

LA SERENA VILLAS EXISTING CONDITION - AERIAL VIEW



VIEW FROM BELARDO



VIEW FROM CAHUILLA



VIEW OF PROPOSED BELARDO COURT



VIEW OF PROPOSED ENTRY COURT



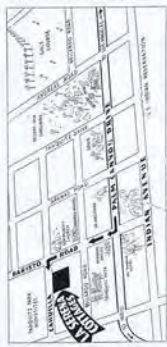
VIEW OF PROPOSED PALM COURT



VIEW OF PROPOSED MASSAGE POOL

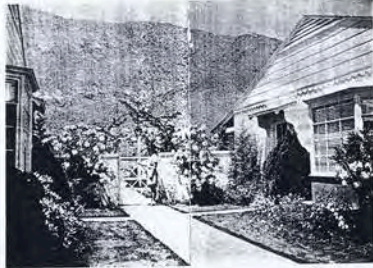
LA SERENA VILLAS EXISTING CONDITION PHOTOS

FOLLOW THIS MAP TO LA SERENA COTTAGES



LA Serena Cottages
344 SOUTH CAHUILLA ROAD
PALM SPRINGS, CALIFORNIA

LA SERENA COTTAGES PALM SPRINGS, CALIF.



THREE HRS. FROM LOS ANGELES
ONE HOUR FROM SALTON SEA

SWIMMING • HIKING • TENNIS
GOLF • RIDING • BICYCLING

LAND OF WARM SUNSHINE
AND DESERT FLOWERS. NO FOGS

PALM SPRINGS

La Serena Cottages • Palm Springs, California

Nestling - at the foot of rugged Mount San Jacinto, the gem of architecture and finest beauty offers the ideal spot for a prolonged vacation in the warm sunshine of our winter months. In its spacious porches, open with umbrellas, lawn swings and cars, or on the sun deck, one may sun peacefully and comfortably, knowing that the night will be tempered inside the cottages by Marcellite furnace and electric heaters.

For the Lovers of Sports, Palm Springs offers many forms for your diversion.

Riding - Probably the most popular of desert pastimes, is provided for by the nearby riding stables. Well-trained saddle horses will be delivered at your door at any time.

Golf - A good course is within easy walking distance.

Bicycling - You may rent a bicycle for any length of time and, on the splendid highways and byways, you will find many beautiful sights.

In addition to these major activities, you will find swimming, in excellent outdoor playground, tennis on courts within walking distance, hiking on the desert and mountain trails, club badminton, ping pong and croquet. In your automobile you can, within an hour, reach the Salton Sea, 148 feet below sea level.

Our location, in a semi-deserted spot of the desert, where fog is unknown, is protected from the high winds of the coast states. Being within five blocks of the central part of the village, where there are excellent cafes and shops, you may find the usual conveniences of the city. Adjacent on the north is the well-known "Woman's Club Building" and nearby are churches and schools, including a senior high school.

The cottages are completely equipped for house-keeping. Also there are available some sleeping rooms and single apartments with buffet kitchens. The facilities are in keeping with the guest and the accommodations requested. Daily maid service is furnished and every effort is made by the management to add to the comfort of the guests.

Seasonal Closures for the Month 1935

For additional information, please write
LA SERENA COTTAGES, P. O. Box 891
Palm Springs, California, or phone 9570.

Mrs. Pearl Cook, Manager
Harriet Goodall, Owner

344 South Cahuilla Road
PALM SPRINGS, CALIFORNIA

LA SERENA COTTAGES

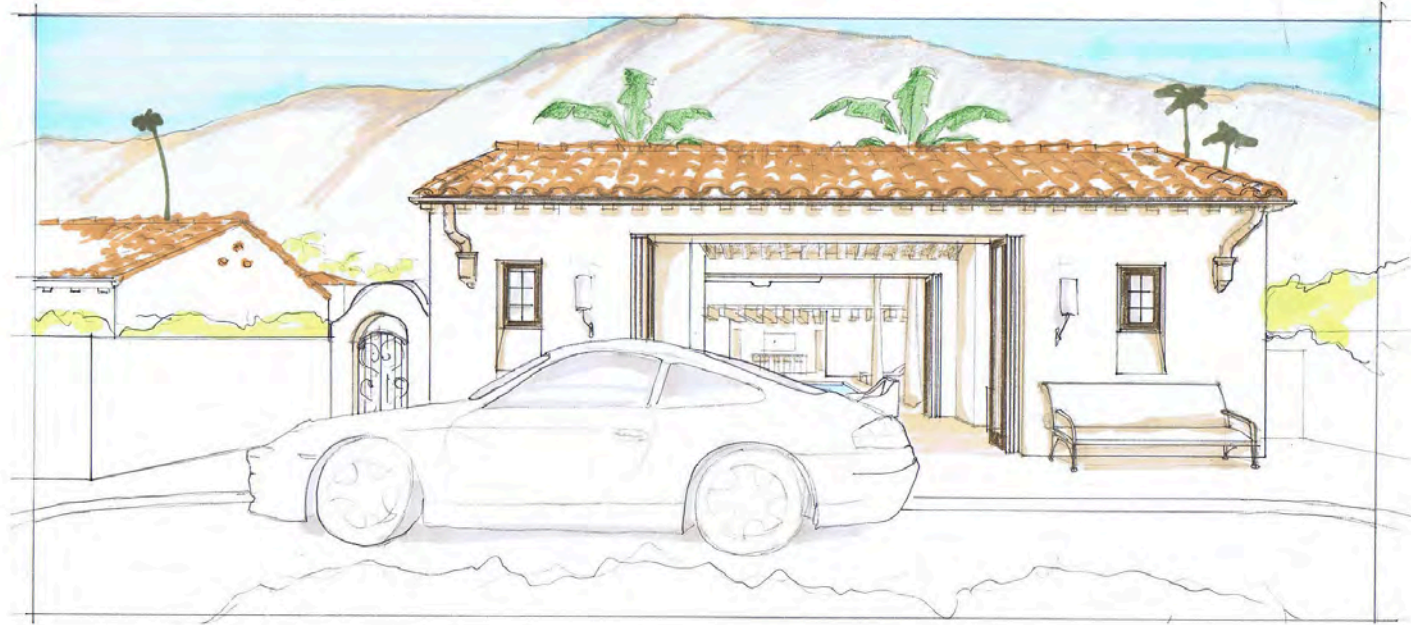


La Serena Cottages
Attractive cottages for housekeeping. Hotel rooms and single apartments with buffet kitchens. Daily maid service.
344 South Cahuilla Rd. • Phone Palm Springs 9570

Palm Springs Villager Pictorial 1945



68-11781



VIEW OF PROPOSED LOBBY BUILDING FROM S. BELARDO ROAD



VIEW LOOKING EAST FROM PALM COURT



VIEW OF PROPOSED SUPPORT BUILDING FROM LOBBY BUILDING



VIEW LOOKING WEST IN BELARDO COURT

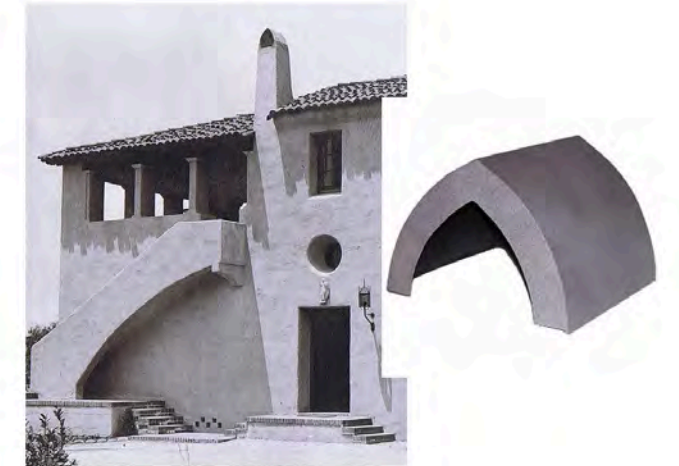
1 - ROOF CLAY TILE -
REDLAND TWO PIECE MISSION SANDCAST 2311: TERRA ANTIQUA BLEND WITH 15% OVER GROUT



4 - COPPER HALF ROUND SCUPPER EAVE DETAIL



7 - CHAMFERED PLASTER CHIMNEY WITH ARCHED
CHIMNEY CAP - WOODLAND DIRECT CLOUDY RANGE
CUSTOM CHIMNEY SHROUD (15)



2 - STUCCO - HAND APPLIED STEEL TROWELED SMOOTH FINISH -
MERLEX STUCCO SANTA BARBARA FINISH COLOR COAT STUCCO IN EL DORADO WHITE



5 - BUILT-IN PLASTER REGISTER AND WINDOW -
PACIFIC REGISTER COMPANY



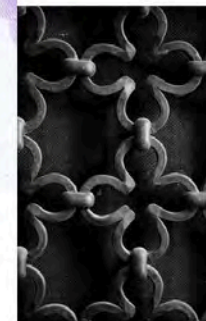
8 - PLASTER COLUMNS AND WOOD TRELLIS



3 - DOORS AND WINDOWS - PAINT TO MATCH BENJAMIN MOORE COLOR - ASH BLUE 2057-40



6 - CUSTOM WROUGHT IRON GATE / WINDOW GRILL /
HAND / GUARD RAIL



9 - CUSTOM DECORATIVE WOOD GATE

