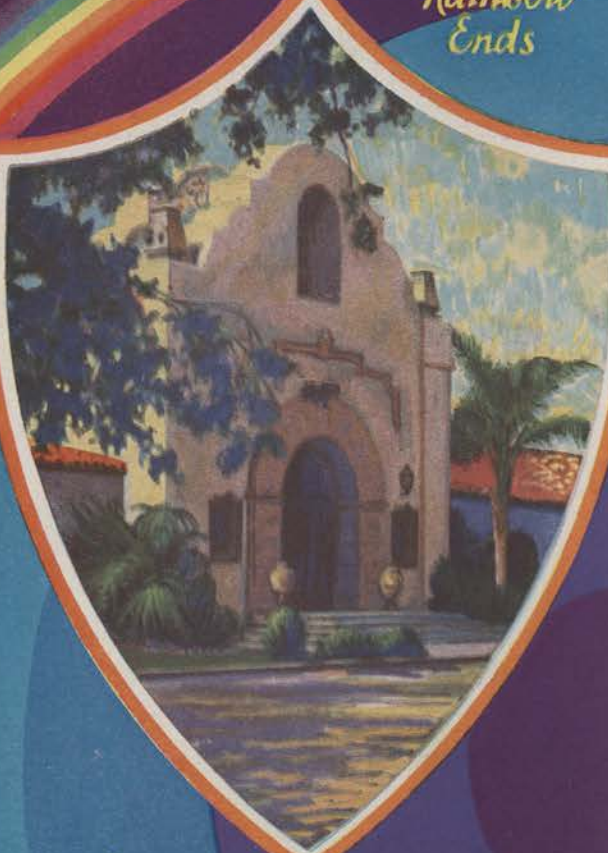
THE illustration at the left shows the running of the Agua Caliente Handicap, "world's richest race," with a gross value of approximately \$140,000, and a guarantee to the winner of not less than \$100,000. It is in this brilliant setting that gay throngs gather to urge their flying silks to victory. The lavishly appointed Clubhouse contains its own Casino and one may witness the races from tables on the terrace where luncheon and refreshments are served. The Grandstand is spacious and has its own Casino. If you visit Agua Caliente during the racing season your pleasure will be added to immeasurably.

*James N. Crofton, General Manager
Agua Caliente Jockey Club*



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