

INTERESTING FACTS:

Carlsbad Hotel was built in the late 1920s. Finished in the spring of 1930. The mineral springs attracted people to Carlsbad. A doctor who was known through his daily broadcasts on KNS became enthused about the possibilities of expanding in the field of health and recreation due to its position on the ocean and conceived the idea of a California Health Club. Many adversities faced the operation of the hotel at this time. The GREAT DEPRESSION began in late 20s and had its effect on the business.

In 1939 the WWII began and our involvement began in 1941. The influx of people to California continued at that time and the hotel was again filled. The hotel went through many owners who had dreams of making this a perfect place, but somehow ran out of funds. After the highway was moved, business again fell off and it was again in financial trouble. The hotel property was sold in 1956 to an investment company in San Diego. In the summer of '56 the decision was made that the property would change to retirement housing.

On September 11, 1956, the San Diego Ministers Association met with 30 laymen and organized Lutheran Services of San Diego. It all started when an elderly Lutheran gentleman in the San Diego area had a quantity of securities and an intense desire to place them in his will in such a way that the funds would be used for a Christian home for elderly Lutherans and others in San Diego County. After his will was drawn according to his wishes the proper legal name to be used was "Lutheran Welfare Services of Southern California." The name finally agreed upon was "Lutheran Services of San Diego".

And so, CARLSBAD BY THE SEA was born. The property was sold to Lutheran Services of San Diego for \$450,000. Escrow opened with \$1,000 down. On November 30, 1956, the deal was made that it would take control on January 3, 1956. Mr. & Mrs. Arthur Nicollett built their cottage on the new property and Mrs. Nicollett still lives there. It was with their help that the corporation could proceed with acquiring this property.

At the same time, the Presbyterians and the Methodists were doing the same thing. The Methodists acquired the Casa de Manana in La Jolla and the Presbyterians the White Sands of La Jolla. Records show that the first residents were received under two plans: one known as "Life Care" and the other as "Pay as you Go". The Life Care rates varied between \$11,000 and \$20,000 and that was the fee for life. The Pay as you Go plan required an entrance fee of \$5,00 and \$175 per month. The next three and four years were a heavy burden on the churches involved and it was decided that perhaps it would be best to interest the PSW Synod and California Lutheran Homes to assume responsibility and this was accomplished on January 1964. CLH acquired all assets (AND LIABILITIES) and the home has operated and expanded under their leadership ever since. So much for the history of CARLSBAD BY THE SEA.

The property faces highway 101 between Grand Avenue and Cedar and extends to the ocean. 100 feet of ocean is owned by CLH so that there will be no buildings built that will obscure the view of the ocean. The main building is two stories high of brick and concrete of Mediterranean architecture built in the shape of a U. The inner court is a lovely garden for the enjoyment of residents and visitors. Below this building are six cottages containing single rooms and suites. Everything possible is done for the convenience and security of the residents. A competent night clerk guards us during the night. Each room has fire alarm outlets and a private phone to the office. All rooms have private baths and everything including corridors, stairs, lobby and dining rooms are carpeted. Linen is changed each week and the rooms cleaned every two weeks. An elevator runs from floor to floor. Very courteous, trained and devoted personnel are on duty each day, 24 hours a day, to serve the residents.

The home has a reputation for the quality of the food. Our dietitian plans the menus and serving personnel gives us fine service. Each week the home furnishes the transportation for both shopping and banking and trips to the doctor. Our Chaplain Brandt conducts church services each Sunday and an

interesting Bible study each Wednesday and is available at other times if needed. A full time Activities Director is employed to arrange many entertaining events, set up special classes and field trips.

There are volunteer services given each week by members of the Auxiliary of CLH. They are known as "Pink Ladies" because they wear pink uniforms. They visit, read, and write letters, take residents for a walk, do mending or just anything that is needed by the resident. A Silver Tea is given on the 4th Tuesday of every month hosted by the various churches in San Diego County. The Auxiliary also owns and operates an attractive little shop known as the "Plum Blossom" in a convenient corner of the Home where various items are available for the convenience and pleasure of the residents.

CARLSBAD BY THE SEA is operated and owned by CLH of Alhambra, California. They operate on two highly important standards which are important to every resident. 1. maintain proper financial reserves that will guarantee the stability of the organization and, 2. maintain the traditional standards of excellence...good food, staff, programs and care.

Each resident may enjoy with security the satisfaction, the pleasure and the friendliness of living for years at CARLSBAD BY THE SEA in the beautiful community of Carlsbad, California.