

HOTEL CASA DEL MAR HISTORIC TIMELINE

- 1926: Saturday, May 1, 1926: Two brothers, E.A. "Jack" and T.D. "Til" Harter, H&H Holding Company, open Club Casa del Mar, erected at a cost of \$2,000,000 and designed by Los Angeles-based architect Charles F. Plummer. Members pay dues of \$10-\$12 per month.
- 1926-1941: Club Casa del Mar rises to glory as Santa Monica's "Grande Dame" -- the most successful and glamorous of the Southern California beach clubs. It forms the hub of a bustling social scene, the place to "see and be seen," thriving even during the Depression era when other beach clubs were forced to close.
- 1941: US Navy claims the building, using it as a hotel and recreation center for enlisted men.
- 1945-1959: Following the war, Club Casa del Mar struggles to return to its former glory. In 1959, Til Harter comes out of retirement to operate the failing club, but his efforts to resurrect it fail.
- Early 1960s: Club Casa del Mar closes its doors.
- 1967-1978: Charles E. Dederich moves his drug-rehabilitation program, the Synanon Foundation, into the former Club building.
- Late 1970s: Nathan Pritikin purchases the building to develop the Pritikin Longevity Center, a nutrition and health-care facility.
- 1997: The Pritikin Center closes its doors.
- Nov. 1997: The Edward Thomas Hospitality Corporation, owners of adjacent Shutters on the Beach Hotel, acquires the historic landmark and invests \$50+ million in restoring the Grande Dame.
- Oct. 1999: Hotel Casa del Mar opens, reclaiming its place in history as an elegant landmark hotel and one of the most luxurious lodging establishments on the Southern California coast.

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