

LA JOLLA
CALIFORNIA

LA
VALENCIA
HOTEL

LA JOLLA
CALIFORNIA

LA
VALENCIA
HOTEL



LA VALENCIA HOTEL, LA JOLLA, AS IT APPEARS FROM THE OCEAN
ENTRANCE ON UPPER STREET—PROSPECT STREET

LA VALENCIA HOTEL, LA JOLLA, AS IT APPEARS FROM THE OCEAN
ENTRANCE ON UPPER STREET—PROSPECT STREET



La Jolla, The Jewel, From Biological Grade

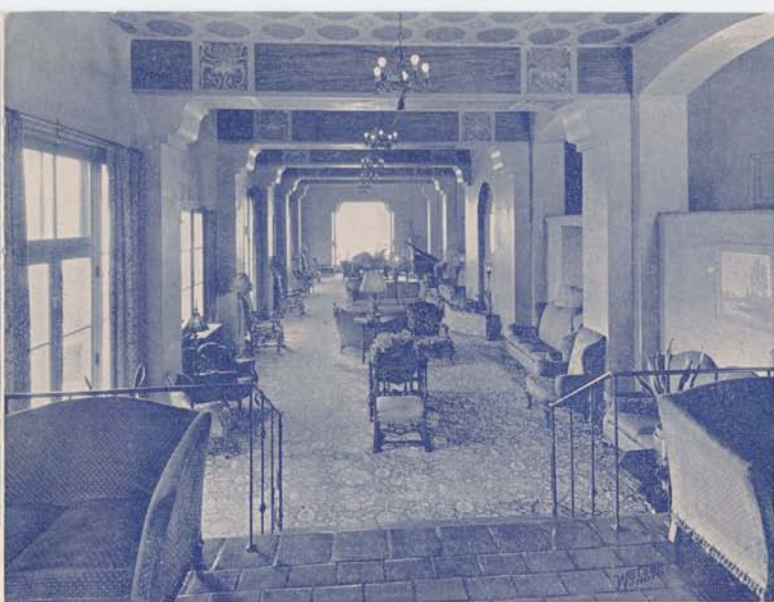
LA JOLLA, (La Hoya), often called one of the world's three most beautiful villages, is on the ocean 14 miles north of San Diego.

The town slopes from the hills of Soledad to the shores of the Pacific with its rocky shore-line, unspoiled for lovers of true natural beauty, offering delightful surprises to the tourist and homeseeker.

The natural beauty of La Jolla may be enjoyed by lovers of "the outdoors" almost every day in the year.

Outdoor dining in the lovely patio is a feature of La Valencia Hotel.





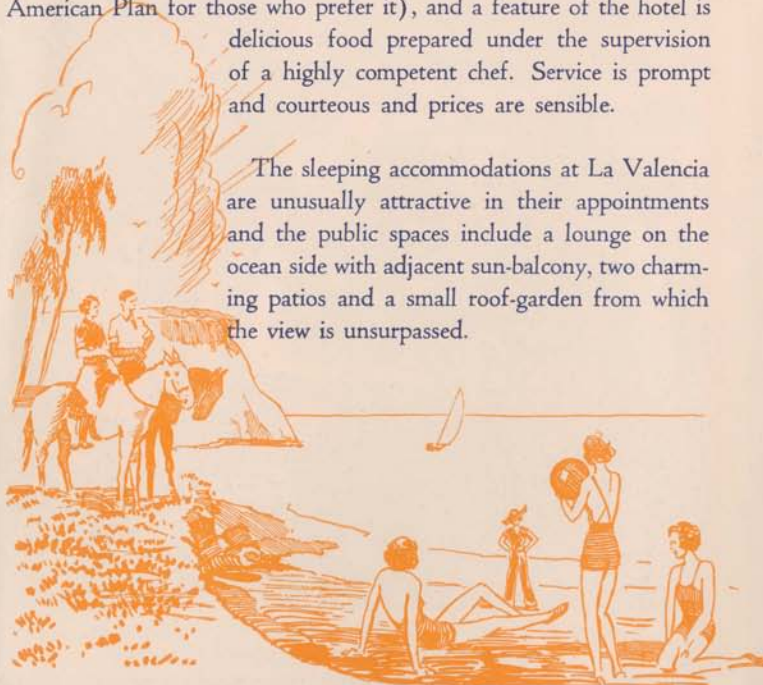
La Galleria, The Lounge, on the Ocean Side

YOU will enjoy the hospitality of La Valencia Hotel when visiting La Jolla.

Situated with most of its hundred hotel rooms and housekeeping apartments (all with bath) overlooking the park and sea, La Valencia is a modern hotel of concrete construction with every facility for your comfort and enjoyment.

La Valencia is operated primarily upon the European Plan (with the American Plan for those who prefer it), and a feature of the hotel is delicious food prepared under the supervision of a highly competent chef. Service is prompt and courteous and prices are sensible.

The sleeping accommodations at La Valencia are unusually attractive in their appointments and the public spaces include a lounge on the ocean side with adjacent sun-balcony, two charming patios and a small roof-garden from which the view is unsurpassed.





Famous Bathing "Cove," Just Below La Valencia



ONE may play or relax in La Jolla.

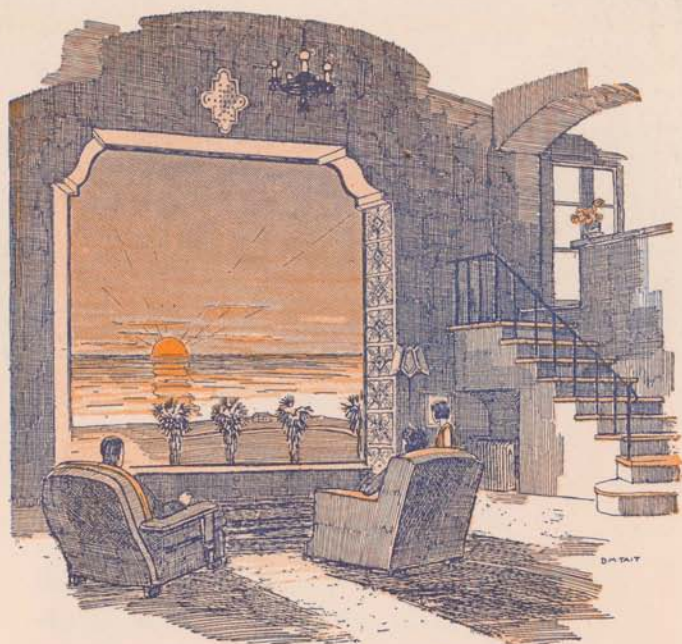
To those to whom outdoor sports are not specially appealing, La Jolla offers peace, quiet and untold beauty. Live in La Jolla for a day, a week or a lifetime amidst surroundings which make life worth living.

Recreational advantages are many in La Jolla and include ocean bathing, golf, tennis, horseback riding, deep sea fishing, boating and aquaplaning.

Every social, cultural and recreational opportunity which La Jolla offers is available to guests at La Valencia Hotel.

La Valencia, Showing Sun Balcony and Terraced Garden





*Artist's Conception of the Sunset From Window in
La Galleria, the Lounge*

ACCOMMODATIONS may be had single or ensuite 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. Attractive Cocktail Lounge for food service after eight in the evening. Club breakfasts from 35 cents, luncheon from 75c and dinner from \$1.00 in addition to a la carte service.

Rates

EUROPEAN PLAN	
PERSONS	DAILY
One	\$3.50 up
Two	\$5.00 up

Weekly and term rates upon application

Housekeeping Apartments—\$ 34.00 up weekly
\$135.00 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 Glencove 5-2175

La Jolla, California