

THE HISTORY OF...
LA QUINTA

THE GEM of THE DESERT





The History of La Quinta reads like a cavalcade of the rich and the famous: presidents, governors, financiers, military and religious leaders, composers, teachers, artists, scientists, writers, stage, screen, television and recording celebrities and sports greats. All have passed this way and many have stayed to build their desert homes and to enjoy La Quinta's natural beauty and serenity.

La Quinta has welcomed sun-worshippers for over sixty years to its magical, mystical home, The La Quinta Hotel. This remarkable architectural jewel was built in 1926, strategically located in the heart of what was then known as Marshall's Cove, named after one of the original date ranchers. The Spanish translation literally means "country home."

La Quinta, over the past century, has been a mythical fountain of youth to its visitors and residents with its curative powers of

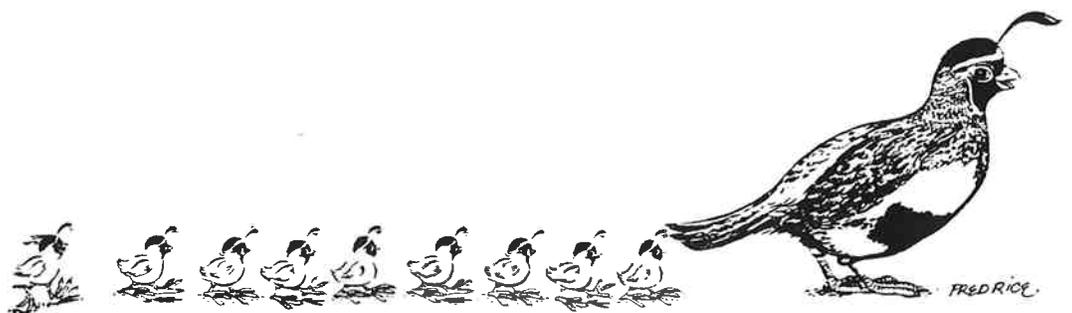
desert sun, the desert silence and the spiritual Santa Rosa Mountains that encircle the community. Even the Ancient Desert Cahuilla Indians who inhabited the area felt that La Quinta was the original Garden of Eden. "We believe La Quinta was the cradle of civilization where human life began on earth," said Katherine Siva Saubel, Cahuilla historian.

The beautiful St. Francis of Assisi Church, designed by Franco Zefferelli and nestled at the entrance to the La Quinta Cove, reverently watches over our community.

Today, La Quinta is in good hands and its future seems assured by our city leaders' dedication to planned progress while, at the same time, vigilantly guarding its God-Given natural beauty.

I call it SHANGRI-LA QUINTA.

Fred Rice
President



"GAMBY" La Quinta's Gambel Quail. This beautiful little bird is found throughout La Quinta. It's distinguishing markings of a carmine red head, a black face and throat set off by a white border and a cavalier type black plume makes this petite bird a friendly "live-in" neighbor in our cove . . . and to top it all off, the light grey breast carries a black patch that looks like a medal identifying "Gamby" as our mascot, our good-luck piece and our ambassador of "Good-Will" to all who visit and live in La Quinta!