

What Advertising Has Done For THE EAST SIDE

It Has Drawn the Attention of the Whole City
to the EAST SIDE and More Property Is
Being Sold There Than Ever Before

MEDFORD IS GROWING

Few cities in Western America are growing at the rate that Medford is. No city in the West today is more prosperous than Medford. MEDFORD IS THE MOST TALKED OF CITY ON THE PACIFIC COAST. No other city is attracting the attention in the East and Middle West that Medford claims. WHY IS THIS? It is because no other city on the Coast commands so vast and rich an undivided territory as does Medford; but these conditions exist AT PRESENT because Medford has broadmindedly strained every nerve to develop and exploit this wonderful region, and cement it to the city of MEDFORD by the indissoluble bonds of COMMON INTEREST. It is this that makes Medford the inevitable city of the future on this coast. It is the same spirit that makes the EAST SIDE the most popular and talked of residence of beautiful Medford.

The East Side Takes on a New Life

LOOK AT the new solid triple span bridge on the EAST SIDE to be built as soon as the water in Bear Creek will permit.

LOOK AT East Main Street---the most BEAUTIFUL street in the city.

LOOK AT our new and beautiful homes on the EAST SIDE. More beautiful homes being built on the EAST SIDE than any other portion of the city

LOOK AT the improvement on the EAST SIDE. The iron pipe has replaced the wooden pipe. East Main Street is being paved. THE NEW HOSPITAL HAS STARTED. THE NEW SCHOOL IS ABOUT COMPLETED.

Since This Advertising Was Started sales of Residence Property for the East Side Have Tribbled. Come Over on the East Side, See and Be Convinced

East Side Improvement Association