

A Word to You.

IT IS well to be brief and to the point, but we believe the point will be more forcibly imbedded in your memory if we give a few undisputable facts to digest in your home, when your family is gathered around you and a heart to heart talk will do you all good.

Therefore read this, and if it is no value to you, give it to some fellow workman who can take a portion of his salary each payday and better his condition.

Campbell's Addition.

What Is It?

A forty-acre field adjoining the western city limits of Eugene and extending west therefrom six blocks, the northern line of which is the south side of Fifth street, the southern line being the north line of the alley extending west between Seventh and Eighth streets; in all the property contains about fifteen blocks of twelve lots each, each lot having the reclamation depth and an average width of 55-2-3 feet.

Price of Our Lots.

All corner lots are at present \$100. Inside lots are \$500. These prices will maintain on the first addition until April 1, 1936; thereafter all remaining unsold advance in price \$50 per lot. The location is the sole reason for the difference in price on lots in this property, for other conditions, such as soil, water and drainage, are all equal.

Lots located in the first addition are in the eastern part of the tract, and possessing this advantage are naturally the most desirable, hence the raise in price on the above date.

Our Offer to You.

Part cash, balance in either monthly, quarterly, or semi-annual payments, interest at 6 per cent net annually; 5 per cent discount is given you for full cash payment. The monthly payment plan is an excellent as well as a popular one, and is most helpful to people in salaried positions; in fact, many of our purchasers claim that they don't miss the small monthly payments and that if they did not apply it in this way they would spend it in such a way as to derive no lasting benefit. Put a few dollars a month into your payments, keep everlastingly at it and in a year or so you have a lot on which to build your own home.

Our Contract With You.

When you make the first payment for a lot on the installment plan we issue you a "Contract to Buy" the property which you are buying is legally described and the first payment receipted for in it. It is issued in duplicate and both copies are signed by the buyer and by the seller.

You have one copy so that you may know just what you have agreed to do and what you are to receive, and we retain the other for the same purpose. For subsequent payments we issue you separate receipts, numbered in rotation. These you should file with your bond as you receive them.

When Your Deed is Issued.

When a final payment is made, or if you purchase on the "all cash down" plan, a "Warranty Deed" is issued to you at once. The same is officially acknowledged by a notary public after being properly signed—we pay the cost of this.

As Regards the Title.

We have on file in our office an abstract of title officially acknowledged, which you are at liberty to examine at any time you wish.

Should Misfortune Befall You.

If for any good reason, such as sickness, accident or loss of employment, you cannot keep up your payments monthly, we will, after you have paid us \$25 or more, allow you ninety days' grace in which to meet your next payment; should you have paid in more than \$50 we will give you six months in which to take up your payments again.

Should You Die.

We will give a deed to your estate or any party you may name, without any further payments being made, provided your first payment has been met.

This offer applies only to a single lot; in other words, should you be buying two or more lots we would give a deed to one only. On the other payments must be continued in order to secure it.

Our Advantages.

The city has recently opened, from Blair street west to Campbell's Addition, Fifth, Sixth and Seventh streets, making this property more accessible and giving it advantages that are not exceeded by any other addition now on the market.

The ground is as level as a floor, with a gentle slope westward, and requires no filling for either buildings or gardens. The soil is black loam several feet deep, and in the past when sown to grain has produced some of the heaviest stands in the county. An unlimited supply of pure water is to be had at a depth of sixteen to twenty feet.

This property is exceptionally well located, only twelve blocks from Willamette street, the business center of the city, and within five blocks of the Geary school, one of the city's best educational institutions.

All streets will be graded and over seven thousand feet of sidewalk, six feet wide, as well as twenty or more street crossings, will be laid at no expense to the purchaser. This work will be taken up and rushed to completion as soon as the ground dries sufficiently.

Profitable Pointers.

Put the profit in your pocket. Keep the extra money the other fellow wants. Investigate carefully before putting money into city lots. If you pay a fancy price for a lot you are losing money that you can save. Let no one talk you into buying. Look thoroughly into conditions, soil, water and drainage, also location and prices of lots in the various additions to Eugene, then buy where you can do the best. You'll find lots in Campbell's Addition fifty to two hundred dollars lower in price than other properties. This gives you a chance to make the profit any increase in value may bring.

It's Good. Reasons Why.

A brief review of the history of Eugene reveals the fact that within the past five years our population has increased 35 per cent, that the value of real estate in the residence sections, especially in the western portion of the city, has practically doubled during that time, and in this same section of the city more than two hundred and fifty homes have been erected, and, since January 1 of this year, nineteen homes have been completed or are now in course of construction in that part of the city contiguous to Campbell's Addition.

In the addition proper two fine residences are now in course of construction, one of eight rooms for W. E. Barger and the other containing nine rooms for Frank Dunlap. These are both located on Sixth street and will be followed shortly by others, as several of our purchasers now have plans under consideration. In reviewing these facts it is a matter to see that within another year, or two lots in Campbell's Addition will be worth double their present value.

Has the thought ever struck you seriously, that the one resource of 38,000,000,000 feet of standing timber in Lane county is alone sufficient reason for capital to construct a competitive railroad into this county? Further facts to substantiate this statement are these: The average acre of standing timber produces more freight tonnage than one hundred and sixty acres of grain, and the best reason of any to strengthen this belief is that the immense timber forests of the middle Western and Eastern states will be practically depleted within the coming decade and that the immense forests of the Pacific slope will then be the field of operation of the lumber industry of the United States.

Timber is only one of Lane county's unexcelled resources, but it is sufficient for reflection. By your thoughts drifting into this channel you will readily see the bright future in store for Eugene, and it takes no statistician to arrive at the conclusion that before 1929 our population will exceed 25,000.

Of our educational institutions the university, high school, Divinity School and the Business College with a combined enrollment of nearly seven hundred students, which number increases each year, are the means of putting from \$75,000 to \$100,000 into circulation annually.

If you would know the reason, just consider these facts: Real property, if well located, in a prosperous community, is just as certain to increase in value as that each year adds another twelve months to your age. Investments in real estate, especially city property, have always proven more substantial than investments in stocks of any speculative nature, such as mining, mercantile or building and loan.

It is unnecessary to enumerate the many excellent reasons why investments in the average stock propositions on the market are not as safe as an investment in real estate. If you would arrive at a quick, definite conclusion as regards the safety of putting money into real estate, just call to mind ten of your friends who, in the past ten years, have bought stocks of any nature, also an equal number who in that time have purchased city property. The result may be a surprise to you. You will find that eight or more of the stock buyers still have the so-called "bonds" or "certificates," and neither the principal nor

any interest from their investment. On the other hand you'll find that only two of the purchasers of real estate have lost money, and that perhaps five have sold their property at a good increase in price and that the other three still retain and would not sell, if at all, for less than double the original figure.

Not contrast results: Percentage of losers by stock investments, 80 per cent. Percentage of losers by real estate investments, 20 per cent. Difference in favor of people buying real estate of 60 per cent. Looks pretty good for purchasers of real estate.

Where one person in buying stocks in mining or other corporations has been fortunate and become wealthy, hundreds have spent their money (many in doing so have even deprived themselves necessities in the hope of ultimately obtaining luxuries, making payments, only to be finally disappointed and lose all through the mismanagement of the corporation's affairs or the failure to find the coveted wealth in the hole their money has helped to dig in the ground. The prime factor in favor of investing in stocks is the possibility of getting rich quick, whereas real estate values increase more slowly, but have the solidity of being negotiable, and is something that you can secure a loan on. There is perhaps less than one per cent of real property that would not secure a loan from most banks, while it is a safe estimate to say that less than 1 per cent of the stock for sale would secure a loan from the same source.

In purchasing a lot in Campbell's Addition you are buying something definite, a piece of ground one hundred and sixty feet long by fifty-five and two-thirds wide, and as deep as you care to go, which must increase in value with every improvement made by your neighbors, and on which you can construct your own home, thereby stamping yourself as a happy and independent landlord with equal rights in the land of the greatest home people on the face of the earth, the United States.

Just make a niche in your memory for this statement: Within the coming two years Eugene will have street car facilities. In such an event the value of property in the sections traversed thereby and adjacent thereto will double and treble.

As further evidence of the great promise the future of this city holds we'll cite the investment of the Willamette Valley Company, in which they took over the light and water plants of this city. The company is backed by Rhodes, Sinkler & Butcher, of Philadelphia, a corporation with unlimited capital and foresight enough to appreciate our advantages and the opportunity for advancement that this city offers.

This company is now erecting a gas plant at a cost of \$25,000, the product of which will be distributed throughout the city for heating and lighting purposes. The new company is also constructing a new reservoir with a capacity of nearly one million gallons. This added storage capacity practically doubles the present system and will be sufficient for a city of three times the present population of Eugene. Not only is it going to discontinue the present source of supply and furnish an abundance of pure water, but to insure absolute protection to the public health they have arranged to install two latest pattern Roberts filters through which all water furnished the public will be run before going into the city mains. Such factors as are here included are excellent reasons why property purchased now is a splendid investment.

If you would succeed and become independent, place some of your income where it will work day and night for you and increase in value with the population and improvements that are sure to come to Campbell's Addition and the western section of Eugene.

A Final Word.

We have made no attempt at flowery language in describing this property but have stated only such facts and plain truth as would hold your attention and arouse your interest. If we have succeeded we will appreciate your calling on us at our office or send us your address for further particulars so that we may arrange to show you over the property. We will be glad to have met you should you purchase or not. If you intend to invest any money in Lane county, either city, suburban, or country property or desire to purchase any business interests, let us know. We have some exceptionally good buys on top and may have just what you want. Trusting that our acquaintance may extend further, we are,

Yours for business,

Eugene Land Company.

Office in Bijou Theatre Building.

Personal.

Andy Taylor was over from Colung today.

Edwin Hobson left today for Seattle on a visit.

O. J. Hull went to Junction today on business.

A. G. Hovey went to Portland today on business.

Mrs. Grace Lancaster is visiting at the home of her father, A. J. Pickard, in Eugene.

James Seavey went to Harrisburg today on business.

Judge C. A. Wintermeyer is able to be in his office again.

Rev. Rufus Callison, of Fall Creek, was in Eugene today.

C. C. Coffman returned today from a short trip to Saginaw.

J. L. Bailey and family left today for Elgin, Or., to reside.

Z. A. Davis left for Grant's Pass this afternoon on business.

A. K. Slocum, circulation manager of the Oregonian, is in the city.

Mrs. Ida E. Thompson came down from Cottage Grove this morning.

Mrs. A. E. Jennings, of Junction City, after a visit here, returned home today.

Mr. and Mrs. Al Montgomery, of Vida, are in town for supplies. They start home in the morning.

C. L. Williams left this afternoon for the upper Rowe river to look after his logging operations there.

T. W. Poole, of Junction, was in Eugene today. He leaves in a few days for the Alberta country.

Mrs. Ida Lane Ross, who has been nursing Mrs. J. Goldsmith during her illness, returned to Portland today.

David Davis, representing the Portland Timberman, a splendid magazine for lumbermen, was in the city today.

T. B. Kay, of the Kay Woolen Mills Co., of Salem, and one of the owners of the Eugene woolen mill, is in the city.

W. A. Hemenway, a well-known young merchant of Silverton, was in Eugene yesterday and today on business.

G. C. Brown, of Iowa, and S. H. Combar, of New York, who have been out in the Siuslaw country for some time looking over that territory, arrived in today.

George Lakin is up from Portland today to visit his father, D. R. Lakin, on the occasion of the latter arriving at the age of sixty-nine. Mr. Lakin was born in Ohio in 1837. He came to Lane county in 1852, a boy of 15, and has been a continuous resident for more than half a century.

For years the pioneer Lakin home occupied all of the two lots from the Beckwith block to the alley by the Smeede Hotel.

Note and Comment

"Rest Cottage," very properly we think, takes exception to a correspondent's statement in a local paper that "Harlotry is openly practiced in the city park, night and day." Of course no one believes it. Offenders do not seek publicity. It is easy to make such charges, but hard of proof, besides the vicious and indiscreet are the exception. Of course a truck pile fire makes a good deal of smoke, but alarms no one as to the city's safety from fire.

Married

The marriage of Miss Effie Stewart, youngest daughter of Mr. and Mrs. J. R. Stewart, of Brownsville, to Ralph Whipple, both of Cottage Grove, was solemnized at the home of the bride's sister, Mrs. W. D. Garman, in Portland, March 14. Mr. and Mrs. Whipple have gone to Samoa, California, to reside, where the groom is employed by a large lumber company.—Brownsville Times.

JOHN JENSEN'S LEG

BROKEN TODAY

Horse Plunged and Struck Him With Its Fore Foot

John Jensen, an employe at Chambers' hardware store, is confined to his home at 167 West Third street with a broken leg.

Jensen was leading a team to water at the stables of the Eugene Transfer Co. at Tenth and Willamette streets about noon today, when the horse became frightened and began to rear and plunge. A forefoot of one of the animals struck the young man on the left leg just below the knee, and broke it. Dr. F. M. Day was called to attend the injury and the man was driven to his home.

R. McMurphey

WRITES FROM ALBERTA

R. McMurphey, in a letter to his wife from Calgary, Alberta, under date of March 23d, states that the thermometer registered 18 degrees above zero that morning, but later in the day the sun shone so warm that an overcoat became uncomfortable. He says the price of land is constantly going up, a piece he was looking at advancing from \$4.10 per acre to \$4 per acre within a few days. At the time he wrote the snow was nearly all gone.

F. E. Dunn, a member of the party which went from here, says Eugene is good enough for him and expects to be back soon.

NEW TRACK READY

FOR THE RAILS

The ties for the spur to the Eugene Lumber Co.'s mill have all been laid and the track is now ready for the rails. The crew of Japanese who are now putting in the frogs at Springfield Junction will probably be here in a few days to lay the rails on the spur.

DECEMBER ALLOWANCES.

Supervisors' Account.	
F. W. Taylor	18.75
C. H. Loomis	18.75
H. C. Bjerke	10.00
Clara Yates	4.50
H. L. Carter	15.00
Joe Popoff	30.75
C. H. Stephens	2.50
T. C. Kelser	20.00
W. M. Summers	12.50
J. A. Jean, claimed 27.50 allowed	24.50
R. F. Scott	25.00
W. W. Bernell	54.00
W. D. Taylor	19.25
W. L. Mead	47.75
F. C. Vader	20.00
Fred Fredericksen	6.00
J. B. Willoughby	20.50
Albert Erdman	106.00
Geo. Smith	15.00
Chas. Bailey	40.00
Chas. Severson claimed 9.00 allowed	7.50
Henry Kemp	11.25
Rodney Scott	25.00
Curtis Halden	178.00
J. Shayer	7.25
Ira D. Hyland	10.00
H. W. Jones	4.50
Jared Scott	7.50
P. M. McPherson	52.50
C. A. VonScholack	35.62
Will Mathers	5.00
Geo. L. Giffey	35.00
J. Wm. Smith	15.00
T. J. Duckworth	5.00
Ernest Nelson	77.50
J. R. Butler	1.25
M. E. Smith	40.00
V. P. Herbert	27.50
Joel McCormack	11.25
Marion Hager	35.00

Timber Land

WANTED—At once 3 or 4 claims good timber land. Price must be reasonable and situation good. Address: F. D. H., care Guard Office.

Tomorrow Only!

All Dress Gingham, regular 10c and 12½c qualities,

8 1/3c per Yard

I. T. NICKLIN,

Phone Main 63.

Northeast Corner Ninth and Oak Streets.