

Carlsbad Time Lines

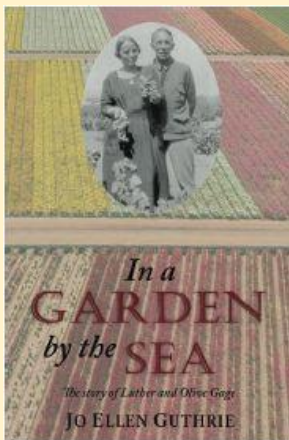
Q1 2024

Carlsbad, California, Historical Society

President's Letter

Happy New Year! We wish you a healthy and happy year ahead.

We are starting off the year with an excellent book talk just in time for the Flower Fields to reopen, *"In a Garden by the Sea: the Story of Luther and Olive Gage"* will be presented by author Jo Ellen Guthrie, Friday, March 8, 2024 at 10:30 am, sponsored by the Carlsbad Historical Society and The Cole Library. Renowned flower bulb grower Luther Gage moved to Carlsbad in 1921, met his wife Olive and created the star of the Carlsbad Flower Fields: the Giant Tecolote Ranunculus. Come learn more about his achievements in flower production and their combined contributions to the Carlsbad Community.



More programs to come during the year, please let us know if there is a topic of interest you'd like to attend.

Oceanside Historical Society Director and Historian Kristi Hawthorne continues to create excellent historical documentation through her blog postings. I constantly learn something interesting. and highly recommend you take a look at this link



<https://historiesandmysteries.blog/author/hawthorneoside/>

Please remember to renew your annual membership and consider becoming a Lifelong Member.

Sue

Annual Election Results and Annual Meeting

2023 Annual Meeting and Holiday Event

Magee House

258 Beech Street, Carlsbad, CA 92008

December 3, 2023

Minutes December 3, 2023

At the Annual Meeting and Holiday event approval by affirmation of the 2023 Annual Board of Directors Election was reported for two year terms beginning January 2024 through December 2025 for the following positions: Marvin Sippel- first vice president, Ken Langen- second vice president.

Treasurer Germán Gutierrez presented the financials and stated we were in a financially positive position.

New address for Carlsbad Historical Society

We have installed a mailbox in front of the Shipley-Magee House. The post will be delivered either here or to our PO Box until May. After that, and for a year, the PO Box mail will be forwarded to our physical address. PO Box costs have increased a lot in the last two years.

The new address is:

Carlsbad Historical Society

258 Beech Ave.

Carlsbad CA 92008
Phone: (442) 500-4471



New mailbox in front of the House

Website Upcoming Events Calendar

Our website recently added a Calendar section. You'll find it on the front Home page of our site, and it will list upcoming events. You can find other interesting items on our webpage including historical videos and past newsletters.

<https://www.carlsbadhistoricalsociety.com/>

CALENDAR OF EVENTS

Board Meetings Magee House, at 4 pm. Contact the board for venue information:

February 19

May 20

Aug 19

Nov 18

March 8, 2024, Friday, at 10:30 am **Author Talk** "In a Garden by the Sea..." by Jo Ellen Guthrie

Nov 17 - Tentative Annual Meeting

Items from our newsletter archives

A few items of interest from our Newsletter Archives turned up the following that caught our eye:

Our earliest newsletter listing in 1983; "Ways and Means.... We approved a new dues schedule at our last meeting, providing five separate categories of membership in the Carlsbad Historical Society....Type of Membership: Student- \$5., Individual-\$15, Family- \$25, Business/Institutional-\$35, Sustaining- \$100. Life-\$250.

What a deal. Forty years later and our dues are almost the same! See the enclosed membership form and spread the word to your family and friends about joining. Each one of our members are our best advertisement. The more our little city changes, the more it becomes apparent that our purpose to preserve the knowledge of our local history is needed.

Membership application

Carlsbad Historical Society

258 Beech Ave., Carlsbad CA 92008

(442) 500-4471 cbadhistory@gmail.com

Name_____

Address_____

Phone Number _____

Email Address_____

Individual \$25. _____ Family \$35. _____

Student \$5. _____ Lifelong \$250. _____

Business \$50_____

Yes I would like to volunteer, call me regarding____ Membership

_____Display Committee _____Docent _____Tours

_____Publicity _____Fund Raising

**From the Carlsbad Sea Lion (Carlsbad's first newspaper)
February 18, 1888**

The Carlsbad Land and Water Company will receive early next month two carloads of choice semi-tropical trees and plants to be used in beautifying the prettiest little city on the Pacific Coast. Every citizen should fall in line and work with zeal.

Keep up your stock. The plan of allowing stock to run at large during nights is a nuisance and a positive damage to Carlsbad and should be stopped at once. There are dozens of gardens and lawns and hundreds of rare trees and plants unprotected from the tread of stock that must not be molested. Owners of stock should see that the same is perfectly secured thus avoiding trouble, expense and great deal annoyance to all concerned.

How we've grown!

When the historical society was first formed, members met for breakfast at Denny's. A few years later, they were given space in the old train depot. By 1993, President Amelia Irvine included this tidbit in her end of the year list of highlights –"The Society relinquished its Depot space to the Park and Recreation Department. In trade, it gained access to a Magee House hallway, a small office and one closet". Seven years later President Margie Monroy started off the year with this line in the 2000 Newsletter, "We will soon be given the use of the entire Magee House rather than just the front part we now use".

Those who attended our holiday get together and the hundreds of visitors we receive each year, can attest that we certainly make use of the entire house and have converted each room into many valuable historical displays.

Check out our tour of the house and barn. They are listed under [Walking Tours](#) at the following link --

<https://www.carlsbadhistoricalsociety.com/>

Celebrating Christmas Carlsbad Style

December 2023 highlighted the Carlsbad Christmas spirit with inflatable Santas, Nutcrackers, Snowmen and other holiday themed displays popping up all over town. We might not have a "White Christmas" but we know how to create holiday excitement for young and old. We, as well as our grandkids, looked forward to driving through town every few days to see how many more inflatables were added to each street. We thought it would be fun to take a look at a few 2023 displays as well as those from years past.



Before Carlsbad had its own Library, circa 1956



1917 Ramsay family Christmas card sent to the Shipley family



More than 40 Santas lined up Highland Drive between Tamarack and Chestnut



Neblina Avenue had a theme of nutcrackers



Skyline Drive had several snowmen

Poinsettia Plaza Shopping Center turns 60 years old

Its grand opening was on May 21, 1964. It is located west of the freeway on Carlsbad Village Drive, near City Hall and the Cole Library. It originally had a Big Bear Market, a TG&Y and an El Camino Pharmacy. The plaza was built where there used to be avocado fields. Our VP, Ken Langen, remembers that the young teenage Langen brothers played for this occasion.

Recent postings on Facebook have mentioned that this whole shopping center is being considered for demolition, and to be replaced by a five story building with a mix of shops and condominiums.

Big Bear, T.G. & Y., El Camino Pharmacy Grand Openings Start Today

Bright, Spacious Food Market Invites Carlsbad Area Public To Visit, Lists Many Bargains

Already "in business," the new Big Bear Market in the new Poinsettia Plaza Shopping Center has scheduled its grand opening to start Thursday.

There will be orchids for women customers and other grand opening features but the "main attractions" will be special prices on scores of market items. These prices will "hold" for a full week ending next Wednesday.

Colorful, Roomy

This is a commodities market with 25,000 square feet of floor space and the Big Bear organization has sought to make this its seventh market in San Diego County, the most beautiful and colorful market in the county with special attention to decor and roominess, to select wide aisles and special lighting contribute greatly.

The check stands are of the "speedy-check" design.

More than the usual amount of space, and careful attention to the factors of attractiveness and convenience, have been devoted to the meat and produce departments. The service meat department will specialize in meat cutting "to order."

There are 166 linear feet of frozen food space, and 3000 square feet of the market are devoted to non-food sections offering such items as beauty aids, housewares and many other types of merchandise.

Additional Help

The market will normally be staffed by 30 to 35 employees but there will be a greater number of people on hand to greet and serve the public in the Grand Opening period.

The Big Bear company is a corporation but is wholly owned by John Mabey, who will be on hand for the Grand Opening. In addition to the seven markets in San Diego County, there are six in the Imperial Valley.

T. G. & Y. OPENS — H. B. Norwerthy (left), supervisor of store operations, and Don L. Black, store manager, check some of the bargain prices offered during the grand opening of the T.G. & Y. store in Poinsettia Plaza. T.G. & Y. now has 358 stores in 13 states of the South and Southwest. (Journal Photo)

Gifts, Prizes Offered New Variety Store's Guests; Has Extensive Stocks, Specialties

Hundreds of souvenirs and door prizes will be given away to residents of Carlsbad and the surrounding area as the T. G. & Y. Co. to \$1.00 store opens their 37th California store this week at 970 Elm Ave. in the Poinsettia Plaza Shopping Center.

The store opened Monday but the Grand Opening starts today. J. M. Newgent, California district manager, announced.

The store occupies 7000 square feet of space, is equipped with the latest styling, high intensity lighting and is summer and winter air conditioned.

Many "big-ticket" items normally carried by junior department stores are stocked here. The store will have over 25,000 items in stock at all times.

Special Departments

Special feature departments include the dry goods section with outstanding lines of ladies' sportswear, fashions. Fresh-of-the-Line quality departments for men and boys. Basher Brown accessories for children. A horticulture section carries a wide selection of blooming and green plants. The gift shop will include a complete selection of china novelty pottery.

The company offers the largest assortment of toy and hobby lines to be found in the area. The store will have over 25,000 items in stock at all times.

T. G. & Y. is operating 358 stores in 13 states of the South and Southwest, mainly in suburban shopping centers of large cities. The name is derived from the names of the founders, R. E. Tomlinson, E. L. Gosselin and R. A. Young. Headquarters are in Oklahoma City. This store will be serviced from the Los Angeles warehouse.

LARRY MABEY
Assistant Manager

KENIE WILBER
Produce Manager

SERVICE MEAT DEPARTMENT — One of the features of the new Big Bear Market is the service meat department. Roland Loos, store manager, emphasizes that each customer is personally served. "There are no buzzers to ring," said Loos, and meat can be custom cut or ground. Shown standing here before the meat department is Frank Dolan, department manager. (Journal Photo)

Carlsbad Journal article of May 21, 1964 with news of the Poinsettia Plaza Shopping Center Opening



The former TG&Y is where Denault's Hardware Store is now (TrueValue)



Here's a photo of the Smart & Final grocery store building in 1982 when it was Big Bear market. Big Bear was the original grocery store when the shopping center opened way back in 1964. That grocery store location, having gone through various owners over the years, has been an important part of our community for a long time, particularly for nearby residents!



This aerial view of the original Poinsettia Plaza shows images from the Facebook group "Save Carlsbad Village Plaza".

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Author Talk

In a Garden by the Sea: the story of Luther and Olive Gage will be presented by author

Jo Ellen Guthrie

Friday, March 8, 2024 at 10:30 am

Cole Library Community Room

1250 Carlsbad Village Drive

Carlsbad, CA 92008

Book signing to follow

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**CHS BOARD OF DIRECTORS**

President: Susan Schnebelen Gutierrez

1st Vice President: Kenneth Langen

2nd Vice President: Marvin Sippel

Secretary: Ginny Unanue

Treasurer: Germán Gutierrez

**Carlsbad Historical Society**

258 Beech Ave. Carlsbad CA 92008

(442) 500-4471

[cbadhistory@gmail.com](mailto:cbadhistory@gmail.com)

[www.carlsbadhistoricalsociety.com](http://www.carlsbadhistoricalsociety.com)

\*Open Saturday and Sunday, 11 am to 3 pm

\*Private Tours by appointment

\*School, Scouts and Families welcome