

THE EAST SIDE

Was designed when nature was in her most pleasant mood. The business portion of Medford must have been selected by an unseen hand and an all masterful mind to have left a section which is proving "Ideal in every respect as a

Residential Section Exclusively

Already some fifteen fine homes have been constructed or the contract let for their construction on the higher ground. Everywhere East of the bridge the home loving people are building and improving their property

The Outlook Is Most Desirable

Take a walk out to the heights on the east side and learn about the outlook of the East Side. Of course everyone does not care to go as far out and some do not care to live on the higher ground. For this reason the East Side is the residence section that is sure to please all people. If you stop to think you will decide that the view from the high ground on the east side is all that can be desired.

The Improvements Are of the Best

Starting just on the east side of the bridge you will note that all improvements that have been made on the east side are of the very best. The homes that have been constructed are as good as the average city. The streets, parkways and lawns are being put in the very best condition. The pride of the East Side is awakened and in a short time every home will look most inviting. The finest city water in all the land is tapped first on the east side and there is always the best of pressure and an assurance that there will be plenty of water for irrigation.

Building Restrictions Insure an Ideal Residence Section

The additions that have been laid out on the East Side for the most part have building restrictions. If you purchase a lot in one of these additions you are sure to get away from all of the objectionable features which are to be found in most of the old residence sections. You are sure that every home built near you will be a help to your part of the city and not a hindrance. You need never have to worry about some one building an unsightly shack, barn, shop or building of any kind that is not what you would want near your home.

The Lay of the Land Is Conducive to Comfort

Note the lay of the land on the East Side. Can you imagine a more picturesque place for building a home? Could you expect to find better drainage, more ideal building spots. The very nature of most of the building sites on the East Side are such that are most adaptable for the most beautiful lawn effects.

BUILD ON THE EAST SIDE

and Get Everything That Homelife Can Demand

Build on the East Side and you will have a home that is truly so in every sense of the word. In a very short time you can produce a lawn and if you secure room enough you can have the most beautiful of flower gardens and picturesque landscape effects. Take the building site with a dip here and a draw there; a knoll on one side and a sloping effect on the other and the most bewitching and attractive grounds may be produced. You should study the East Side with the idea of building your home there and you will find many, many things in favor of that most beautiful of all residence sections.

East Side Improvement Association