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The Sun Center: Oceanside's Between Los Angeles and San Diego

Stock#: 97135
Map Maker: Oceanside Chamber of Commerce
Date: 1960 circa
Place: Oceanside, California
Color: Color
Condition: VG+
Size: 10.75 x 8.25 inches
Price: \$ 145.00



Description:

The Sun Center: Oceanside's Between Los Angeles and San Diego, a midcentury pictorial map from circa 1960, offers a vivid portrayal of Oceanside as a prime destination, centrally positioned between the renowned cities of Los Angeles and San Diego. Captured within a folding pamphlet, this map encapsulates the vibrant commercial and recreational culture of Southern California during the mid-20th century, emphasizing the amenities, climate, and attractions that the coastal city of Oceanside presented to its visitors.

The 1960s marked a dynamic era of development and transformation in Southern California, characterized by an amalgamation of cultures, burgeoning industries, and a significant increase in tourism. The region was emerging as an epicenter of cultural and recreational attractions, complemented by its temperate climate. Oceanside, in this context, positioned itself as a tranquil yet amenity-rich alternative to its larger neighboring cities, promising a myriad of experiences from leisurely shopping to international culinary delights.

The emphasis on Oceanside's central location—especially its proximity to renowned attractions like Disneyland, Balboa Park and Zoo, and Knott's Berry Farm—underscores its significance as a strategic vacation hub. Such a central location promised visitors the convenience of accessing multiple sights without the burdens of frequent relocation. Furthermore, the mention of the city's climate as "1 of the 5 finest in the world" speaks to a broader Californian narrative of the era, promoting the state's exceptional weather to attract tourists and potential residents alike.

The pamphlet's call for accommodations, dining, and shopping illuminates the city's readiness to cater to a



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diverse audience, from transient tourists to potential long-term residents. Such emphases, combined with the map's delineation of Oceanside's attractions and nearby landmarks, paint a comprehensive picture of Southern Californian life in the 1960s—a blend of relaxation, entertainment, and the promises of an ever-sunny, idealized coastal existence.

Detailed Condition:

Folding pamphlet printed on both sides.