



NEWSLETTER

SUMMER 2019

OCEANSIDE HISTORY PROGRAM

Join Us on Saturday, JUNE 29, 2019 at 1:30 pm at the
Oceanside Public Library Community Room

Oceanside: The Making of a Resort City

The Oceanside Historical Society will present a free historical program on Saturday, June 29th at 1:30 pm. The program is hosted by the Oceanside Public Library and will be held in the Oceanside Library's Community Room at 330 North Coast Highway. Enjoy historic images from our photo collection ranging from the 1880s to the 1980s.

Historian and President Kristi Hawthorne will provide a commentary on how Oceanside aspired to be a resort city from its inception in 1883. From our paved Strand, historic pier, beach amphitheater, a California Mission, and a small craft harbor, Oceanside has so much to offer residents and visitors alike. This is a free program and open to our friends, members and the general public.



The beautiful South Pacific Hotel, built in 1887

DOWNTOWN HISTORY WALKS CONTINUE

Our next Downtown History Walk will be Saturday, July 13 at 9 am. We meet near the Library at Civic Center Fountain. Walks take 2 hours, are open to everyone and are free! (Donations welcome).

We Love Historic Photos!

Did you know that many images in our vast photo collection come from folks just like you?! Families, individuals and businesses share or donate their photos. We then add the images to our collection to share with the community. Help us share your family legacy and consider sharing your photos with us. You don't have to give up your precious photos, just allow us to scan them. We're sure that there are some amazing photos out there sitting in a box in a garage or shelf just waiting to be "discovered."



Gus Hawthorn shared this photo taken July or August of 1955. On the left is Mike Vandenburg and on the right is Terri Vandenburg Hawthorn. Both have wonderful memories of Beachlake and Oceanside back in the day.



The Oceanside Beverage Company was located on the 200 block of Third Street (now Pier View Way) and owned by Otto Eckert. (Circa 1929-1931)



Over two dozen people joined us for our June Downtown History Walk! Walks are the 2nd Saturday of each month through September. Join us!!

NEW MEMBERS

Terry Murray

Rita Magana

Please renew your membership or join the Oceanside Historical Society (form is on the back of this newsletter).

Thank you for your support!



Fun Facts About Oceanside's Independence Day Parade

by Kristi Hawthorne

In the earliest days of Oceanside, the parade route began at the train depot and traveled up Second Street (now Mission Avenue).

The parade route was once 2 miles long, stretching from Oceanside Boulevard to Sixth Street (now Sportfisher Way).

Jimmy Durante was Grand Marshal of the 1971 4th of July parade which drew over 30,000 spectators. Oceanside Chamber director Lyle Swigart stated, "It was the most fabulous parade we've ever had," and featured 1500 participants in 200 units.

Paul Beck, editor of the Blade-Tribune newspaper remembered that local resident O. B. Berg "had a bulldog that he would fit with a large pair of glasses, put a pipe in his mouth and both would march in the parade with the American Legion."

Bill Lawrence drove a stagecoach in every parade which had been used in Northern California and Nevada during the Gold Rush. Local merchant Jim Sullivan often drove antique autos, a steam engine or calliope in many of the parades.

In 1910 the newspaper reported that the Escondido train brought 550 people to watch the Independence Day parade. Crowds totaled 2,000 folks when Oceanside had just over 600 residents. In 1939, 15,000 spectators lined the streets. At the time we had a population of under 5,000.

From the 1930s through the 1950s festivities often concluded with a children's pet parade. For many years the parade floats would make their way down to the Pier Amphitheater for a day-long celebration as crowds settled in for picnics and later fireworks from the pier.

When Oceanside celebrated its Centennial in 1988, a float that was in the Rose Parade was rebuilt and prominently featured in the Independence Day Parade. It depicted the Mission San Luis Rey and the Oceanside Pier in a bottle.



Oceanside Historical Society
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Summer 2019 Newsletter

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Membership Application

Please make checks payable to the Oceanside Historical Society and mail to:

OHS, P O Box 125, Oceanside CA 92049-0125

Donations & memberships maybe made through our PayPal account
via our website at www.oceansidehistoricalsociety.org

PLEASE PRINT CLEARLY AND CHECK THE LEVEL OF MEMBERSHIP

Name: _____	_____ Individual	\$18.00
Address: _____	_____ Family	\$25.00
City: _____	_____ Friend	\$50.00
State & Zip: _____	_____ Benefactor	\$100.00
Phone Number: _____	_____ Patron	\$200.00
Email: _____	_____ Life Member	\$350.00

PLEASE CIRCLE: NEW MEMBER RENEWING MEMBER