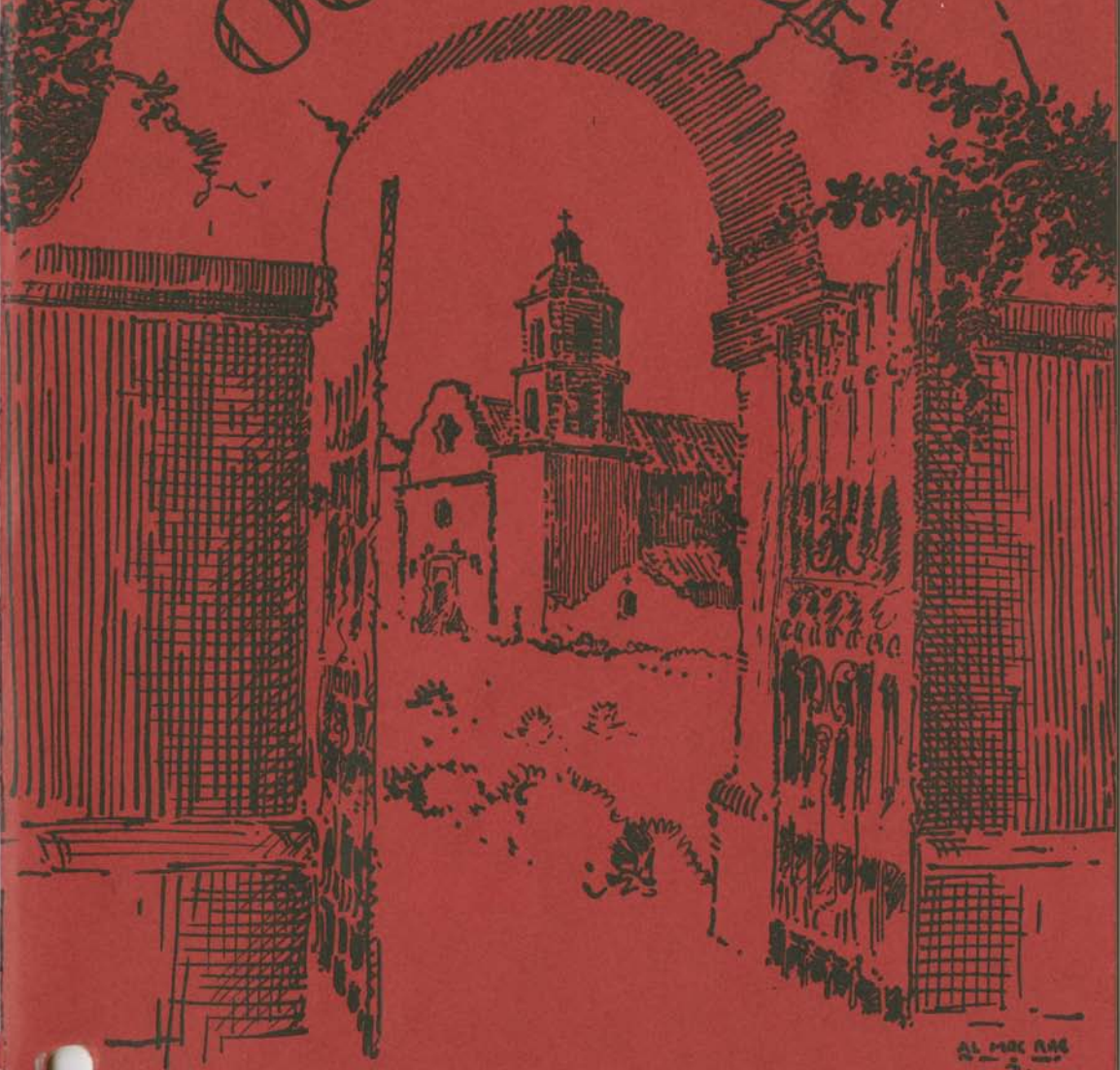


26

3

OCEANSIDE



AL MIC RAG

CHAMBER OF COMMERCE

Oceanside, California

NORTHERN GATEWAY TO SAN DIEGO COUNTY

OCEANSIDE

Northern Gateway to San Diego County

26

3



1935-1936

CHAMBER OF COMMERCE

OCEANSIDE, CALIFORNIA



UPON the beginnings of a city hangs its Destiny and the wisdom of its founders is the measure of its development.

Gateway City

Oceanside, the gateway to San Diego County, California, thirty-eight miles from San Diego City, the Harbor of the Sun, where Western civilization began, and eighty-six miles from Los Angeles, the metropolis of the Pacific Coast, owes its location to the wisdom of the Mission Fathers.

Fr. Junipero Serra and his Franciscan brothers, settling San Diego and building there the first mission, trudged northward, laying out El Camino Real, or the King's Highway, and founding their missions, which eventually stretched as far north as San Francisco. They picked their sites for water supply, accessibility, freedom from excessive heat, cold or fog, and such other advantages as would be desirable in starting a community.

The first site they found in the San Luis Rey river valley, four miles from the ocean, and two day's journey by foot from San Diego. Here was built one of the largest of the series of twenty-three missions which were founded. Years later other men saw why the missions had been builded where they were, and reaped the fruits of that which the far-seeing fathers had sown.

One of the communities founded by these newcomers was Oceanside, which sprang into existence at the mouth of the San Luis Rey river. Then came a transcontinental railroad and the city flourished. It became a junction-head of two branch railroad lines, a distributing point for a fertile region of more than 500 square miles. Today through Oceanside pours the rich commerce of that region, a wonderful land of garden produce, citrus and deciduous fruits and flowers.



*Four Miles
of Clean,
Safe Beach*

On the Edge of the Deep

Oceanside faces the setting sun, at its front a smooth, snowy beach and a gently billowing sea, then rising gradually a modern business district and hundreds of sightly, comfortable homes, embowered amid luxuriant foliage, extending back half a mile to the top of the slope; beyond that miles of farms and orchards, and on the far horizon the hazy, purple mountains.

Here are combined peerless climate, the joys of sea and strand, the tourist attractions of a winter resort, the solid character of a rich agricultural and floricultural region. Near the great city of San Diego, its inhabitants can enjoy the superior facilities of a metropolis.

The official population census for Oceanside in 1930 was 3507, which was a 202 percent increase in population during the ten year period. Oceanside is accredited with enjoying the largest percentage of increase in population the last decade of any community in southern California. Although the past five years of economic strife have not been inducive to rapid growth, they have afforded Oceanside an opportunity to consolidate its gains and perfect its improvements. The city has paused to pay attention to its gentler aspects of the life and improvements about it. It has beautified and embellished that which it created.

Priceless Advantages

Oceanside has two priceless advantages upon which its citizens have founded their belief in its future as one of the outstanding communities of Southern California.

It is first and foremost the center and distributing point for one of the most rapidly developing sections in the state. Surrounding the city are thousands of acres of fertile, irrigated land where are being created orchards of citrus, avocados, and other fruits, truck farms, flower and bulb gardens, and specialized agri-

cultural industries which eventually will make the district one of the wealthiest in the entire country.

A second notable factor of future greatness are the climatic advantages so bountifully provided by nature and which combine with other resources to make life worth living, in a land where every prospect pleases, and success depends only upon availing oneself to the bounteous facilities on every hand.

Oceanside is the climatic capital of the American Riviera, a segment of the California coast limited in extent, extending from Point San Juan in Orange county to Point Loma in San Diego county, and reaching into the interior to the foothills of the Coast Range. Protected on three sides by low ranges of mountains, and with that balmy area of the Pacific known as the Gulf of Catalina guarding its ocean exposure, violent storms are practically unknown in this favored section. Meteorological records show likewise remarkably small variations of temperature for the Oceanside district, a combination which, from the testimony of noted authorities, gives it the most equable and enjoyable climate to be found anywhere in the world.

Accurate thermometer readings over a series of years give Oceanside an average variation in 24 hours of only ten degrees in summer, from a minimum of 65 degrees Fahrenheit, and in winter an average variation of twenty degrees, from a minimum of 45 degrees Fahrenheit. A glance at the weather charts will show that normally the winter temperature between noon and three P. M., is 65 to 70 degrees; that in summer, between 70 and 75 degrees—a remarkably small variation.

The prevailing breeze is westerly. The favoring climate makes for unusually comfortable living conditions, and is especially suitable for the growth of vegetables and cut flowers in the winter, when they bring the highest prices, and fruits flourish in the ideal combination of ocean moisture and mountain dryness.

Water Supply

Oceanside's water supply originates in the mountains some 30 miles from the Pacific Ocean, and by stream flow and seepage it finds its way to a vast underground storage reservoir in the San Luis Rey Valley, near the historic San Luis Rey Mission, which

●
Portion
Main
Business
Section



Mill at Oceanside Calif.
#57

comprises a basin of about five miles long with an average width of two miles and a depth to bedrock of approximately 200 feet. Well graveled underground supply such as this, assures the purity of the water, as in reality it is merely spring water stored for future use in this basin.

The water is recovered by means of wells which are drilled and cased to bed-rock and perforated from 150 to 200 feet below the surface of the ground and in the gravel strata only. Deep well centrifugal electric pumps are used for the first lift which bring the water from the wells to reservoirs, whence it is distributed at an average pressure of 70 pounds. A five million gallon reservoir is located on a site of 20 acres which has been improved as a park. The city has a high-duty, Corliss steam engine for emergency, with a pumping capacity of 60,000 gallons an hour. The water rate is the same for domestic or irrigation purposes—\$1.50 for the first thousand cubic feet and 4½c for each additional hundred cubic feet up to 30,000, after which the rate is 3½c per hundred cubic feet.

A movement is under way to develop a water storage supply on the San Luis Rey River. The city is studying the feasibility of acquiring land several miles up the river for the development of additional water for Oceanside. The city is also studying the practicability of forming a water conservation and flood control district or irrigation district.

Irrigating System

The Carlsbad Mutual Water Company serves Carlsbad and South Oceanside, a total of 1,400 acres. Its pumps have a capacity of 3,150 gallons a minute, and its reservoir capacity is 8,000,000 gallons. Water rights attached to land are valued at \$200 per acre.

In addition, growers can count on the rainfall to help them. This averages 10.80 a year, over the past ten year period.

Transportation

Oceanside is on the main line of the Atchison, Topeka & Santa Fe railroad. It is the junction for branches to Escondido, twenty-two miles to the southeast in a rich grape and orange country, and to Fallbrook, twenty miles northeast, noted for olives, honey and citrus fruit. Auto truck lines have warehouses in Oceanside, delivering and collecting freight at the rancher's door, as well as through freight truck lines operated on regular schedule. Oceanside is a division stopping place for passenger stages running on hourly schedule between Los Angeles and San Diego. Stages run at frequent intervals to surrounding towns.

Four miles north of Oceanside is located the United States Government Intermediate Landing Field, which is said to be the most important government landing field on the Pacific coast, due to its strategic location and accessibility in any kind of weather.

Highways

The Broadway of the Pacific, a boulevard between the Canadian and Mexican borders, bisects the city from north to south. A concrete pavement connects with the Inland State Highway at Oceanside Junction, ten miles distant. There are several miles of paved streets within the city. Unpaved streets are graded, sidewalked and curbed. Their sandy soil packs hard and is free from mud a few minutes after the heaviest rain.

Educational System

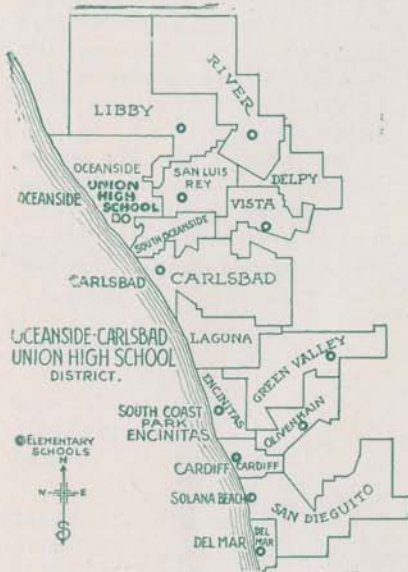
The schools of Oceanside might well be the envy of much larger cities. They are examples of efficient planning and scientific equipment. Set in extensive flower gardens and lawns, tennis courts, basketball and baseball fields, they form one of the conspicuous sights as the traveler approaches the city from the East.

The Oceanside-Carlsbad Union High School district extends south along the coast eighteen miles to Del Mar, and ten miles inland. It covers 200 square miles of area and has an assessed valuation of more than \$16,000,000. Three-fifths of the pupils live outside of Oceanside. Transportation is provided by auto busses, the expense being borne by the school district.

The high school comprises two main buildings with ample ground, including an improved athletic field of five acres. Science, household arts, and girls' athletic departments, new class rooms, auto shops, an auditorium costing \$60,000, and other facilities comprise the system. Over 30 teachers, none of whom has had less than five years of professional training, comprise the faculty.

The high school offers four courses—Collegiate, Technical, General and Commercial. The high school is on the accredited list of the University of California, in the "A" or permanent group. Enrollment now approximates 750.

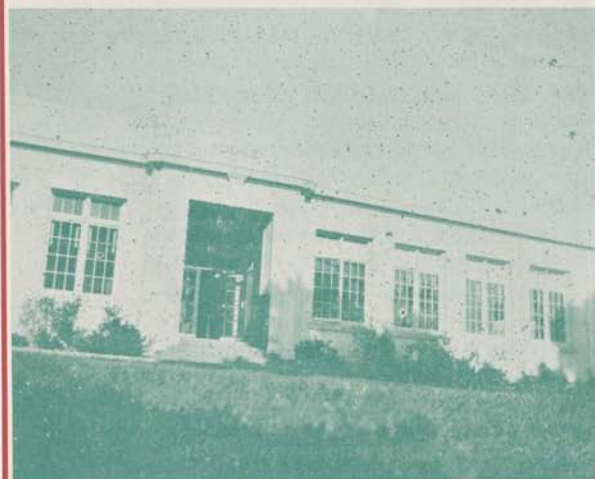
Junior high schools at Cardiff and Vista provide education for the seventh, eighth and ninth grades.





A recent addition to the educational system is the junior college department of the high school, which opened in September, 1934, with an enrollment of approximately 150 students. The curriculum is approved by the University of California.

The college department is the only collegiate institute between Santa Ana and San Diego.



The Oceanside elementary school system has become, in many respects, a model for San Diego county elementary school units. Children from kindergarten age through the eighth grade are provided for in modern, single-story fire-proof buildings. The system is in three units, the main building, an Americanization building for Mexican students, and a kindergarten building, all separated some distance from each other.



High School System

*Top—
Main Building*

*Middle—
Science Building*

*Bottom—
Transportation System*

Some of the features of the local grade school that have attracted county and state attention are as follows: complete library, with individual interchangeable system for each room; junior high school organization and course of study for seventh and eighth grades; excellent cafeteria system, offering daily hot meals for a nominal charge; practical home economics and shop courses; music, art, and science departments, school orchestra, and glee club; modern school bus for transportation of children living on outskirts of the district; special classes for children less rapid in advancement; excellent playground facilities, showers, and health and dental supervision; and a splendid Parent-Teachers' association that cooperates in feeding and care of the children.

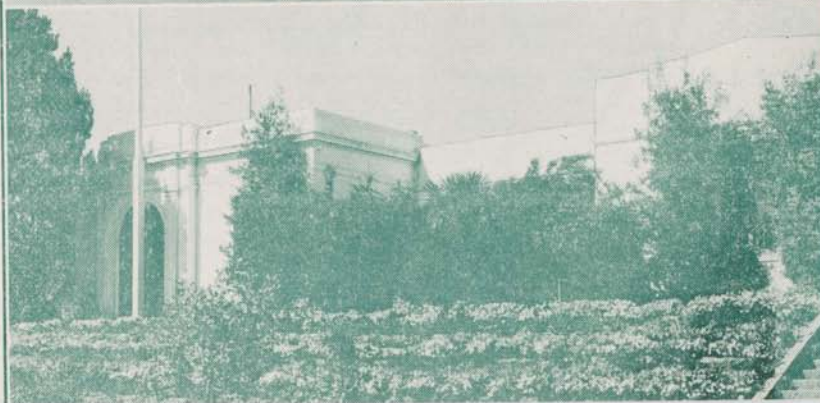
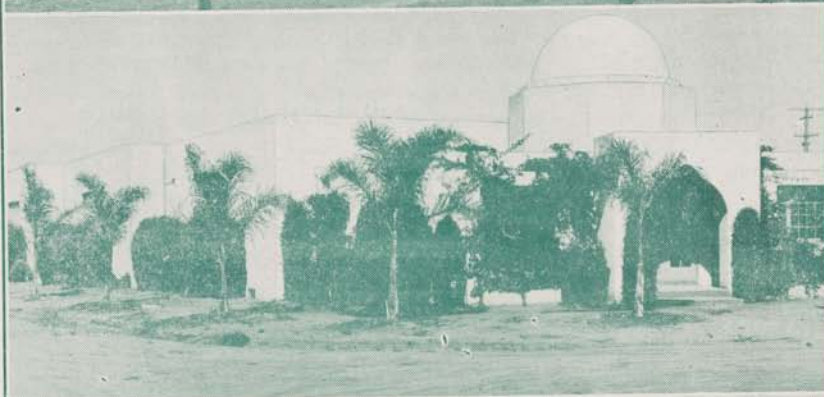
●

Elementary School System

*Top—
Kindergarten
Building*

*Middle—
American-
ization
Building*

*Bottom—
Main
Building*





*Civic
Center*

Government

Oceanside is a city of the sixth class, with a population of approximately 4,500, and is governed by a council of five members. It has a city clerk, city engineer, a city attorney, a building inspector, a recorder's court, and adequate police protection. An efficient fire department, equipped with modern apparatus, affords ample fire protection. Water pressure is sufficient to throw a stream over the highest building in the city. The city has adopted the most modern building code.

City taxes average about \$2.64 per \$100 of assessed valuation, which is fixed unusually low for assessment purposes.

City taxes may be paid in two installments. The first installment is due the first Monday in November and becomes delinquent in December. The second installment is due the third Thursday in January and becomes delinquent in April.

New Library Building

The public library of Oceanside, maintained by the municipality, moved into its new, modern building at the Civic Center in January, 1935. There are approximately 11,000 volumes in the library and an average circulation is 3,300 books each month. There are 2500 borrowers. Every department of literature is well represented. Many current newspapers and magazines are on file. An excellent reference library is also maintained at the high school.

Sewer System

The present sewer system completely covers the municipal area. The main empties in to a septic tank where the sewage is treated before it is discharged through a pipeline extending a half mile into the ocean. The system has functioned satisfactorily for a number of years.

*One of
Oceanside's
Streets*



Light and Fuel

The San Diego Consolidated Gas and Electric Company which serves the city of Oceanside and surrounding territory with gas and electricity operates an electric transmission and distribution system comprising 1578 miles of pole line spreading a network of easily available electric light and power over the entire coastline and inland valleys from San Juan Capistrano on the North to the Mexican border on the South.

In the Oceanside district alone an estimated population of 17,500 is served through 4870 electric and 600 gas meters.

Lodges and Clubs

For the fraternally-inclined there are lodges of Masons, Eastern Star, Moose, Modern Woodmen, Neighbors of Woodcraft, Odd Fellows and Rebekahs, a Woman's Club, a Rotary Club, Kiwanis Club, Business and Professional Woman's Club, American Legion, Beach Club, D. A. R., De Molays, Elks, Knights of Pythias, P. E. O., American Legion Post and Auxiliary, Veterans of Foreign Wars and Auxiliary, and two Parent-Teacher associations. A local branch of the State Realty Board aids in the upbuilding of the city. These enterprises and organizations function efficiently through a live, active Chamber of Commerce in the development of the city and back country.

Mail Facilities

In November 1935, the postal department of Oceanside will move to their fine new building being constructed at a cost of \$52,000. The Oceanside post office has a second class rating. Two star routes serve the territory between Oceanside, Escondido and Fallbrook postoffices. An R.F.D. route, put into operation July 1, 1935, works in conjunction with the Carlsbad post office in serving adjacent territory. Free mail delivery within the city is maintained by carriers. In 1925 receipts totaled \$14,726 as compared to \$23,080 in 1934. Mail from the four corners of the globe is received in this post office due to the Rosicrucian Fellowship which has International headquarters in this city.

Financial Institutions

Oceanside is served by the Bank of America, the fourth largest banking institution in the United States, and the Oceanside Building and Loan association, a well-managed institution.

Churches

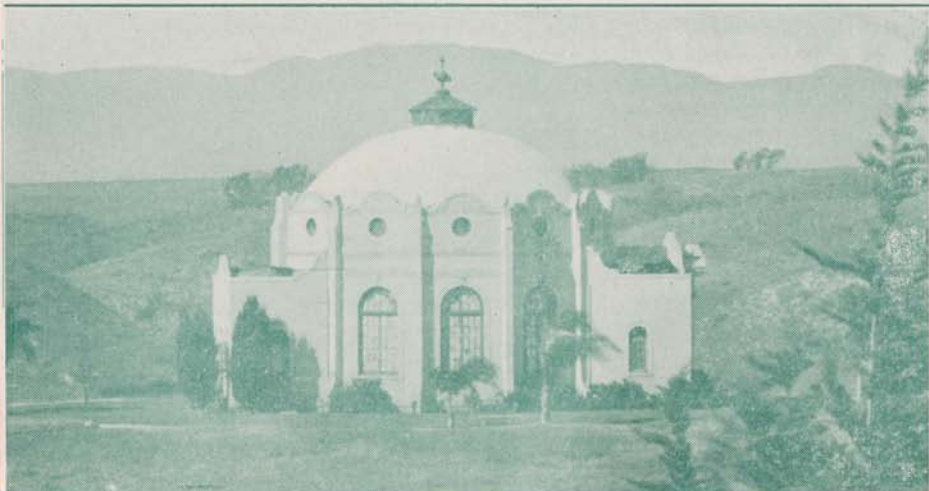
The religious and social life of Oceanside is notable for the hospitality and friendliness it affords the traveler and the newcomer. Numerous churches—Episcopal, Roman Catholic, Methodist, Christian, Baptist, Gospel Tabernacle, Church of God, Christian Science, Seventh Day Adventist, Spiritual Science—are in flourishing condition. Each makes an important contribution toward the charitable and spiritual life of the community.

Rosicrucian Fellowship

The Rosicrucian Fellowship, an international organization occupying 50 acres of land at the eastern city limits of the city, was established by Max Heindel to promulgate the Rosicrucian Philosophy, which reveals a deeper phase of the Christian religion for the keener perceptions of the New Age. Through its Healing Department and courses in the Rosicrucian Philosophy and Astrology an extensive correspondence is carried on in various languages with adherents all over the world. A print shop and bindery on the grounds are fully occupied publishing requisite literature, which includes many well-known books, and a periodical.

A modern 20-room lodge, vegetarian cafeteria, and a library are maintained for the accommodation of guests, and visitors are cordially welcome.

Temple of Healing, Rosicrucian Fellowship



Tourist Attractions

\$100,000 Pleasure Pier
4 Miles Clean Safe Beach
Paved Strand
Rosicrucian Fellowship.
Mission San Luis Rey
San Luis Rey Horse Ranch
Pala Mission
Pala Indian Reservation
Palomar Mountain and
the Observatory Site
Famous Old Ranches
Kunzite (Gem) Mine

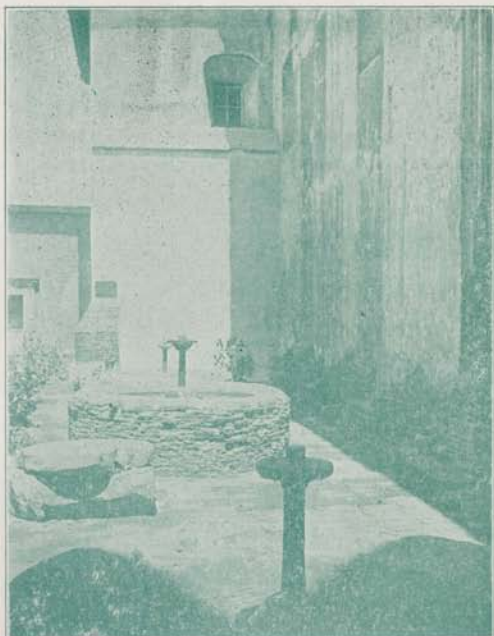


Mission San Luis Rey De Francesca

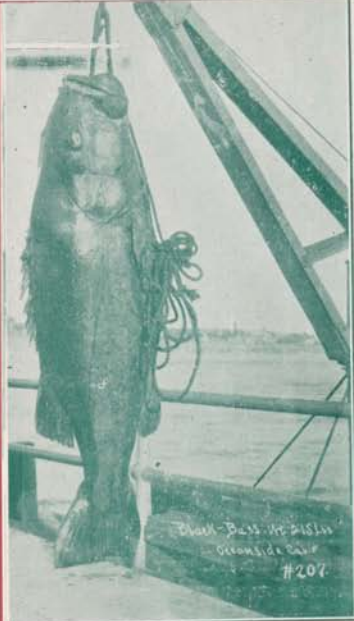
Mission San Luis Rey

To the tourist, Oceanside has much to offer. Its most beautiful and romantic attraction is the Mission San Luis Rey, four miles up the river. The mission was built of adobe, in 1798, by the Franciscan Fathers, and its timbers were carried on the backs of Indians from the mountains of Pala, twenty miles away. Many thousands of dollars have been spent in recent years in restoring the Mission San Luis Rey to its original grandeur and it is now maintained as a school for training young men for the priesthood. The ancient building is filled with ecclesiastical treasures and is an attraction for the tourist well worth a visit. Beside it stands the first pepper tree planted in California, and two olive trees each more than a hundred years old. It is truly an historic spot, a magic place where one step across its threshold carries the visitor back more than half a century from a hurrying, bustling workaday world

into the days of early California, with their picturesque Spanish atmosphere, their wondrous pioneer heroism and their reverent religious faith. A school conducted by the Sisters of the Precious Blood, constructed at a cost of about \$200,000, is near the Mission.



Private Court
of
Fray Antonio Peyri
Builder of the Mission



A 200-pound Jewfish—Catching These Monsters Is a Summer Sport On the Oceanside Pier.

Swimming and Bathing

First in importance among the recreations is the swimming and bathing. Oceanside has one of the finest and safest beaches along the Pacific Coast. Protected from violent waves and undertow by Catalina Island and San Clemente Island, lying fifty miles off-shore, this beach of white sand, four miles long, 400 feet wide at low tide, free from oil and drift, is an ideal place for children.

Municipal Plunge

Negotiations have been completed with the United States government for the construction of a \$60,000 municipal natatorium. The building, which will house a large fresh water plunge, locker accommodations, concessions, and roof garden for large gatherings, will be completed this year.

Housing Facilities

Camping, cottage and apartment facilities are available on the beach. The cottages and apartments have every convenience, including water, electric lights, gas, hot and cold showers, laundry facilities, and garages.

A small charge is made for the use of the camp ground, which is located on the sand near the mouth of the San Luis Rey river. Campers are able to fish and swim in the surf along the camp ground.

Plans are under way for a modern, attractive auto-trailer camp on city property just to the east of the paved strand along the beach. The camp will probably be supplied with electric lights, water, gas and sanitary facilities. Every effort will be made to make the camp one of the outstanding camps of its kind in western United States.

Game fish are plentiful and provide plenty of sport for the many who come to Oceanside for this form of recreation.





Air View of City of Oceanside, Strand and Pier

Pleasure Pier

From the \$100,000 municipal pleasure pier, which runs out beyond the breakers, and from an excellent fishing barge and several large fishing boats, may be caught in season yellowtail, mackerel, bass, halibut, barracuda, sandabs, jewfish and other ocean fish. Corvina and spotfin croaker are caught in the surf. Many sportsmen especially enjoy fishing for the jewfish, which weighs several hundred pounds.

Sailboating

On Buena Vista Bay, a beautiful bay that adjoins the southern city limits of Oceanside, sailboating is enjoyed during the winter months.

A movement is under way to dredge a section of the bay for motorboating, and still water swimming.

Famous Old Ranches

Some of the most famous old ranches in Southern California are close to Oceanside. Among those still intact is the famous

Rancho Guajome, six miles east of the city. Helen Hunt Jackson lived there while writing "Ramona." Peter B. Kyne used this ranch for the background of his book, "Pride of Palomar."

A few miles further on is the Monserrat Rancho; a part of which is the San Luis Rey Rancho, the home of thoroughbred horses. Race tracks, training tracks, stables, and every modern convenience has been installed to make this the home of the "Kings of the Turf." Visitors are admitted on Thursday and Sunday.

The famed Rancho Santa Margarita forms the north boundary of Oceanside and extends for more than 18 miles up the coast. Nearly a quarter of a million acres are in this rancho's boundaries. Its ranch house with its two-foot thick walls and majestic patio is one of the landmarks of the past.

Other romantic ranchos in this vicinity are Palomar, including all land between Fallbrook and the Monserrat; Rancho Santa Fe, southwest of Escondido; Marron, including Kelly's and lying between Vista Way and Rancho Santa Fe; and San Dieguito, old Osuna ranch between Santa Fe and the coast line.

Pala Mission

Only an hour's ride from Oceanside, is the restful Pala Mission presided over by a devoted padre. The ruins of the old Mission are of interest to the tourist and many legends are told regarding the history of this old place of worship.

Indian Reservations

Six Indian reservations are to be found in northern San Diego county, Santa Ysabel, San Pasqual, Rincon, Pauma, Potrero and Pala.

Pauma and Pala are within a few miles of Oceanside and are most interesting to visitors. Native work in pottery, weaving, baskets, blankets and rugs are displayed and native ways of living may be seen by a few minutes visit there.

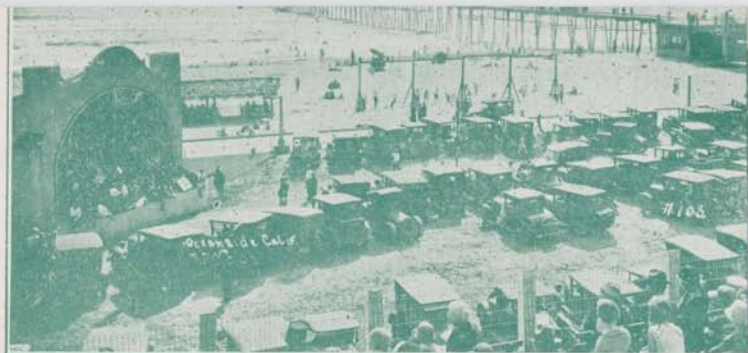
Palomar Mountain

Through Cleveland National Forest, a region of majestic trees, the tourist climbs to the top of Palomar mountain one mile in the air. A winding road leads up the west slope of the mountain.

Palomar has been selected by the California Institute of Technology as the site for the world's largest telescope. This giant "eye" will be 200 inches in diameter and when the observatory is completed in 1940 the leading scientists and astronomers of the world will trek to this "outpost to the stars".

Palomar is one of the highest points in San Diego county. Many cabins and summer cottages dot the slopes of the mountain, providing the Oceanside area with a mountain resort. A postoffice and supply store are maintained at the top of the mountain.

*Beach Scene
at the
Oceanside
Municipal
Band Shell*



Other Recreations

A multiplicity of other recreational sports is offered residents and visitors here who desire such means for healthful use of leisure time. Oceanside as a beach town naturally stresses fishing and swimming among its sports; but a long list of other diversions cares adequately for any who do not like the water.

Tennis players can get excellent courts and sterling competition at the Oceanside Tennis club, intact for past 35 years. Four asphalt courts are on the club grounds. Regular Saturday afternoon teas are served club members in the attractive club house.

In addition to the club's tennis courts, there are four courts at the high school and courts in Carlsbad.

Golfers have access to their favorite sport in this vicinity, three sporty courses lying within radius of 20 miles. San Clemente, to the north, has a 9-hole grass course and a fine clubhouse, and the Escondido country club, 18 miles inland, has a 9-hole dirt course with clubhouse. An 18-hole grass course rolls over the hills at Rancho Santa Fe, five miles from Solana Beach.

Shuffle-board and croquet may be enjoyed on city property at the beach. Summer visitors find much pleasure in these sports, which are provided without charge.

Those devoted to the sport of pitching horseshoes can find many local followers of the sport and a shady place to play.

Those who enjoy beach picnics will find ample facilities for an enjoyable time in the municipal dining room under the pier, or under the palm sheltered picnic area on the sand. There is also a large barbecue pit near the dining room.

The Oceanside baseball club provides many interesting games, and attracts a following not only from the permanent residents in this vicinity but also from the visitors.

Those who enjoy horseback riding may find good riding horses at Rancho Santa Fe or on some of the nearby ranches.

Fishermen who like fresh water fishing may go to Lake Hodges, near Escondido.

There are many hunting grounds in the vicinity of Oceanside. Deer hunting is enjoyed in the De Luz area, just a few miles from Fallbrook.

In season, duck, quail, dove and rabbits are plentiful on the nearby lakes and ranches.



More avocados are grown in San Diego County than any other section of the United States. The majority of the avocados are grown in the Oceanside-Carlsbad-Vista area.

Agriculture

The avocado with its appealing taste and wide variety of uses has developed a nation-wide demand. Avocado culture is rapidly becoming an important industry in Oceanside territory. Soil conditions and moisture-laden ocean breezes contribute to unusually favorable conditions, and the avocado acreage is increasing at a rapid rate.

All citrus fruit varieties are grown profitably in the Oceanside area. Large groves of orange, lemon and lime trees have been planted the last few years. Greater attention is being given each year to more tender fruits, such as papayas and grenadellas pepinos, which are beginning to assume acreage proportions. The climate and soil in this area are particularly desirable for profitable citrus crops.

*Freesia
Field*



Miscellaneous Crops

Regular crops are grown extensively in this area and attract a ready market because they are grown out of season. Potatoes, lettuce, string and lima beans, squash, peppers, cauliflower, garden peas and tomatoes are exported in large shipments.

Alfalfa hay, barley, wheat and corn find increased acreage each year.

Considerable fruit, such as apples, apricots, figs and certain berries, is also grown in this vicinity.

The Oceanside-Carlsbad-Encinitas area is rapidly becoming known as the flower bulb center of America. When the freesias, anemones, ranunculus, and gladiolus bulbs are in full bloom, the area is America's challenge to the renowned gardens of Holland. Bulbs grown here are of such rare and excellent variety that they are shipped all over the world.

The Industrious Hen

Poultry raising pays well. One acre, with appropriate buildings, is sufficient on which to handle a paying flock. Kale and quick-growing greens will provide fresh food. The birds are exceptionally free from the usual poultry diseases, and the even temperature keeps them in good laying condition. Markets are available through co-operative associations in San Diego or Los Angeles.

Marketing and Prices

Los Angeles and San Diego are the two big markets for products from the Oceanside district. Shipments are handled through commission or wholesale houses, and through state, county or local co-operative growing and marketing associations. These associations take care of the outputs of citrus fruit, deciduous fruits, raisins, beans, milk, poultry and eggs and vegetables.

As most of the products are raised for the winter markets, the grower's returns generally are far greater than summer produce brings.

Tributary Territory

The Oceanside district extends from the county line on the north to Del Mar on the south, a strip nearly 40 miles long and 15 miles wide. There are few settlements north of Oceanside, most of that section being included in the Santa Margarita Rancho. Southward along the coast are Carlsbad, South Coast Park, Encinitas, Solana Beach, Cardiff and Del Mar. To the east are San Luis Rey, Bonsall and Vista, and to the northeast Fallbrook and De Luz. Each of these localities has their own charms, characteristics and advantages.

CARLSBAD

Carlsbad, whose community limits adjoin the city limits of Oceanside on the south, is known as the "Home of the Avocado," an honor accorded it by virtue of its equable climate, absence of winds and atmospheric disturbance, and peculiar adaptability of its soil.

Carlsbad is also noted for its husbandry of flowers, chiefly gladiolus, freesias, iris, watsonias, ranunculus, anemones, and ornithogalum.

The water supply comes from deep wells in the San Luis Rey river.

SOUTH COAST PARK

South Coast Park is a pretty little spot 11 miles south on the coast highway. Inviting homes are set amid landscaping, most of them being old English style. Flower beds are in profusion throughout the community.

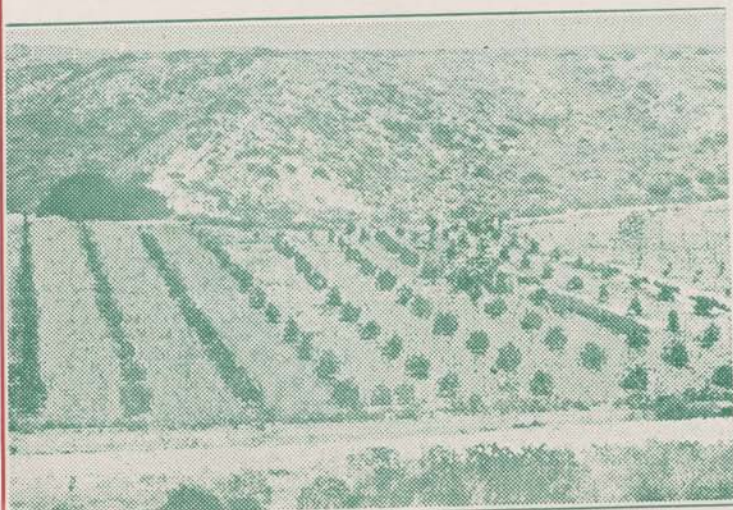
ENCINITAS

A humming town, 12 miles south, is Encinitas. A rising slope toward the sea makes the town adaptable for the growth of flower bulbs. Consequently, Encinitas is among the south coast's leaders in the bulb export industry.

The National Midwinter Flower Show is an annual spring attraction in Encinitas.

SOLANA BEACH

Solana Beach rose within a period of six years from a grain field to a busy business center not because of any selling project,



Citrus Growing Is a Thriving Industry in Oceanside's back country.

but because it filled the need of a rising community.

The immediate vicinity of Solana Beach consists of hundreds of acres of rich agricultural land, for the most part frostless and fertile.

CARDIFF

Rapidly changing topography from the Encinitas, Solana Beach coast line, Cardiff makes a gradual half-mile slope to the ocean. The slope has, in the past decade, become rapidly dotted with homes until now Cardiff has a good sized residential and business district.

DEL MAR

Del Mar is a beautiful residential town with a fine beach, plunge, pier, and tennis courts. Eighteen miles south of Oceanside, the town is progressing in attainment of features that tend to make more attractive a section already well endowed by Nature.

RANCHO SANTA FE

This is a distinctive community of country estates. Predominant in the program for development is promotion of health and recreational facilities. The sporty 18-hole grass golf course is an example.

SAN LUIS REY VALLEY

This valley, for a distance of ten miles back from Oceanside, has nearly 10,000 acres under cultivation. Alfalfa fields and truck and dairy farms cover the flats, and the hillsides are planted to citrus orchards or devoted to hay and grain. Shallow wells with electric pumps furnish ample water for irrigation. The river runs a good stream seven months in the year, and the sands are an immense reservoir with constant underground flow. Cauliflower, lettuce, string beans, Irish and sweet potatoes and other vegetables are profitable products, and because of their high quality bring a good price in the markets.

FALLBROOK

Noted for its production of citrus fruits, Fallbrook is a town of charming antiquity lying among hills on the inland highway 20 miles from Oceanside. Supplementing its citrus growth are peaches, pears, apricots, figs, and smaller fruits, all of which do well, and a thriving bee industry.

VISTA

The sub-tropical district of Vista, conveniently nestled eight miles off the coast highway, has developed amazingly in the last few years. For along with excellent location, it has adaptable soil, balmy climate, and a well-advanced cultural and social life. The land gets its water through the Vista irrigation district from Lake Henshaw. Many rare fruits are grown in the Vista region.

SPC
Part
F
869
.027
025
1935

For Detailed Information
Write
CHAMBER OF COMMERCE
Oceanside, California

Printed by Blade-Tribune Publishing Company, Oceanside, California.

