

La Valencia Hotel, RG005.09

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La Jolla Historical Society
7846 Eads Avenue
La Jolla, California 92037
(858) 459-5335
<https://lajollahistory.org/>
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Descriptive Summary

Title: La Valencia Hotel, RG005.09

Dates: 1926 - Present

Collection Number: RG005.09

Creator/Collector: La Jolla Historical Society

Extent: .5 linear feet

Repository: La Jolla Historical Society, La Jolla, California 92037

Abstract: The La Valencia Hotel Collection is made up of photographs and archival material collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. The Collection contains material dedicated to the history of the Hotel (and apartments). The La Valencia Hotel, completed in 1926, was built by Roy B. Wiltsie and MacArthur Gorton. The original architect was Reginald Johnson, with an addition two years later by Herbert Mann. In 1956, the hotel incorporated the Cabrillo Hotel (1909) next door which became La Valencia West. The Hotel has been famous for its nickname, "The Pink Lady of La Jolla," its vast ocean views and its Hollywood visitors who have used it historically as a hideout from hectic pressures. This material pertains to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

Language of Material: English

Access: The Collection is open for research

Publication Rights: The La Jolla Historical Society holds the copyright to any unpublished materials

Preferred Citation: Courtesy of the La Jolla Historical Society

Acquisition Information: RG005.09

Biography/Administrative History: The La Jolla Historical Society inspires and empowers the community to make La Jolla's diverse past a relevant part of contemporary life.

The La Jolla Historical Society's Collections encompass over 80 years of actively collecting archival material, books, maps, scrapbooks, ephemera, fine art, newspapers, street and land use files, business and personal documents and historic and archaeological artifacts. The Society boasts over 20,000 photographs, over 1000 postcards, 400-plus architectural drawings and approximately 200 oral history recordings.

Collecting was initiated by Howard Randolph and volunteers on the historical committee of the Library Association of La Jolla. The Collection began by gathering photographs and documentation in the late 1930s, which later became the nucleus of the La Jolla Historical Society's Collections. The Society was created in 1963.

Through many moves in location the Society continued collecting and expanding. Accumulated Collections took on its current construct in 2010 after the renovation of the La Jolla Historical Society's campus of structures in central La Jolla, which consists of the 1904 Wisteria Cottage and 1940s Balmer Annex used for exhibits and programming, and a 1909 cottage used for business and research offices. The late Ellen Browning Scripps' 1916 automobile garage was also renovated and now houses the Collection in a modern collections storage facility. Materials are housed in archival boxes,

sleeves, envelopes and other archival-safe materials and are cared for according to standards and best practices of the museum profession. In 2016, the Society initiated new PastPerfect Museum Software to manage and catalog its Collections and in 2018 started using the Online Archive of California to upload searchable information from its Collections to enable improved public access. The Society will continue these processes and look forward to utilizing new opportunities to collect, preserve and share the history of La Jolla.

Scope and Content of Collection: The La Valencia Hotel Collection is made up of photographs and archival material collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. The Collection contains material dedicated to the history of the Hotel (and apartments). The La Valencia Hotel, completed in 1926, was built by Roy B. Wiltsie and MacArthur Gorton. The original architect was Reginald Johnson, with an addition two years later by Herbert Mann. In 1956, the hotel incorporated the Cabrillo Hotel (1909) next door which became La Valencia West. The Hotel has been famous for its nickname, "The Pink Lady of La Jolla," its vast ocean views and its Hollywood visitors who have used it historically as a hideout from hectic pressures. This material pertains to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

Container List Below

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RG005 – Subject Files (Large) Collection Box 09 – La Valencia Hotel

Not in folders

Magazine. “La Valencia Hotel: La Jolla’s Address of Distinction.” *La Jolla Light*. July 1, 1948.

Book. “La Valencia Hotel: 80 Years Overlooking the Pacific.” *La Valencia Hotel*. November 2006.

Photographs

Photograph. Depicts the hotel from the corner of Herschel Ave. and Prospect St. “c. 1950’s”

Pair of photographs with caption: “Center [photo] looking down on the La Valencia swimming pool. Bottom overlooking the La Jolla Cove.”

Booklet. “La Valencia Hotel: A Pictorial History.” *La Valencia Hotel*. 1991.

Photograph with caption (from “La Valencia Hotel: A Pictorial History”, pg. 17): “In this recent photo of the Whaling Bar we see bartender Ray Archibal [sic] on duty as he has been for over 25 years. In the background us the Wing Howard whale mural.”

Photograph with caption (from “La Valencia Hotel: A Pictorial History”, pg. 3). Depicts the hotel from a frontal street view. Many cars are seen parked in front. 1937.

Photograph (from “La Valencia Hotel: A Pictorial History”, title page). Depicts the hotel from Herschel Ave. The tower is notably absent.

Photograph with caption: “La Valencia Hotel, La Jolla, California.” Depicts the hotel from the corner of Herschel Ave. and Prospect St.

Photograph (aerial) with caption: “La Valencia Hotel Overlooking Park And Sea, La Jolla, California.”

Photograph. Depicts eight signed portraits on a wall, presumably of famous hotel guests.

Series of photographs (5) and captions. “Visions of Valencia.” Depict the hotel’s interior and exterior elements. “*La Jolla Light*, February 8, 1979.”

Series of photographs (7) with captions. “A Visit To La Valencia Hotel.” Depicts multiple shots of the hotel’s interior. *La Jolla Light*. March 28, 1985.

Pair of photographs with captions. “La Valencia Views.” Depicts notable hotel guests: Freddy Martin, Vincent Price, and Marian Longstreth. “November 1959.”

Photograph. Depicts the hotel’s main entryway and surrounding patio.

Photograph. Depicts the hotel lobby.

Photograph. Depicts an outdoor tile mural of a woman.

Photograph. Depicts the Whaling Bar.

Photograph. Depicts two porters standing outside a gate.
Photograph. Depicts the front of the hotel with cars parked outside.
"1937."

Series of photographs (3). Depict three different rooms in the hotel.
Photograph. Depicts the hotel's pool and Ellen Browning Scripps Park
from the upper levels of the hotel. "March 30, 1978."

Series of photographs (10). Photocopies of pages from "La Valencia
Hotel: 80 Years Overlooking the Pacific."

Newspaper Articles

Newspaper article. Untitled, first sentence: "La Jolla's Historic La
Valencia Hotel has undergone a change in ownership." *"La Jolla Light,*
June 26, 1980."

Newspaper article. "La Valencia Relishes Its Middle-Aged Youth."
"About 1978."

Newspaper article. Untitled, first sentence: "Crosstown: Directors of La
Valencia Hotel have voted to donate the \$25,000 they figure to save
through Prop. 13 next year to the building fund of La Jolla's new
community theater." *"San Diego Evening Tribune,* June 28, 1978."

Newspaper article. "One-man art show: Sweet smell of success for
Alma [Barkley]." "December 12, 1975."

Newspaper article (annotated). Untitled, first sentence: "Art by Alma
opens a one woman show this week at the Stanley Sadler Galleries."

Newspaper article. "Pergola To Form Outdoor Tea Room At La
Valencia."

Newspaper article. "La Valencia To Open New Units Today: Beautiful
New Structure On Ocean Front to be Open at 3 O'Clock." December 29,
1928.

Newspaper article. "Construction To Be Rushed On La Jolla Hotel
Addition." *San Diego Union.* June 10, 1928.

Newspaper article. "La Valencia Hotel Opening On Saturday: Public
Invited To Visit New Hotel Unit From 3 To 9 P.M." *"La Jolla Journal,*
December 27, 1928."

Newspaper article. "New Hotel Has Opening December 15: La Valencia
Entertains La Jollans with Reception." *La Jolla Journal.* December 16,
1926.

Newspaper article (incomplete). "La Valencia: \$5 million expansion
planned." *La Jolla Light.* "January 9, 1986."

Newspaper article. "'Pink Lady': At 60 she deserves a whistle." *La Jolla
Light.* May 1, 1986.

Newspaper article. "La Valencia's Proposed Addition: Hotels fighting
for room." *San Diego Evening Tribune.* June 6, 1986.

Newspaper article. "La Valencia's chances for expansion approval look
good." *La Jolla Light.* October 23, 1986.

Newspaper article (obituary). "Gifford Ewing, ex-hotelier,

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oceanographer dies at 82." *San Diego Union*, December 13, 1986."

Newspaper article. "Trustees reject hotel's expansion plans." *La Jolla Light*. November 12, 1987.

Newspaper article. "Planners OK hotel expansion: La Valencia will add up to 30 new rooms." *La Jolla Light*. "May 26, 1988."

Newspaper article. "For celebrity watching, he has the best job – bar none." *La Jolla Light*. "November 1, 1990."

Newspaper article. "Owners make room(s) for changes with eye towards storied past." *La Jolla Light*. "November 1, 1990."

Newspaper article. "La Valencia expansion on hold; three more years requested." *La Jolla Light*. "January 30, 1992."

Newspaper article. "Local hotels honored with a four diamond Automobile Club rating." *La Jolla Light*. "March 19, 1992."

Newspaper article. "Landmark hotel moves to expansion." *La Jolla Village News*. "March 8, 1996."

Newspaper article. "Town council plans to appeal La Valencia project." *La Jolla Village News*. "March 12, 1998."

Newspaper article. "La Valencia renovation." *La Jolla Light*, January 7, 1999."

Newspaper article. "La Valencia renovation is complete." *San Diego Union*, September 24, 2000."

Newspaper article. "Hotel sports new look." *La Jolla Village News*. "September 27, 2000."

Newspaper article. "Man wielding pipe robs La Jolla hotel." *San Diego Union-Tribune*. May 11, 2006.

Newspaper article. "80 years young: After Eight Decades On Prospect, La Valencia Hotel Has Stories To Tell." *La Jolla Light*. December 14, 2006.

Newspaper article. "La Valencia may be hotelier's next buy: Agreement includes Rancho Valencia." *San Diego Union Tribune*. "February 21, 2008."

Newspaper article. "... That Delightful, Aristocratic Anachronism Snuggled Against Hill On La Jolla's Shoreline." *San Diego Union*. March 11, 1979.

Newspaper article. "Old manager of the La Valencia Hotel will be honored on his birthday at the La Valencia." "February 2, 1979."

Newspaper article. "San Diego's grand hotel heritage." *San Diego Evening Tribune*. October 19, 1984.

Newspaper article. "La Valencia Hotel Owners Expect Building To Be Ready By Thanksgiving: Distinctive Scheme of Lighting and Decorations to be Carried Out." "September 14, 1926."

Newspaper article. "Rush Work On New Valencia Building." "August 17, 1926."

Newspaper article (incomplete, full article in "La Valencia Hotel: A History as chronicled..."). "La Jolla's Jewel Of A Hotel." Los Angeles

Times. "August 17, 1980."

Booklet (collection of newspaper articles). "La Valencia Hotel: A History as chronicled by some of the nation's leading journalists." *La Valencia Hotel*.

Series of clippings. Collection of interesting facts and anecdotes about the hotel's history. "1990."

Newspaper article. "Nostalgia Lane: La Valencia." "*La Jolla Journal*, September 22, 1963."

Newspaper article (letter to the editor). "In praise of La Valencia." "*La Jolla Light*, July 1, 1976."

Newspaper article. "Light Q&A: Ray Arcibal weathers changing tides from helm of Whaling Bar." *La Jolla Light*. "April 7, 1994."

Newspaper article. "Whaling Bar legend stalls in San Diego tourist boom." "*San Diego Union-Tribune*, July 7, 1998."

Newspaper article. "Whaling Bar restored." "*La Jolla Light*, January 21, 1999."

Magazines and Newsletters

Magazine article (incomplete). Describes the interior design of the hotel. "2001."

Newsletter. *The Jewel: La Valencia Hotel*. Front page headline: "Introducing La Sala Wine Bar at La Valencia." Volume II, Issue 2.

Magazine article. "Here's A Small Hotel..." "*San Diego Magazine*, February 1973."

Magazine section. "A Gallery Of La Valencia's Admirers." "*San Diego Magazine*, February 1973."

Magazine article. "Connie." "*San Diego Magazine*, February 1973."

Magazine article. "The Octagonal Tower of La Valencia Guides us to La Jolla: Telling That the New Rooms Will be Open Christmas." *California Southland*. December 1928.

Newsletter. *The Jewel: La Valencia Hotel*. Front page headline: "60 Years Young and a Fresh New Look." Volume I, Issue 1. Spring 1988.

Newsletter article. "La Valencia! Live Forever!" "*La Jolla Historical Society Newsletter*, 1987."

Menus and Brochures

Brochure cover (from "La Jolla, California: Valencia, Apartment-Hotel"). Features an illustration of the hotel and of La Jolla Cove in the background. The hotel's tower is notably missing from the illustration. *La Valencia Hotel*.

Pair of postcards (2 copies of each). Feature an illustration of the hotel, with Girard Ave and Coast Blvd in the foreground.

Advertisement (from "La Jolla, California: Valencia, Apartment-Hotel.") Features black and white illustrations of the hotel's entrance, lobby and other rooms. *La Valencia Hotel*.

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Brochure cover. "La Jolla, California: La Valencia Hotel." Features an illustration of the hotel from the west. Includes rates on the back. *La Valencia Hotel*.

Brochure. "La Valencia Hotel: La Jolla, California." Lists the hotel's amenities and nearby tourist attractions. *La Valencia Hotel*. 1959 – 1960.

Brochure (2 copies). "La Valencia: La Jolla – California." Features a photograph of the hotel on the cover. *La Valencia Hotel*.

Brochure. "La Valencia Hotel: Holiday Celebrations." Lists holiday-themed events and offerings at the hotel. *La Valencia Hotel*. "1992."

Brochure. "La Jolla, California: La Valencia Hotel." Lists amenities and includes rate card. *La Valencia Hotel*. 1982.

Document. "Valencia Apartment Hotel: Off Season Tariff Schedule." *La Valencia Hotel*.

Brochure card. "Room Rates: All European Plan." *La Valencia Hotel*. Effective April 15, 1992.

Brochure. "La Valencia: La Jolla, California." Features many of the hotel's amenities. *La Valencia Hotel*.

Brochure. "La Jolla, California: Valencia Apartment-Hotel." Features an illustration of the hotel on the front cover (though the tower is notably absent), lists many of the hotel's amenities and local attractions, and contains a floor plan. *La Valencia Hotel*.

Menu. "Menu and Beverage List: La Valencia Hotel, La Jolla, California." *La Valencia Hotel*. "1941."

Brochure card. "Daily Rates." *La Valencia Hotel*. Effective January 1, 2006.

Menu. "The Sky Room Restaurant." *La Valencia Hotel*. "1992."

Brochure card. "For Guests of La Valencia." Describes nearby tennis courts and golf courses. *La Valencia Hotel*. "1982."

Advertisement. "La Valencia Hotel: La Jolla's Only Ocean View Hotel." Features a few photographs and lists the hotels amenities and rates.

Brochure. "San Diego and Vicinity, La Jolla." Offers a tourist guide to La Jolla and advertises La Valencia Hotel.

Menu. "Mediterranean Room." *La Valencia Hotel*.

Miscellaneous

Pair of letters. From La Valencia Hotel to Mrs. Harry L. Pence and Captain C. C. Jersey. Re: The hotel turns down Pence's request for a month-long reservation. April 25 and 28, 1945.

Series of letters. From John Barbey to San Diego Historic Resources Board. Re: Barbey questions the SDHRB as to how and why they allowed the demolition of the historic tile mural known colloquially as the "Valencia lady." January 14 and 23, 2010.

Essay. "La Valencia Hotel, La Jolla, CA, 1928 – 1988" by Chelsea Peters. Details a brief history of the hotel. January 1988.

Essay. "La Valencia Hotel" by Scott Grueser and Steve Eilers. Details the

history of the hotel and makes an argument as to how La Valencia was a product of its times. December 14, 1995.

Report. "Environmental Impact Report For The La Valencia Hotel Expansion." October 14, 1986.

Report. "Appendices To The Environmental Impact Report For The La Valencia Hotel Expansion." October 14, 1986.

Document. "Public Notice Of Draft Environmental Impact Report." Subject: "Conditional Use Permit (CUP) for the La Valencia Hotel property." "October 16, 1986."

Report. "Environmental Impact Report." Subject: "Conditional Use Permit (CUP) for the La Valencia Hotel property." October 14, 1986.

Report. "Historical Report For The La Valencia Hotel." October 7, 1986.

Book excerpt. From "La Jolla: The Story of a Community, 1887 - 1987." By Patricia A. Schaelchlin. Section regarding the history of the hotel.
