

# An Appeal for the City Beautiful

## Opportunity

Master of human destinies am I;  
 Fame, love and fortune on my footsteps wait;  
 Cities and fields I walk; I penetrate  
 Deserts and seas remote, and passing by  
 Hovel and mart and palace, soon or late,  
 I knock unbidden once at every gate;  
 If sleeping, wake; if feasting, rise before  
 I turn away. It is the hour of fate,  
 And they who follow me reach every state  
 Mortals desire and conquer every foe  
 Save death; but those who doubt and hesitate,  
 Condemned to failure, penury and woe,  
 Seek me in vain and uselessly implore,  
 I answer not and I return no more.

—John J. Ingalls.

## Medford Has Found Her Stride

Medford has found her stride. Her phenomenal growth of the past two years will be eclipsed by that of the coming year. "25,000 for 1915" is no longer an idle dream.

**This constantly augmented army of newcomers is the material from which cities are made and the future character and appearance of our city will depend upon the disposition made NOW of this material.**

**YOURS is the OPPORTUNITY to play a man's part NOW in the laying down of the skeleton plan about which shall be built the CITY BEAUTIFUL!**

The first strong line of that plan must be the marking out of a definite **RESIDENTIAL DISTRICT** as distinct from the business and the mixed residence and business district, into which residential district may be attracted those who are essentially **HOME BUILDERS**—those for whom **HOME** shall mean atmosphere and environment as well as mere housing for the family.

For Such characterization as the future **RESIDENTIAL DISTRICT** of **MEDFORD** the **BEAUTIFUL**, we believe the **EAST SIDE** to be pre-eminently fitted and for the following reasons;

### SANITARY:

The gradual slope of this section from the floor of the valley to the foothills affords ideal hygienic conditions. Drainage is perfect. Basements are always dry and sanitary. Sewers do not back up and annoy.

### CLIMATIC:

The higher portions of the East Side have a climate essentially different from that of other sections of the city lying in the valley. The air is purer, the breezes are more frequent and constant and summer days are cooler.

### VIEW:

From these slopes a perfect, ever-interesting panorama of valley, mountains and city is spread out before the admirer.

### ENVIRONMENT:

The rolling nature of the ground and its park-like character coupled with frequent broad streets and winding boulevards, give wide scope to individuality in improvement of home and grounds. Lots are uniformly large and the soil is the best this fertile valley affords.

### RELATIVE LOCATION:

The heart of the East Side is within ten minutes' walk of the banking center; accessible yet secluded from business. Schools and churches are near.

**OPPORTUNITY** calls you to add your effort to that of Medford's architects and help direct, her growth into the proper and natural channels—along that road awaits **FAME**.

**OPPORTUNITY** calls you to take **NOTICE** and **ADVANTAGE** of the fact that the East Side is awake and moving; that physical improvements will be effected there within the next six months which will prove more noticeable than any yet consummated in the city—along that road awaits **FORTUNE**.

This space will be utilized each Sunday for the publication of reliable information concerning the development of the **EAST SIDE**. Correct data on improvements now under construction will be given. **ADVANCE INFORMATION** regarding those contemplated will be supplied as fast as they develop—that those who wish may **ADVANTAGE BY THEM**

You are invited to join us **NOW** in this development of the **EAST SIDE** into a **RESIDENTIAL CENTER**. Prompt action may profit you in many ways.

**THIS PAGE, NEXT SUNDAY, WILL PRESENT SOME FACTS AND FIGURES WHICH MAY SURPRISE YOU.**

# East Side Improvement Association