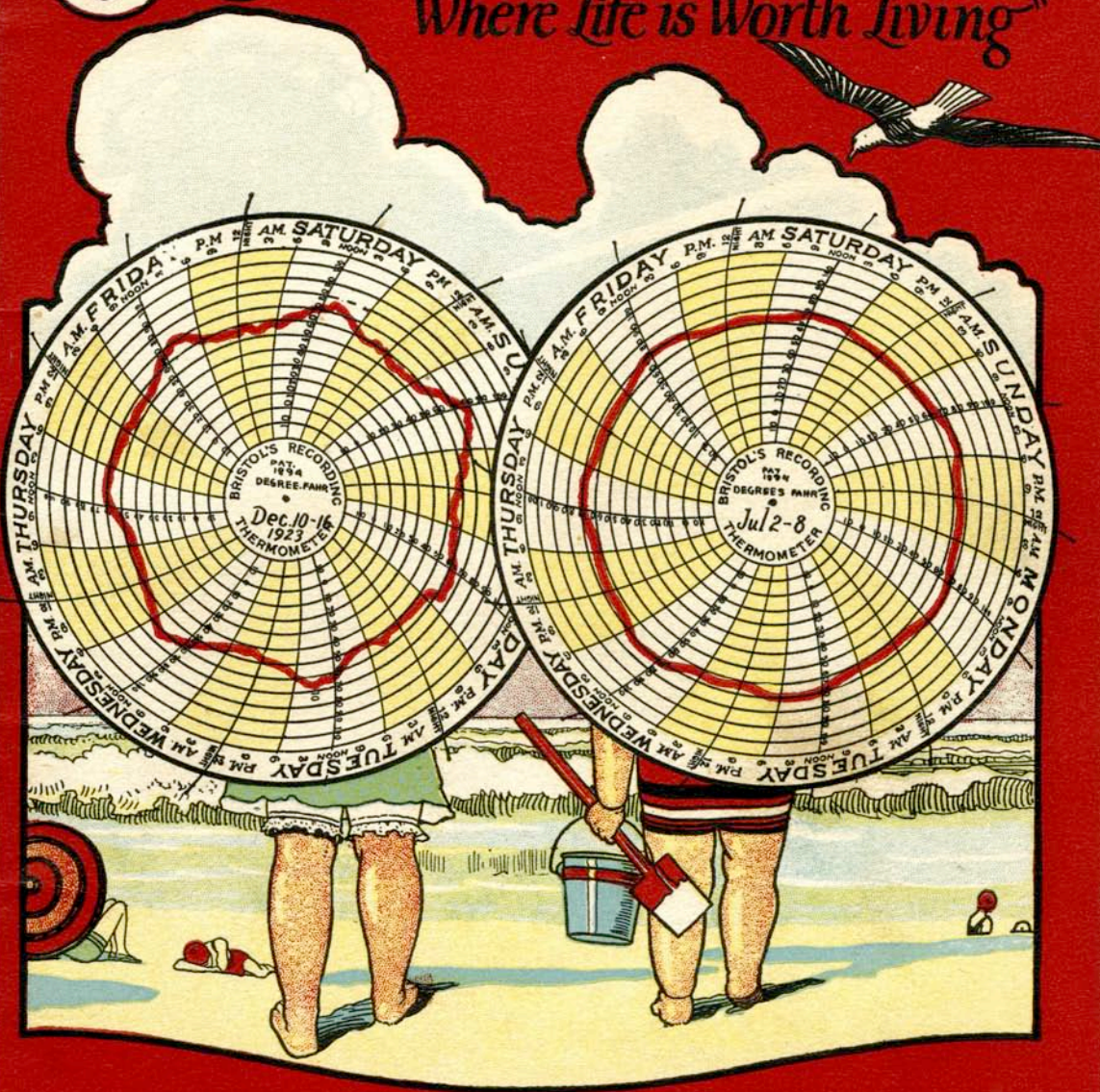


Oceanside

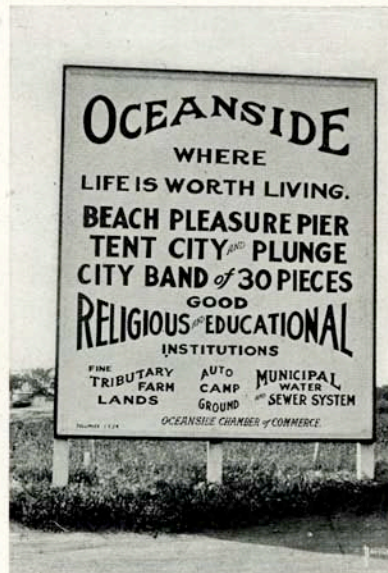
"Where life is Worth Living"



CHAMBER OF COMMERCE
OCEANSIDE, CALIFORNIA

*Oceanside Where
Life Is Worth
Living*

Introducing---



Chamber of Commerce
Oceanside, California
1924

*Oceanside Where
Life Is Worth
Living*



*A group of some of the homes where Oceanside business men find "Life Worth Living."
(Photos by Havens)*

OCEANSIDE CALIFORNIA



UPON the beginnings of a city hangs its Destiny. The Wisdom of its founders is the measure of its development.

The city of Oceanside was founded by one of the greatest engineers in the history of civilization—Father Junipero Serra, who brought civilization to the shores of the Pacific.

Twixt Two Great Cities

Oceanside, the gateway to San Diego County, California, forty-four miles from San Diego City, the Harbor of the Sun where Western civilization began, eighty-six miles from Los Angeles, that Midas-like metropolis of the Pacific Coast, owes its location to the wisdom of Father Serra.

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, fertility and productiveness of the surrounding territory, 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 a day's journey by foot from San Diego. Here Father Serra built one of the largest of the string of twenty-three missions which he founded.

Wisdom Demonstrated

Under the oppression of the Mexican government and the coming of the Yankee, the Mission Fathers died and the missions fell into decay. But the wisdom of their founders had been demonstrated. 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 establishments founded by these newcomers was the village of Oceanside. It sprang into existence down at the mouth of the San Luis Rey river. Then came a transcontinental railroad.

Oceanside 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.

On the Edge of the Deep

A little city facing 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, amid cypress, oak and eucalyptus trees, extending back half a mile to the top of the slope; beyond that miles of little farms, and on the far horizon the hazy, purple mountains. That is Oceanside.

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; but far enough "from the maddening crowd" to insure all of Nature's benefits. These tell why Oceanside's population has doubled in four years.

Climate

Probably the most striking characteristic of Oceanside is its climate. Accurate thermometer readings over a series of years give Oceanside a 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 50 degrees Fahrenheit. A glance at the weather charts on the cover 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 climate, according to authorities the most equable in the United States, 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. Fruits flourish in the ideal combination of ocean moisture and mountain dryness.

Water

The San Luis Rey river, one of the largest streams in San Diego County, is the source of Oceanside's water supply. From a series

of wells in the stream bed, automatic, electrically-operated pumps raise the water 210 feet to four reservoirs, with a combined capacity of nearly 1,000,000 gallons, whence it is distributed through the city at a gravity pressure of 45 to 90 pounds. The city has a high-duty, Corliss steam engine for emergency, with a pumping capacity of 60,000 gallons an hour. Recently a bond issue of \$80,000 was voted to build additional trunk lines. Only twenty water meters were installed in 1922, but in 1923 the number of installations had jumped to 100—a certain index to the city's rapid growth in the past year. For the first six months of 1924, the number was 75. The water rate is the same for domestic or irrigation purposes—\$1.50 for the first thousand gallons, and 5c for each additional thousand gallons. Chemical analysis of the water shows 5% of hardness and no alkali.

Irrigating System

The Oceanside Mutual Water Company serves the outskirts of the city, as well as Carlsbad and vicinity, a total of 900 acres. It is entitled to take 200 miners' inches of water from the river, sufficient to irrigate 2,000 acres. Its pumps have a capacity of 3,150 gallons a minute, and its reservoir capacity is 3,250,000 gallons. The cost of irrigation water bought from this company is approximately \$25.50 per acre foot per year. Water rights attached to land are valued at \$400 per acre.

In addition, growers can count on the rainfall to help them. This averages 12.85 inches a year.

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 lemons. A coastal auto truck line has a warehouse in Oceanside, delivering and collecting freight at the rancher's door. Oceanside is a



Oceanside traffic signal. (Photo by Havens)

scheduled stopping place for Los Angeles to San Diego passenger stages running hourly. Stages run at frequent intervals to surrounding towns.

Roads

The State Coast Highway, paved throughout its length between San Diego and Los Angeles, bisects the city from north to south. A concrete pavement connects with the Inland State Highway at Bonsall twelve miles distant. There are several miles of paved streets and more being built constantly. Most of the unpaved streets are graded, sidewalked and curbed. Their sandy soil packs hard and is free from mud a few minutes after the heaviest rain.

Schools

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

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 a valuation of more than \$2,500,000. Three-fifths of the pupils live outside of Oceanside. Transportation is provided by three auto buses running over as many routes, the expense being borne by the school district.

The high school comprises two main buildings with ample grounds, including an athletic field of five acres. The new building, opened in April, 1922, houses the science, household arts, and girls' athletic departments. New class rooms and an auditorium costing \$60,000 are to be added soon. Six teachers, none of whom has had less than five years of professional training, comprise the faculty.

Four Courses Offered

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.

Oceanside has one grammar school, a beautiful concrete building, costing \$30,000. Additions can be made to each wing. The faculty numbers six teachers. A manual training department for boys has been established, and other additions to the curriculum are contemplated. This grammar school, and that of Carlsbad,



Some of the business blocks built in Oceanside in the past year. (Photo by Havens)

constitute the main source of pupils for the union high school district.

Both Oceanside schools are conveniently and advantageously located. To the west they look out over the beautiful Pacific, while to the east are visible the mountains of Palomar, and farther distant the snow-covered ranges of the San Jacinto and San Bernardino mountains a hundred miles away.

Fine Library

The public library of Oceanside, maintained by the municipality, contains approximately 10,000 volumes, and has an average monthly circulation of 1,400 books. Its literature includes history, science, travel, biography and about one-third fiction. A large supply of current newspapers and magazines is on file. The high school also has an excellent reference library.

Government

Oceanside is a city of the sixth class, with a population of 2,400, and is governed by a board of five trustees. It has a city engineer, a city attorney, a building inspector, a township court, a day marshal, and a night watchman who patrols the business section and beach. A pumping engine manned by a volunteer department affords ample fire protection. The fireproof building zone comprises four square blocks in the business center of the city. Water pressure is sufficient to throw a stream over the highest building in the city. Outside of the fireproof zone, buildings must conform to state building regulations.

City taxes average \$2 per \$100 of assessed valuation, which is fixed unusually low for assessment purposes. City taxes are due November 1, and delinquent January 1.

Much New Building

Until recently no building permits have been required. The latest assessment valuation, however, shows an increase in building values of \$220,000 in one year. The value of land within the city limits is placed at \$759,586, that of homes and business buildings at \$289,564.

Sewer Extension Planned

The present sewer system covers about half of the municipal area, but the trunk line is to be extended in the near future. The

outfall empties into a septic tank. The sewage is treated before it is discharged into the ocean. The system has functioned satisfactorily for a number of years.

Dependable Lighting

Electricity for power and light is supplied by the San Diego Consolidated Gas & Electric Company from its main power line running northward to Los Angeles. The supply is constant, as it is not dependent upon hydro-electric power—an extremely important item in dry years. Domestic light and power rates are $2\frac{1}{2}$ to 3c per kilowatt hour. The number of light and heat meters has increased 40% in the past year. Oceanside has recently installed an ornamental lighting system.

Telephones

An improvement in the telephone system is promised by telephone company officials in the early future. Long distance service is available throughout the twenty-four hours.

Mail Facilities

The postoffice is of the second class, and maintains two rural free delivery routes. In 1922, stamp sales totaled \$4,850, and money orders, \$50,000; in 1923, the figures were, stamp sales, \$10,297; money orders, \$65,979.

Commercial Life

Four new business blocks of brick, tile and concrete have been erected in Oceanside during the past year, and many more are expected to be constructed in the next twelve months.

The business section of Oceanside covers about four square blocks, and is rapidly expanding. A lumber yard, three large bean, hay and grain warehouses, an oil and gasoline division distributing station, numerous service stations, a bank, three hotels, several restaurants, five groceries, two newspapers, drug stores, butchers, undertaker, several large real estate firms, and the many other concerns contributing to the needs of the inhabitants of a modern and progressive city are included in its commercial life.

Churches

The religious and social life of Oceanside is notable for the hospitality and friendliness it affords the traveler and the newcomer.

Four churches—Episcopal, Roman Catholic, Christian and Baptist—each with its own building, are in flourishing condition, and each makes an important contribution toward the charitable and spiritual life of the community.

Prominent in the religious life is the Rosicrucian Fellowship, an international association of Christian Mystics. Its headquarters, known as Mt. Ecclesia, is about a mile from Oceanside, on a 46-acre tract overlooking the San Luis Rey valley. It operates a completely equipped printing plant and book bindery, where many thousands of books, pamphlets and magazines are printed each year and mailed to all parts of the world.

Lodges and Clubs

For the fraternally inclined there are lodges of Masons, Eastern Star, Odd Fellows and Rebekahs. A thriving and unusually progressive Chamber of Commerce, a Woman's Club, a Rotary Club recently organized, and a Parent-Teacher Association add their quota to the development of the city and its citizens. Probably the most important of the commercial organizations is the Oceanside Union Farm Bureau, which is federated with the San Diego County Farm Bureau, and has the benefit of that organization's extensive research in all agricultural lines. Its work is supplemented by that of the U. S. Department of Agriculture, the University of California, the County Horticultural Commission, and the County Farm Advisor and Home Demonstration Agent.

Recreations

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



Chemistry class at work in the high school. (Photo by Havens)

Catalina Island and San Clemente Island, lying fifty miles offshore, this beach of white sand, two miles long, 400 feet wide at low tide, free from oil and drift, is an ideal place for children.

For those who desire still water bathing, there is nearby a



Oceanside-Carlsbad High School. (Photo by Havens)

bath house, with a tile plunge 40 by 60 feet, holding 100,000 gallons of water, warmed to a temperature of 70 degrees and renewed frequently. It is also equipped with showers, salt baths and other usual bath house conveniences.

Oceanside has a tent city, open the year around, adjoining the beach. The cottages have been remodeled recently and equipped with electric light and every sanitary convenience. A well-graded road leads down from the bluff.

Fisherman's Delight

The fisherman who has not seen a run of smelt coming in on the breakers by moonlight has not tasted the full delights of the finny sport as they are known at Oceanside. From the long pier which runs out beyond the breakers may be caught in season yellowtail, bass, halibut and barracuda. Corvina and spotfin croaker are caught in the surf. Oceanside fishermen have for several years won the cup offered by the Rod and Reel Club for the largest croakers caught in Southern California.

In season, coveys of quail may be found all over the surrounding hills, and ducks abound along the San Luis Rey river and in the numerous lakes.

Tennis and Golf

Four fine tennis courts and a club house within the city limits, and a nine-hole seashore golf course nearby with unique natural hazards, are attractions for those who love these sports.

Tourist Attractions

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. The mission is in an excellent state of preservation, and is a great attraction to tourists, being filled with ecclesiastic treasures. Beside it stand the first



Panorama of Oceanside and environs from Oil Dome. (Photo by Havens)

pepper tree planted in California, and two olive trees each more than 100 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.

Many Allurements

South from Oceanside along the Coast Highway, past Carlsbad, Encinitas and Cardiff, are the Rancho Santa Fe, where a model city is rising; the seaside resort of Del Mar; Torrey Pines Park, one of the two places in the world where grows the Torrey Pine; the Scripps Biological Institute of the University of California near La Jolla; and La Jolla itself, a dignified, quiet but charming spot, noted for its ocean caves. From there it is but a short jump to the

city of San Diego, the Harbor of the Sun, where beauty, climate and unbounded hospitality await the visitor.

A Gem Casket

An hour's ride from Pala will bring one to the Pala Indian Reservation. Here is a charming mission, recently reconstructed,



Oceanside Grammar School. (Photo by Havens)

presided over by a devoted padre who carefully guards his aboriginal flock. In Pala Valley is the only Kunzite mine in the world. More than a dozen varieties of gems are found in this region.

A Mile in the Air

From the reservation a much-worth-while auto trip up the west side of Palomar mountain carries the motorist into a pine forest 5000 feet above sea level that is unexcelled in all Southern California for beauty. Palomar is one of the highest points in San Diego County, and the view from its summit is indescribable. At the eastern base of Palomar lies Lake Henshaw, where a gigantic dam holds back 200,000 acre feet of the water that is destined to play a vital part in the development of upper San Diego County.

Products

In Oceanside, one sees on every side flowers whose beauty, or vegetables whose size, make one stop and admire. Oceanside folks know that the world wants vegetables and cut flowers in winter and is willing to pay for them. Every vacant lot is made to do duty. One sees here a trim asparagus bed, with its white stalks pointing skyward, and there a lot filled with peas, lettuce or beans planted for the Christmas market. Or it may be a patch of ferny fronds, or line after line of bulbous plants, or row upon row of the beautiful everlasting flowers.

Grown by the Calendar

Lettuce will grow at any time of the year at Oceanside, and can be timed to ripen for any desired market. With heads as solid as cabbage, it finds a sale at prices far in advance of the usual product.

Peas are planted in the fall to reach the Eastern markets in the winter, and many carloads of them are shipped out in a season.

After the pea or lettuce crop is over, the soil can profitably be planted to beans. These serve a double purpose, for they not only bring in an appreciable money return, but add nitrogen to the soil, thus fertilizing it for the other crops. Beans are well adapted for planting between young trees.

Asparagus culture takes several years before it becomes productive, but when it does, the crop has a ready market and the quality is such as to insure top prices. There is not a week in the year that Oceanside strawberries cannot be bought in the market. They are unusually heavy bearers.

Fancy Prices

As there are few places in Southern California where cucumbers can be grown out of season, the price they bring is a fancy one. Oceanside is one of the favored spots where cucumber culture can be pursued the year around.

Potatoes, raised in the sandy lands along the river bottom, are of fine quality and great size. Sweet potatoes are notable for quantity, flavor and keeping qualities.

A Land of Blossoms

Oceanside has long been noted for its carnations. A few years ago an enterprising florist rented some land, planted it to carnations and sold the blossoms to the tourists. Now he ships his product regularly to San Diego and Los Angeles, and the market never is overstocked.

Avocado Future

Avocado culture is destined to become an important industry in Oceanside. Soil conditions and moisture-laden ocean breezes contribute to unusually favorable conditions, and the avocado acreage is increasing at a very rapid rate.



Typewriting class in the High School. (Photo by Havens)

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 Oceanside products. 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.

Land and Building Costs

Building lots in Oceanside sell for from \$600 to \$1000, depending on location. Unimproved land outside of the city, with water rights attached, sells for \$750 to \$1000 an acre, and improved land brings \$1000 to \$1500 an acre.

Building costs vary little from those general throughout Southern California, and average roughly \$500 a room for dwelling houses. New, modern five or six room houses bring from \$4000 to \$6000.

TRIBUTARY TERRITORY

The Oceanside district extends from the county line on the north, to Cardiff on the south, a strip of thirty miles long and eleven miles wide. There are few settlements north of Oceanside, most of that section being included in the Santa Marguerita Rancho. Southward along the coast are Carlsbad, Encinitas and Cardiff. To the east are Bonsall and Vista, and to the northeast Fallbrook and DeLuz. As each of these localities has its own charms, characteristics and advantages, a brief resume of them is given here. More detailed information will be gladly furnished by the Oceanside Chamber of Commerce, or referred by it to the proper organization in the particular town for reply.

San Luis Rey Valley

This valley, for a distance of ten miles back from Oceanside, has about 5000 acres under cultivation. Dairying is its chief industry, and it ships a thousand gallons of milk daily through Oceanside. Alfalfa field and truck farms cover the flats, and the hillsides are planted 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, Irish and sweet potatoes are profitable products, and strawberries grown here bring a high price in the northern markets.



One of the principal residential streets. (Photo by Havens)

Carlsbad

Population, 550

Elevation, 30 feet

Next to Oceanside itself, Carlsbad occupies the most important place in the district. Only two miles south of Oceanside, the development of this pretty little town is so intertwined with that of its larger neighbor that their interests are in common. A well of water with fine medicinal qualities was responsible for its name.

Carlsbad is noted for winter produce, especially peas. One hundred carloads of these have been shipped to eastern markets in one season, and large quantities are sold to the San Diego and Los Angeles markets. Many other vegetables are raised in the out-of-season months.



San Luis Rey Mission, near Oceanside, founded in 1789

Home of Avocado

"The Home of the Avocado" is another of Carlsbad's names. Its Avocado Club has 64 members. The demand is heavy for avocado land around Carlsbad, and avocado culture is a fast growing and highly profitable industry. However, it demands specialized knowledge.

An enterprising floriculturist recently discovered that tulip and hyacinth bulbs would grow in Carlsbad as well as in Holland, and is reaping a goodly reward for his knowledge. From three acres he sold \$10,000 worth of bulbs while they were still in the ground. In one month this florist sold \$400 worth of cut flowers.

A new variety of seedless cucumber bids fair to bring much revenue to Carlsbad. The grower of this vegetable refused an offer of \$1000 a short time ago for 100 seeds of his unique products. The seeds develop when the fruit is past the market stage.

The main line of the Santa Fe railroad, and the Coast Highway running through Carlsbad, assure ample transportation facilities.

Encinitas

Population, 200

Elevation, 85 feet

Lima beans and white sage honey are the two notable products of Encinitas, twelve miles south of Oceanside on the Coast Highway. Nearly three-quarters of a million pounds of limas were shipped from Encinitas last year by the San Diego County Bean Growers' Association.

In one year Encinitas sold more than 120,000 pounds of honey,



Another view of San Luis Rey Mission

Cardiff-by-the-Sea attracts many visitors. The hills form a natural amphitheatre in which no home can obstruct the view of another.

Cardiff townsite contains 700 acres. It has numerous good stores, a church, a well-equipped school, electric light, rural free delivery, and frequent auto bus service to San Diego and to Oceanside. It is situated on the main line of the Santa Fe railroad.



The beautiful Mission colonnade

much of it being sent to Europe. Because of its unusually fine flavor, it brings the top market price.

Fruits of excellent quality are grown around Encinitas. Avocado orchards promise handsome returns, and even apple orchards, which usually flourish only in the mountains, do well here.

Cardiff-by-the-Sea

Population, 175 Elevation, 75 feet
Fronting on a lovely beach,



A corner in the Mission patio

Both Encinitas and Cardiff, during the past year, have been supplied with irrigation, and a rapid growth is the natural result.

Fallbrook

Population, 1000 Elevation, 732 ft.

Fallbrook is on the paved Inland Route, nineteen miles northeast of Oceanside, in a charming and fertile country. The topography of the country is gently rolling. The average annual rainfall is 18.04 inches The average minimum



Pala Indian woman

temperature is 51.66 degrees, and the average maximum, 73.97 degrees.

Known for its Olives

Fallbrook is known for olives and lemons. It has 1500 acres of olive trees in full bearing. All the semi-tropical fruits flourish. Peaches, pears, apricots, figs and smaller fruits do well.

The Busy Bee

On the hills surrounding Fallbrook the busy bee finds plenty of food. Twenty carloads of honey shipped out of Fallbrook in one season will testify that this little insect's industry is golden.

Fallbrook is the terminus of a branch line of the Santa Fe running from Oceanside. It has stage connection with Oceanside, and stages between San Diego and Los Angeles pass through daily.

An up-to-date high school, in a handsome Mission style concrete building, and a union grammar school, large, light and airy, form the educational facilities.

Escondido (*Hidden*)

Population, 2000

Elevation, 700 feet

Escondido, in one of the largest, richest valleys of San Diego County, is connected with Oceanside by boulevard and by a branch line of the Santa Fe Railroad.

Escondido has water, electricity, gas, a city sewer system, paved streets and cement sidewalks, a Chamber of Commerce, union grammar school, union high school, banks, a newspaper, hotels, citrus packing houses, a grain rolling mill, a creamery and several electric hatcheries.

Escondido Valley contains 10,000 acres of tillable land, much of it comparatively frostless and well adapted to citrus fruit, to which

about 1600 acres have been planted. The valley is noted for Muscat grapes.



Pala Mission

Vista (*The View*)

Pop. 300 Elev. 300 feet

Vista, ten miles east of Oceanside, on the Escondido branch of the Santa

Fe, is the center of 10,000 acres of fertile, arable land. All the citrus fruits, avocados, feijoas, guavas, cherimoyers (a small Peruvian tree with a purple fruit similar to the West Indian custard apple), apples, pears, plums, apricots, peaches and walnuts, yield abundantly. Hay, grain and grapes can be grown without irrigation. The average rainfall is 17.75 inches.

Irrigation Soon

The Vista Irrigation project will furnish this valley with water from Lake Henshaw at a reasonable cost.

Choice irrigable land now runs in price from \$50 to \$150 an acre. The soil is a rich, sandy Sierra loam.

Vista has an elementary union school built of concrete, with two class rooms and an auditorium holding 200 persons. Vista has a



Oceanside's municipal band

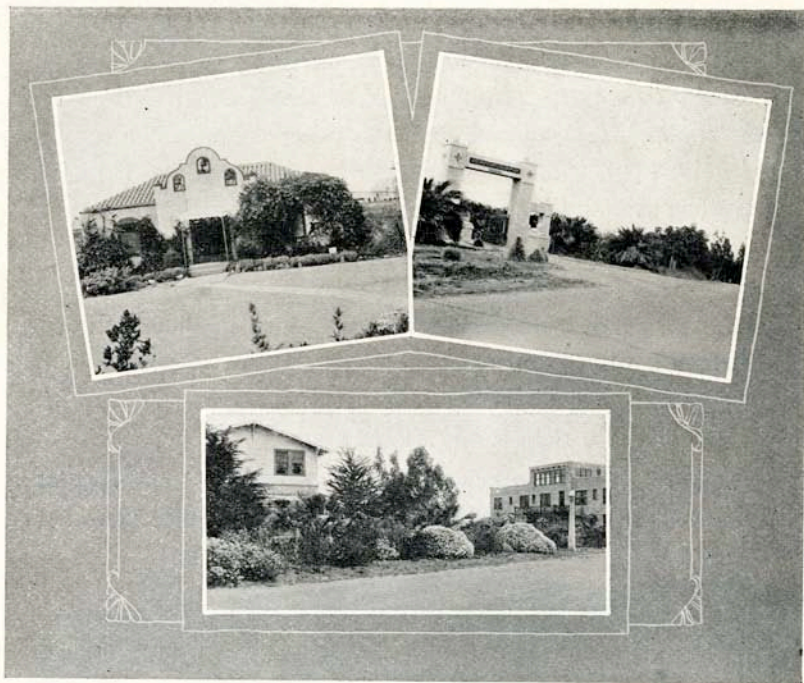
flourishing, energetic woman's club, and a Chamber of Commerce. The valley lies in the Oceanside Union High School district. Most of the banking is done through Oceanside institutions.

Deluz ("The Light")

Population, 100

Elevation, 350 feet

DeLuz, 20 miles from Oceanside up the Santa Margarita Valley, surrounded by oak-covered hills, is noted for the size, color and sweetness of its apricots and peaches and for its fine grapes. Walnuts and apples also do well. The average annual rainfall is 18 inches. The climate is excellent for citrus culture. The raisin grapes of DeLuz are considered by many the finest raised in California.



Gateway and buildings of the Rosicrucian Fellowship

Bonsall

Population, 150

[Elevation, 172 feet

Bonsall is the converging point for Moosa Valley and Gopher Canyon, two rich lowlands in which dairying thrives. On the hills flanking these canyons, dry farming and poultry raising bring golden dollars to the ranchers.

The Bonsall region is considered one of the finest in San Diego for peaches and apricots.

CONCLUSION

Many times the information here given could be published concerning Oceanside and its advantages, would space permit. Those who desire more specific information, especially in regard to agricultural conditions, are referred to the "San Diego County Agricultural and Soil Survey," distributed free of cost by the San Diego Chamber of Commerce or the San Diego County Board of Supervisors. The Oceanside Chamber of Commerce will be pleased



The Kingdom of the Sand Pile and the Bathing Suit at Oceanside's beach

to give further details about Oceanside, its business conditions and opportunities, and urges all visitors to Oceanside to call at its head-



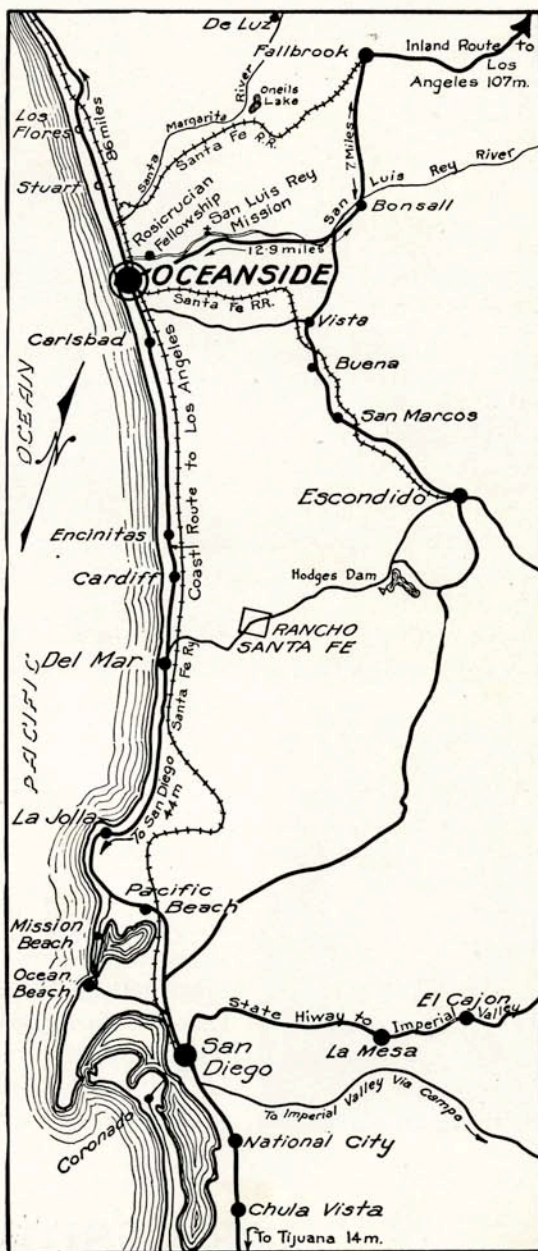
quarters. However, an effort has been made to present accurately and conservatively those fundamental facts which everyone asks about a city or town.

The authors of this booklet have endeavored to avoid too-optimistic utterances concerning the advantages and opportunities of Oceanside, and believe that the facts here set forth are true. They cordially invite all readers of this booklet to visit their city and ascertain for themselves the truth of the slogan,

OCEANSIDE

"Where Life Is Worth Living"

A glance at
this map will
show
Oceanside's
strategic
position as
the gateway
to San Diego
County and
the distribut-
ing point of
a region of
vast possibili-
ties.



COMPILED BY SEYMOUR & SEYMOUR, SAN DIEGO, CALIFORNIA

PRINTED BY ARTS AND CRAFTS PRESS, SAN DIEGO, CALIFORNIA

