

## News of East Side

At last the wise ones have discovered that there is an important part of the East Side lying beyond Genessee avenue. It took some hard jolts to awaken them to the fact.

Improvements began a year or more ago and have been neglected either through gross carelessness, indifference or incompetency.

Our city dads on their tour south, in their endeavor to find more ropes and attain more rapid and surer means of touching the people's pockets and incidentally giving the city treasury a jolt (soft pedal on the joy part of the trip) found there were many inquiries about the hills on the East Side. Great was their surprise to find there was something besides Roxy Ann. Immediately on their return they planned and carried out an exploring expedition to the eastern hills.

Before getting far they discovered two marvelous things, in that they so closely resemble nature, but are still artificial. First, a beautiful snipe pond just beyond Roosevelt on Main street, a soil already very fertile, soaked in water from our leaky wooden pipes.

But most marvelous of all, Jacobson & Bade's wonderful artificial canyon, rivaling the Grand Canyon of the Colorado.

And talk about a hair-raising exploit—you have to drive over it to experience it. Occasionally guides can be secured to pilot you through.

But it will be soon a thing of the past and instead of the wild and hazardous drive we will soon be driving calmly and peaceably over the A1 grade of Clark & Henery's pavement.

J. A. Westerlund is preparing to build a fine \$8000 residence just opposite Lindley's fine residence on the hill.

Arrangements have already been completed for sewer and water system extended 1-2 mile further east.

# Gigantic Civic Improvement on The East Side

## The East Side Excels

In functional matters, as to disposal of sewage. The best sewer in the city; overflows impossible; your basements can be properly drained. Go and see the depth and fall of the sewer.

## Water System

Go see the new pipes ready to be laid, that gives you first dash at the purest of waters.

## See East Side

Breathing spots—always a breeze on the most sultry day. Residents have united for a common end—the general improvement of the East Side—and what results?

## The East Side

1. A new concrete bridge is being strongly agitated. We will get it.
2. See the old fences being removed on the East Side. They will go.
3. See the miles of new sidewalks.
4. See the beautiful parking.
5. See the beautiful newlawns on MAIN STREET EAST.
6. See the beautiful trees, both grown and being planted ON THE EAST SIDE.
7. The iron pipe is at last to replace the wooden one, making possible—
8. The laying of the pavement to the top of the hill.
9. The new school, the most modern in Southern Oregon.
10. The new hospital, the most modern outside of the large cities.
11. The beautiful new homes built, being built and planned.

## If You Want

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the best view of the Rogue River Valley, a ten minutes' walk to the hills on the **EAST SIDE** gives it to you.

# East Side Improvement Association