

OCEANSIDE

CALIFORNIA "The Carnation City" ❧ ❧

OCEANSIDE, the gateway to San Diego County, is an ambitious little city, with a population of over 1,000. With wonderful summer and winter climate, with unsurpassed beach and other natural advantages, Oceanside as a seaside resort is unexcelled. It is located on the Santa Fe Railway on its main line, about half way between Los Angeles and San Diego. It is the terminal for three branches of that Railway, to Fallbrook, San Luis Rey and Escondido. It is the rallying place for the people of inland sections of Southern California, Arizona and New Mexico. Its popularity is attested by an increased amount of building each year.



For further information address

EL SAN LUIS REY HOTEL,

Oceanside, California,

W. H. HENLEY, Proprietor.



SAN LUIS REY MISSION



TENT CITY, PIER AND BEACH AT OCEANSIDE

A NEW acquisition to Oceanside is the Tent City—located on the Ocean Strand. Tents are fully equipped with everything for housekeeping. The tents are lighted by electricity and fresh water is piped to the grounds. Rates are reasonable.

The development and the attendant increase of population are but suggested as yet by the summer visitors that come to Oceanside to escape the mid-summer heat of the interior.

Other than the climate, which here reaches perfection, its magnificent beach is the greatest asset of Oceanside. It has been pronounced the most superb beach on the coast. "Children can bathe with absolute safety." Not a life has been lost here in the history of the place. The slope into the ocean is gradual. The formation is of clean, glistening sand that packs firmly under the feet. There is very little undertow and there are few irregularities in the surface, while there is also an absence of sea weed, which is so serious an objection to some of the beaches along the coast.

Fishing from the \$15,000 municipal pier, every day in the year, is one of the joys of the native and temporary residents of the City. It is lighted by electricity and affords charming opportunities for promenading.

The value of the beach as an attraction is increased by the operation of a hot and cold water plunge by the local Electric Light and Power Company, near the pier.

Experts in automobile racing have discovered that Oceanside probably has the finest twenty-mile beach speedway in California. The course extends from a point one mile above Oceanside and south to Del Mar. In the years to come it is expected that many important automobile events will be contested on this wonderful course.

That Oceanside has much to offer in the way of investments is conceded by those who have taken pains to investigate. This is particularly true as to beach property, inasmuch as Oceanside is destined to be the leader of the beach cities south of Los Angeles County.



OCEANSIDE PIER



EL SAN LUIS REY HOTEL

Stop at El San Luis Rey Hotel by-the-Sea, on Pacific Street, between Third and Fourth Streets, one and one-half blocks from Santa Fe Depot. All Santa Fe Trains stop at Oceanside. State Highway four blocks East from Hotel. Ocean Strand Speedway in front of Hotel is forty-five miles long and one of the finest in America.

Free private Garage, Tennis Court, Surf Bathing Rooms and Shower Bath. Gasoline at cost for our patrons.

You meet with the best of people at Hotel El San Luis Rey, as our guests are patrons of the best hotels in California.

Rates for one person, \$2.00 per day and up. American and European plan. W. H. HENLEY, Proprietor.

STANDING on the brow of a gently rising hill, overlooking the beautiful prospect of the Valley of the San Luis Rey River, is the picturesque and historic San Luis Rey Mission, far-famed as the grandest and richest of the chain of Missions built by the Catholic Missionaries in Southern California. This Valley, with its rich soil, plentiful water supply, varied products, large crops and excellent transportation facilities, affords the best possible opportunities for the farmer, fruit-grower or ranchman. Alfalfa, beans, sugar beets and vegetables are netting big profits, and all varieties of fruit grow in abundance. At present there is a fine opportunity to plant peach, pear, walnut, olive, fig and apple orchards and vineyards. A sugar beet factory may be erected in the valley in the immediate future. The dairying and poultry raising are important assets of the Oceanside country.



SAN LUIS REY MISSION



SECOND STREET, LOOKING EAST FROM THE SANTA FE DEPOT

SECOND Street is the principal business thoroughfare of Oceanside and one of many paved streets. Starting at the Santa Fe Depot it leads through the business and into the residential section and over the heights, past the new \$20,000 Union High School Building, into the San Luis Rey Valley. On the lower end of this street are located the new reinforced concrete Post-office Building, the two banks (state and national) two of the three public garages, the offices of the Home and Pacific Telephones, the motion picture theatre, the City Hall and Public Library.

In addition to things which make Oceanside attractive, other than those mentioned elsewhere in this booklet, is a new sewer system; a \$100,000 municipal water system; good stores; excellent high and grammar schools; numerous churches; two hotels; a newspaper; a chamber of commerce; miles of cement walks and many paved streets. An up-to-date electric light and power plant, which furnishes light and power for the city and a big area of the farming section of the San Luis Rey Valley. In Oceanside the water rental for a family will not exceed \$1.00 per month for domestic purposes; irrigation 5c per 1000 gallons, with an unlimited water supply. House rents are low and living expenses very reasonable.



CORNER SECOND AND HILL STREETS



SAN LUIS REY VALLEY

IN building Oceanside broke all records in 1913, the aggregate cost of new buildings having been over \$100,000. Most of it which was spent in the business district.

The Standard Oil Company installed a distributing plant at a cost of over \$12,000.

The McCormick Lumber Company installed a plant at a cost of over \$8,000, thus giving Oceanside two lumber yards.

The Rosicrucian Fellowship, of which society Oceanside is the world headquarters, has now invested at Mt. Ecclesia more than \$25,000. A pumping plant and print shop are maintained on the grounds. A large school is one of the features of the place.

An arrangement has been made by the city with the South Coast Land Company, a corporation of heavy financial backing, for the diversion of water from the San Luis Rey River, above the City's municipal pumping plant, to the lands of the Company at South Oceanside, extending as far south as Carlsbad. This will result in important land development on the coast.

THE Chambers of Commerce of San Diego, Riverside, Oceanside and other points are now endeavoring to have the Santa Fe rebuild its line from Fallbrook to Temecula, which would give Oceanside direct railway connection with the rich citrus, olive and grain regions surrounding Riverside, Redlands, San Bernardino, Highland, Corona, Perris, San Jacinto, Hemet and Temecula.

For a clearer understanding of the importance to Oceanside of the rebuilding of the "Temecula Canyon Gap" by the Santa Fe, reference is made to the map on the adjoining page.

That the Pacific Electric Railway Company will very soon extend its road southward from Santa Ana through Oceanside to San Diego is the general belief.

Oceanside will receive a direct benefit from the completion, during 1915, of the San Diego and Arizona Railroad.

The completion of the State Highway from the Orange County Line to San Diego has made Oceanside the center of an immense automobile travel. The completion of the new highway from Oceanside to Brawley via Warner's Ranch and the San Felipe Pass will bring the great and wealthy Imperial Valley 20 miles nearer the sea.



OCEANSIDE-CARLSBAD UNION HIGH SCHOOL



EL SAN LUIS REY HOTEL
 ON THE BLUFFS BY THE SEA
OCEANSIDE
 THE OFFICIAL HOTEL OF THE
 AUTO CLUB OF SO. CALIF.