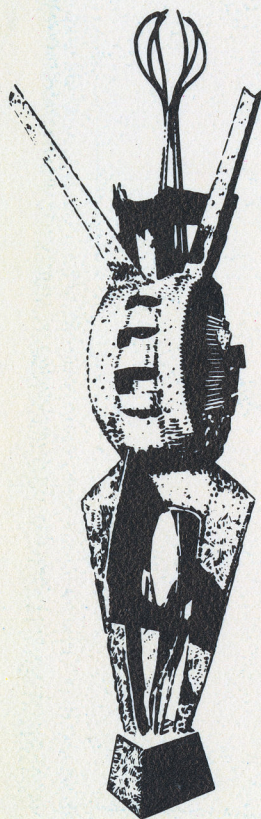


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PORTAL TO TWO WORLDS

DIE
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PALM SPRINGS

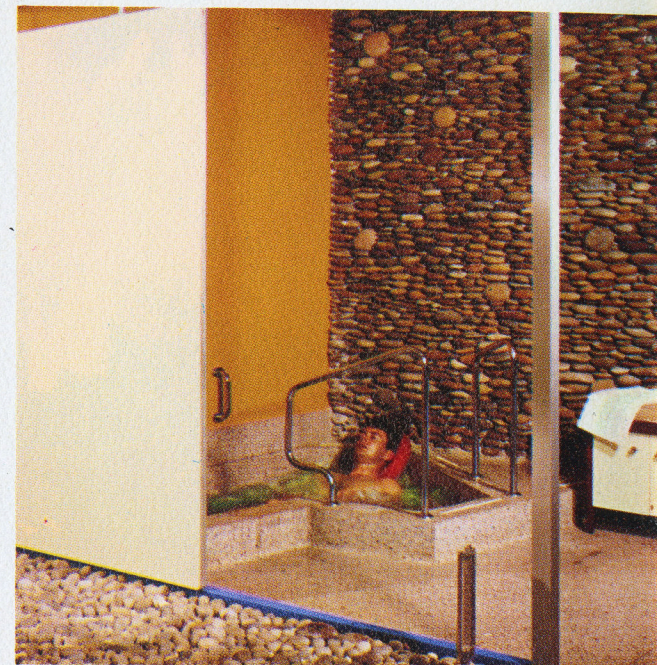
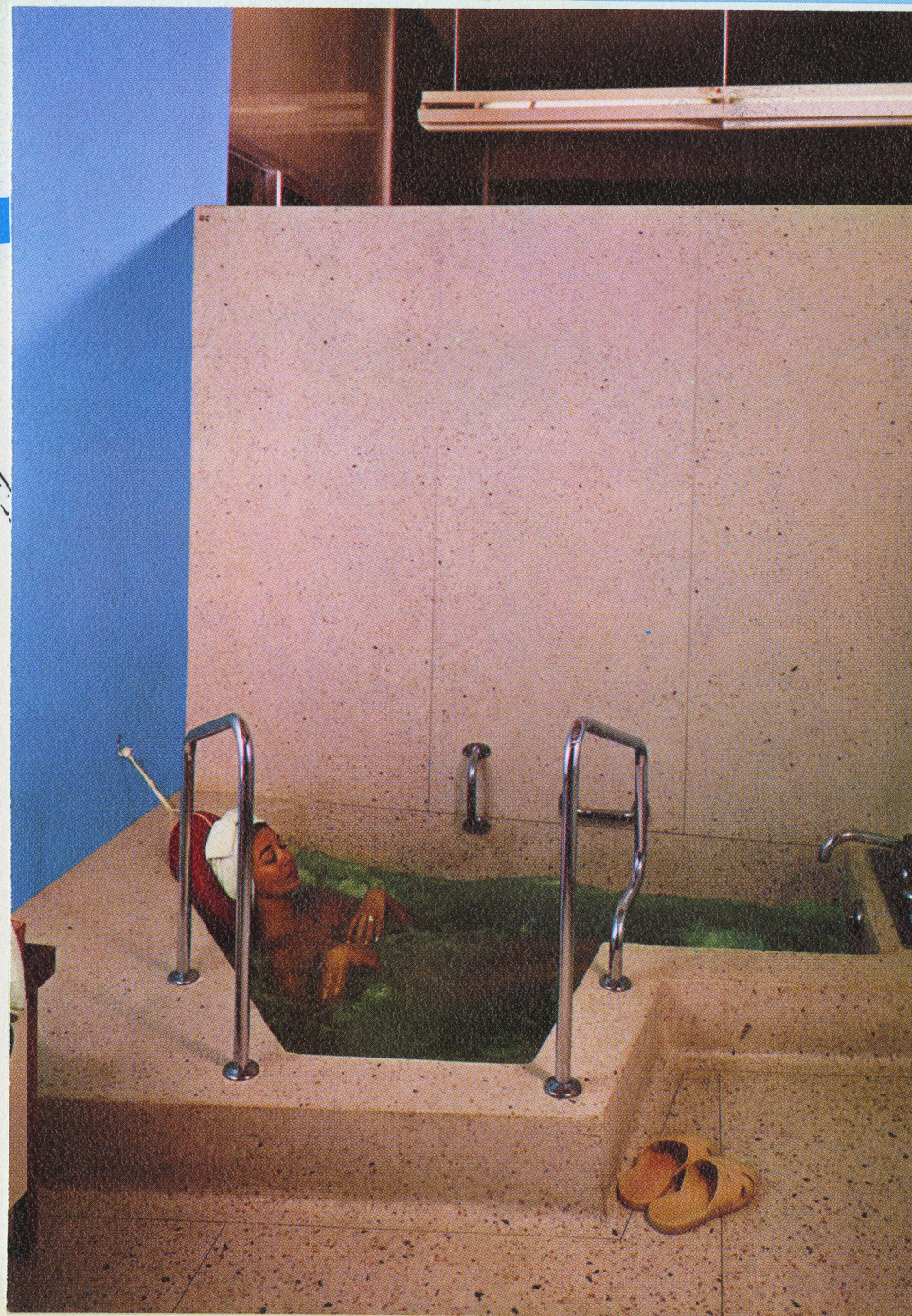
Spa HOTEL

in the center of
PALM SPRINGS, CALIFORNIA

New to Palm Springs, new to California, — yes — new to the western world is the Palm Springs Spa Hotel, portal to two separate and yet related worlds. The world of health, where expert hands guide you from one exhilarating experience to another. Your step is jaunty, your spirit bounds, you look and feel just wonderful. *Now*, add to this the world of pleasure waiting for you at the Palm Springs Spa Hotel. Comforts that run the gamut of visual delight and physical luxury. And blended with these pleasures is recreation, for which Palm Springs is justly famous and which takes on a new dimension at the Palm Springs Spa Hotel. Come — in these pages read about these two wonderful worlds . . . health and pleasure . . . waiting for you.

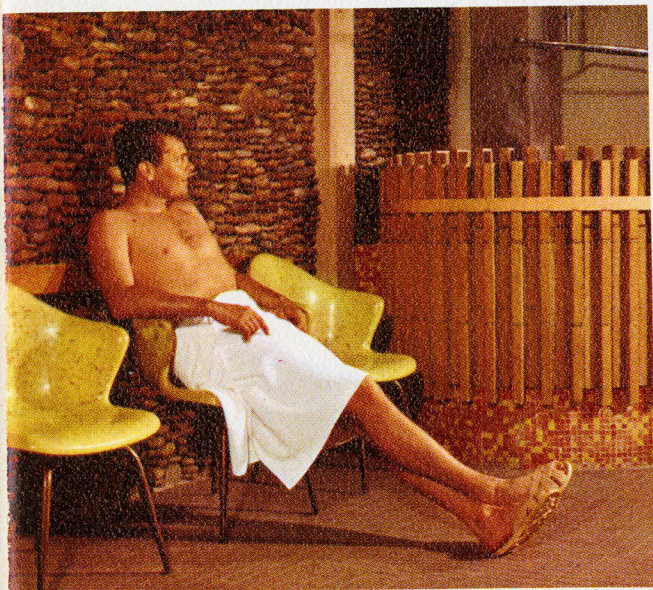


health



*F*or centuries the site of the Palm Springs Spa Hotel was a health shrine for the Agua Caliente Indian Tribe, and from underground natural mineral springs flows 104° water brimming with revitalizing minerals. Now, this almost magic elixir works its therapeutic wonders on Spa guests. Hot mineral water swirls over your entire body, toning your muscles with millions of aerated bubbles, a vibrant massage that enters every pore and rejuvenates every part of you it touches. This is the Roman whirlpool bath!

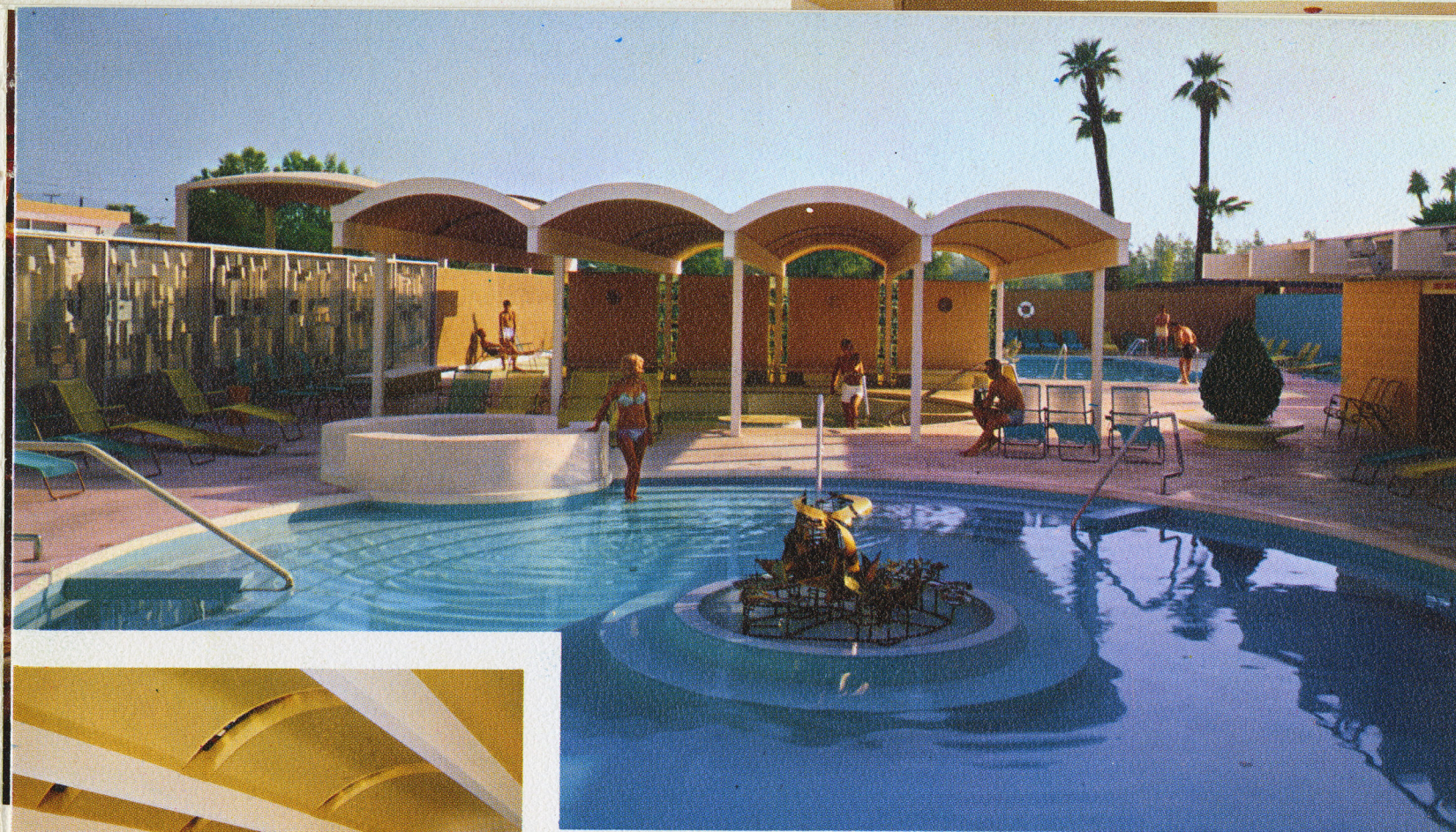
The health ritual at the Palm Springs Spa Hotel would be incomplete were it not for the other services that complement the whirlpool baths. The vapor inhalation room, where aromatic vapors encourage you to breathe deeply, fully, beneath health-giving infra-red lamps . . . the rock steam room, where natural mineral water is converted to three heat levels of beneficial steam . . . massage, so skillful, so relaxing, so wonderful . . . then, a needle-spray shower, and finally, the cooling room for precious moments of blissful rest.





Both men and ladies satisfy their physical culture needs in the superbly-appointed Palm Springs Spa Hotel gymnasium. Here you may apply yourself at your own pace to any of the numerous body-building techniques, or, if you prefer, you may join supervised exercise and figure control classes. Individual figure analysis is available from the Spa's professional physical culturists.





Three pools for health, each filled with natural hot mineral water, each offering its own prescription for liquid therapy. The open immersion pool, with mineral water at 102° . . . beyond it, the sheltered swirlpool, with mineral water at 108° . . . and, immediately adjacent, the open exercise pool with mineral water at 90°. Health is here, in any pool you choose.



*H*ealth is a state of being, pleasure a state of mind, and never have the mind and senses been more pleased than by what the eye beholds at the Palm Springs Spa Hotel. A riot of colors . . . oranges, pinks, greens and purples. Woods and leathers, somber and rich . . . fabrics new to the loom . . . wrought iron chandeliers . . . orange-red carpet against black and white terrazzo . . . antique gold mirrors . . . a patio ringed by olive trees . . . Abbott Pattison sculpture. The pleasure of myriad beauty is at the Palm Springs Spa Hotel.





Who will deny the pleasure of gracious dining, and who, having dined in the Agua Room, will dare to deny that he has enjoyed the pleasure of dining *en grand continental*? The food is superb, of course, and the service properly considerate and unobtrusive. And here, too, the setting is stunningly handsome. Orange leather booths framed by hand-embroidered panels depicting tropical birds in vivid blues and golds, yellows and greens, silvers and blacks . . . a huge hand-crafted chandelier . . . damask covered tables . . . gleaming silver. And this mood continues into the cocktail lounge, where libations are served and entertainment is offered to enhance the aura of pleasure.





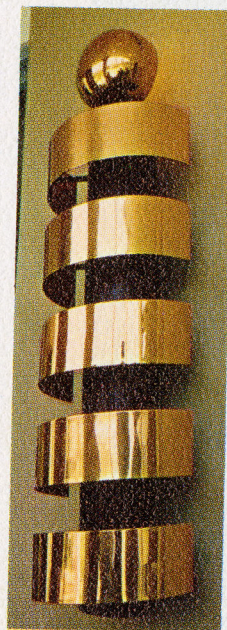
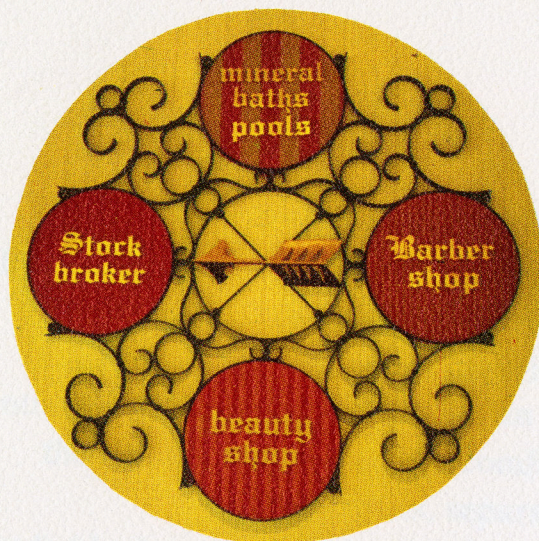


*F*or ladies, along with health of body goes a desire for beauty of face and skin, and the Palm Springs Spa Hotel beauty salon handles this assignment in adroit fashion.

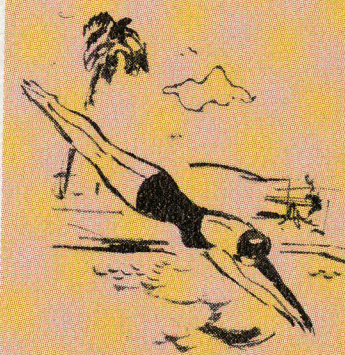
Shampoo, rinse, hairset, permanent wave, facial, manicure, pedicure — all are given

by beauticians who *care*, and what is expected occurs — milady has a new look — a look of youth, of slender beauty, of *joie de vivre*. This is health *plus* beauty at the Palm Springs Spa Hotel.





Men also appreciate the handsome look that goes with a trim figure, and they, too, receive tonsorial attention that makes them look as great as they feel. In what may be the most magnificently-appointed barber shop *anywhere*, their needs are attended to, and the man who receives such grooming departs looking like a man of the world — serene, confident, ready to conquer continents.



pleasure

Pleasure persists wherever one goes in the Palm Springs Spa Hotel. On these pages, for example, are shown guest accommodations (and how can mere words describe the luxury hinted at in these pictures?). Hidden from the camera's view are such comforts as dual wardrobe closets, separate dressing areas, individual controls for heat and air conditioning, huge bathroom mirrors, vanity sinks, percale sheets, oversized towels and washcloths, television and hi-fi music, and wherever one turns, the sort of luxurious touches that usually are reserved for one's own home.

Most guest rooms facing Mount San Jacinto have a private lanai, and each first floor guest room has a private patio. Suites have a separate dining area and bar/kitchen.





*P*leasure continues when one views the enticing pool and garden patio of the Palm Springs Spa Hotel. The fresh water is temperature-controlled, and aquatic fun is part of the bounty offered in this breathtaking setting. Colorful umbrellas form a mosaic pattern, and beneath them guests of the Palm Springs Spa Hotel enjoy the social pleasures that are a part of Palm Springs life.



At the foot of Mount San Jacinto, in a climate without equal, is Palm Springs, world-famous desert resort. Palm Springs is everything one could ask for in a year 'round vacationland.

Crisp, dry air, warmed by the desert sun . . . giant palm trees as far as the eye can see, framed against a snow-capped mountain range . . . brilliant desert flowers in rainbow hues, growing wild in lavish profusion. And for sports and activities, Palm Springs' reputation knows no equal.

Golf — magnificent courses, giving rise to Palm Springs' title as "Golf Capital of the World" . . . horseback riding, through picturesque mountain trails . . . famed shops, restaurants and night life . . . and, nearby, the new Palm Springs aerial tramway, rising 8500 feet to a vast and breathtaking vista of mountains and desert. Palm Springs is the perfect setting for the Palm Springs Spa Hotel, where nature has combined her talents with man to provide a wealth of health and pleasure. Pass through the portal to these two wonderful worlds.





PALM SPRINGS

Spa HOTEL

and Mineral Springs

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