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 Zeffirelli 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 metal identifying “Gamby” as our mascot, our good-luck piece and our ambassador of “Good Will” to all who visit and live in La Quinta.