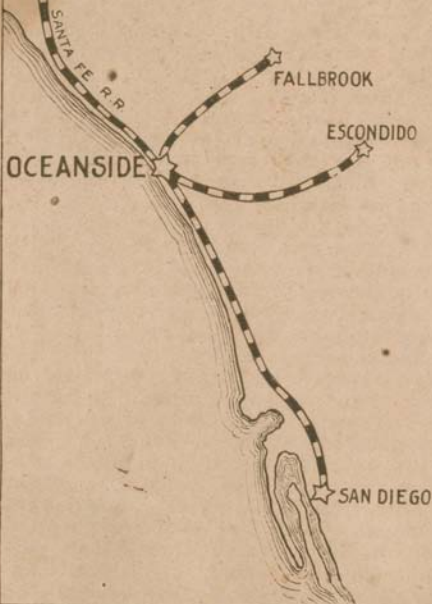


LOS ANGELES

# OCEANSIDE

## CALIFORNIA



## Location and Climate

OCEANSIDE is situated on the coast of San Diego county, 85 miles from Los Angeles and 40 miles north of San Diego, the county seat, and is located on the Santa Fe railroad at the junction of the Escondido and Fallbrook branch lines. San Luis Rey, four miles inland, more than a century ago was selected by the Franciscan Fathers as the site for a mission, which later became the richest in the state. Through the picturesque country where the Spanish Padres traveled on foot, you will find four trains daily in either direction, with Pullman and observation car comforts, and a welcome at the best of hotels.

The climate of Southern California has long been justly famous. Neither the Italian Riviera, nor the most favored spots of the Mediterranean coast, enjoy such equability of temperature the year around; no summer day is too warm for comfort, and no winter night too cold for blooming flowers. In the matter of health and comfort, probably no place in the world is favored in an equal measure with San Diego county. So well have these facts become known, that exploitation of the climate is unnecessary.

The average rainfall is about eleven inches. The average minimum temperature for the winter months of 1911-1912, probably an average year, was 47 degrees, and the average maximum summer temperature was 78.9, the mean average for the year being 62 degrees. Because of the equable climate and healthful location in regard to drainage, water borne diseases, such as typhoid, are almost unknown, and physicians comment on the infrequency and mildness of children's ailments.



*Breakers Oceanside Cal.*

THE BEACH, OCEANSIDE

## Municipal Improvements

OCEANSIDE is incorporated as a city of the sixth class, and owns its own water works, which furnish an abundant and cheap supply of pure water, pumped from the deep gravel beds beneath the San Luis Rey river, the largest stream in the county, and distributed under pressure over the city.

The town is lighted with electricity furnished by a private company, has a commodious bath house with a warm salt plunge, two hotels, churches of various denominations, and good grammar and high school facilities. A bond issue of \$15,000 has been voted for the construction of a new high school building. Oceanside has several miles of oiled streets and cement sidewalks.

A free public library, one of the best small libraries in the state, contains 5400 well-selected volumes and is being added to at the rate of nearly a thousand volumes each year.

Tennis courts, among the best in Southern California are maintained by the the Oceanside Athletic Club, and are open to the public for a nominal fee.





SECOND STREET, OCEANSIDE

## Many Attractions as a Resort

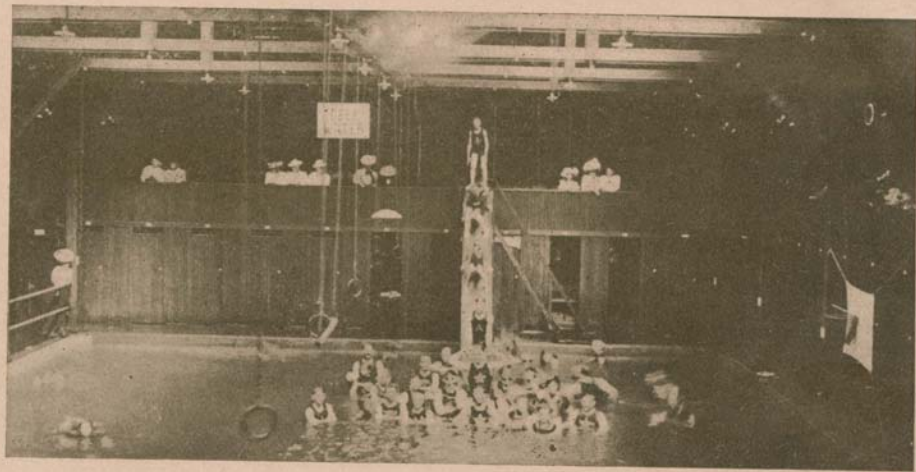
One of the attractions of Oceanside is the magnificent sand beach, and to this is due, in a large measure, the popularity of the town as a resort. A stretch of hard, level sand, wide enough for several automobiles to run abreast, extends for ten miles in either direction, affording one of the finest drives on the Pacific coast. The surf is not heavy, and there is no undertow, so that bathing may be enjoyed practically the year round.

A wharf 1200 feet in length, owned by the city, and built of steel, affords excellent fishing. In the summer season, launches frequently bring in catches of from 250 to 1000 pounds of bass, barracuda and the gamey yellowtail, and nearly all the year anglers from the pier are able to take good strings of surf fish.

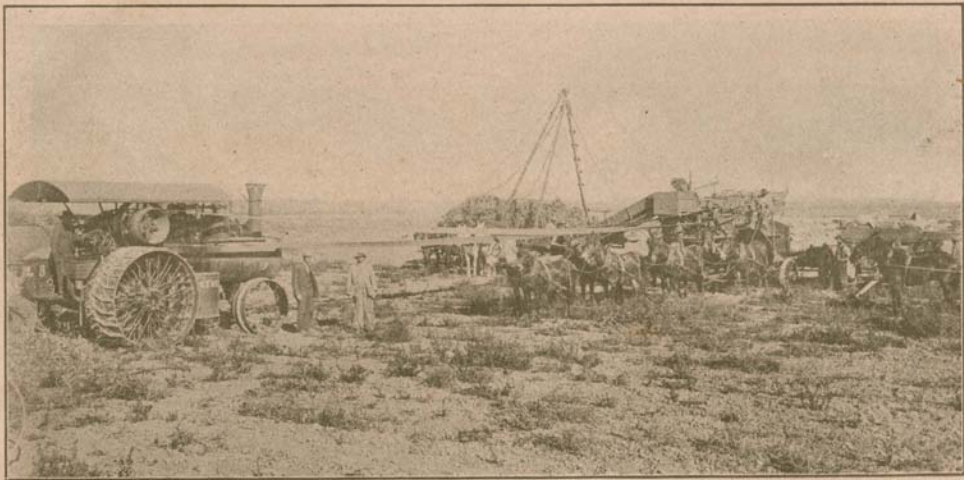
Within a few miles of town deer may be had, and quail, ducks and other game may be found in abundance in their season, the locality being one of the best in Southern California for the sportsman.

Oceanside is located on the new state highway and from the town radiate the improved highways on the county system, making it an ideal center for automobile trips over the picturesque country surrounding.



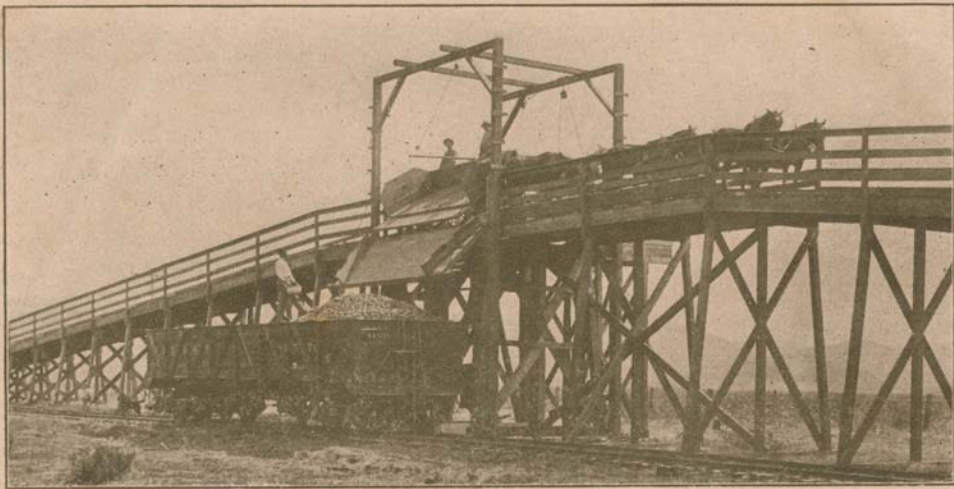


"IN THE SWIM"



BEAN THRESHER IN OPERATION





SHIPPING SUGAR BEETS NEAR OCEANSIDE

## Gateway to a Rich Valley

OCEANSIDE is the gateway to the coast of one of the most fertile valleys of the state, the valley of the San Luis Rey river. This valley is devoted mainly to dairying and stock raising. A creamery at Oceanside affords a market for all the milk produced and distributes annually \$50,000 or more to its patrons. The acreage of alfalfa is being largely increased, a water supply being readily obtained from wells in the valley at depths of from twenty to sixty feet. The upper portion of the valley is the scene of important operations in irrigation and power development, and an immense dam will impound the waters of the San Luis Rey, which will furnish thousands of horsepower of electrical energy and make fruitful other thousands of acres of fertile land in the lower valley.

The lands along the ocean are adapted to the growing of lima beans and a total of nearly 100,000 sacks of limas and black eyes was produced last year, bringing to the growers about \$400,000.

A new industry is the growing of sugar beets, which it is found do unusually well, producing bountifully and yielding high in sugar. About 3000 acres were devoted to this crop last year and a sugar factory is in prospect with the further growth of this industry.

Rolling land back from the coast may be had without water for from \$25 to \$40 per acre.

Valley land, with water, \$150 and upward per acre.

Land within three-fourths of a mile of the ocean, free from frost and suitable for flower or early vegetable farming, with water, \$200 to \$400 per acre.



OCEANSIDE PUBLIC LIBRARY

## Cost of Living

Many people, especially newcomers to this country, have an idea that living in the smaller cities and towns is devoid of comforts obtainable in the larger places, and is more expensive. Such is not the case.

Living expenses in Oceanside are very reasonable.

House rents are not high. A small cottage rents for from \$8 to \$12 per month, while larger houses bring \$15 to \$20. In summer, houses near the beach rent from \$18 to \$40 per month, owing to the influx of summer visitors creating a greater demand.

Groceries and other supplies average very little, if any, higher in price than in the larger cities. Fruits and vegetables are plentiful and cheap in their season, which in this country is practically all the year around.

Water rental in Oceanside for the ordinary family need not exceed one dollar per month, when the water is only used for domestic purposes. Water for irrigation purposes costs five cents per thousand gallons.

Electricity for lighting costs 20 cents per thousand watts, and most of the householders use that method of lighting their homes.

The fuel proposition is not such a "burning question" as in colder countries, where a large part of the summer's earnings must go to keep warm during the winter. Wood is from \$5 to \$7 per cord, and coal \$9 to \$12 per ton.



ANCIENT MISSION OF SAN LUIS REY, FOUR MILES FROM OCEANSIDE



## Some Side Lines

The flower farms, evidence of the genial climate and fertile soil, are a constant attraction for the visitor. Here one beholds sweet peas, carnations and other flowers growing by the acre, for market, and delighting the senses with their beauty and fragrance. A more prosaic, but equally remunerative occupation, carried on in connection, is the growing of early vegetables, and small fruits, and the humble but luscious tomato, strawberries, peppers and other tender vegetables, come to maturity in the open air for winter sale.

Lemons do unusually well on much of the land back from the coast and with the completion of the present plans for water development it is certain that a large acreage will be devoted to this fruit. San Diego county produces 20% of the lemons raised in California.

Poultry raising is conducted with success, there being a number of large plants in the locality. As a minor occupation for the small home builder, to be pursued in connection with keeping a cow or two and the growing of vegetables, it takes an important place.

It is the homseeker that Oceanside should appeal. The fertile lands surrounding, in an almost faultless climate, await settlers and at present, because of the low prices of land as compared to other localities with less advantages, opportunities are offered such as can be found in few places in California. But such opportunities will not last. Investigate for yourself. Detailed information will be promptly furnished upon addressing Secretary Chamber of Commerce, Oceanside, California.





FIFTEEN ACRES OF FRAGRANCE—CARNATIONS AND SWEET PEAS