

The City of Eugene Will be the Greatest City Between Portland, Oregon, and Sacramento, California--Pat Lavey

THE ABOVE STATEMENT IS NOT A BOLD ONE

It does not take courage or nerve to make the above statement at all. The city of Eugene is without doubt the corner of this section. It will lay all these other Willamette Valley towns in the shade a country mile. Eugene has always had the right spirit to make a city, she has had a Commercial club second to none in this country. Her Commercial club publicity managers have been cracker-jacks, and Mr. Freeman who holds the place right now is as good as the club has ever had.

I am some publicity man myself and I am competent to judge. Every dollar spent by the business men of this town for publicity has been well spent and has returned great interest on the investment.

EUGENE IS KNOWN FAR AND WIDE AS A MIGHTY GOOD PLACE TO RAISE A FAMILY.

And believe me that is the greatest asset any city can have. No father or mother wants to raise their children in an immoral atmosphere. The moral tone of this town is not surpassed anywhere. Here we have excellent school and college facilities and the time is not far distant when the state of Oregon will in spite of a few pinhead knockers do her duty by her great University and spend the thousands required to place this great school at least equal to the Washington State University as far as buildings are concerned. Believe me folks, I would not have the supreme gall to raise a hand against the up-building of the state University and I think the man who does is a mighty small potato.

EUGENE WILL BE THE RAILROAD CENTER OF THIS COUNTRY.

I am in a position to know this, but I want to warn the Commercial club of this and other towns in this valley that they can't expect railroads to build if the owners of property are permitted to hold the price of right of way so high that the space required to build a railroad is far greater than is asked for the whole farm through which the railway passes. If the railway company wants to pass through my property I will give free right of way. And the increased valuation of my property will repay me for the damage done. What is the use of yelling like blues blazes for railroads and then skinning the life out of them for right of way?

THE HILL LINE IS COMING TO EUGENE. THE COOS BAY LINE WILL BE BUILT SURE. THE PORTLAND, EUGENE & EASTERN IS BUILDING.

That right there is four goods lines of railroad. The Coos Bay line taps the greatest timber belt in this section and the timber cutting will mean millions to Eugene. I personally know Mr. S. O. Johnson and G. N. Wendling and I want to say right here that the are not "fourflushers" or two-by-fours. These two men have done more to develop Oregon from a railroad viewpoint than any other two individuals in this country. They are the men who with the Warden of Klamath Falls are responsible for the great Natron cutoff which line means so much to Eugene, because Eugene will be the division for that cutoff and this regardless of what other towns may say.

EUGENE HAS OVER THREE MILLIONS DEPOSITS IN THE BANKS.

And that is more real money in deposits alone than some whole counties this state have in all their banks. This town can take care of itself. Its people are above the average in intelligence because they are mostly educated people who live only in the better class of towns. They are good clean people and the evidence is right before any man who comes here. Why you can hear it all along the line, "Eugene is a cracker-jack clean little city." Now people that is what I call a good start for any city. Our hotels are spoken of by traveling men as the best along the line. And in fact this city of Eugene is more talked of for its desirability as a home city and a corner by outsiders than by the home folks here.

OF COURSE EUGENE HAS A FEW SORE-HEADS LIKE ANY CITY.

There are narrow minded souls in this town as in every other town. People who call definite statements about the growth of this city "hot air." Now if there is any one thing that makes me have a pain it is the wild eyed monster who goes around town seeing only the worst of his home town. If this town don't suit this class of man why in the name of

decent citizenship don't he get out and hike where they want him.

But this condition exists everywhere in every town in the world and it can be truthfully said that there fewer "knockers" in this city than in any city its size in the whole state. And Eugene will prosper accordingly.

THE CITY GOVERNMENT OF EUGENE IS WELL RUN.

The Mayor and Council are men of good standing and from what I have seen of each of them they are men who want to do the right thing by their home town all the time.

The street department is well managed and clean streets that any town could well be proud of are common in Eugene. The fire department is first class in ever respect but could be improved by more fire fighting machinery, more up-to-date equipment. A good well equipped fire department is the best money investment any city can make. The ladies of this town helped in a great work when they arranged that beautiful park at the depot. The father of that proposition was wise in his generation because as this is a world of impressions the first impression one gets as he alights from the train is good and it is lasting. So taking everything into consideration here in Eugene the conditions are far better than the average city can boast of. I am well satisfied with Eugene and with her people. I have no kick coming at all.

THE HIGH PRICE OF REAL ESTATE SHOULD STOP.

We all talk about the high cost of living, but the high cost of real estate in Oregon is about as much of a menace as the high cost of living. This condition is caused by the exaggerated idea some people have of the real value of their property and it is also by the greed of some men for money. God help the man whose soul is permeated with the desire for mere money. There is more in life than money, there is happiness that cannot be purchased with money. And that man who in this world does not find this pleasure in life is indeed a lonesome man.

MY GREATEST PLEASURE IN LIFE IS TO MAKE HOMES FOR MEN.

It has become my religion almost. I dream it, I work every day for my ambition and this pleasure, I know when I give a decent honest man an opportunity to own a home of his own at terms he can meet without embarrassing his family or his grocery man. I have done the work of a good citizen and that is all I aspire to be.

Let me go ahead having my pleasure, the only men I will hurt will be those men who hold the prices of their property away above the average man's head and before many years these same men who hate me for knocking the price on vacant lots sky high will bless my memory, for I still do more to make the population of Eugene grow and to increase the value of the value of their holdings than any other real estate that ever struck town.

MONDAY MORNING AT NINE O'CLOCK THE BIG SALE OPENS.

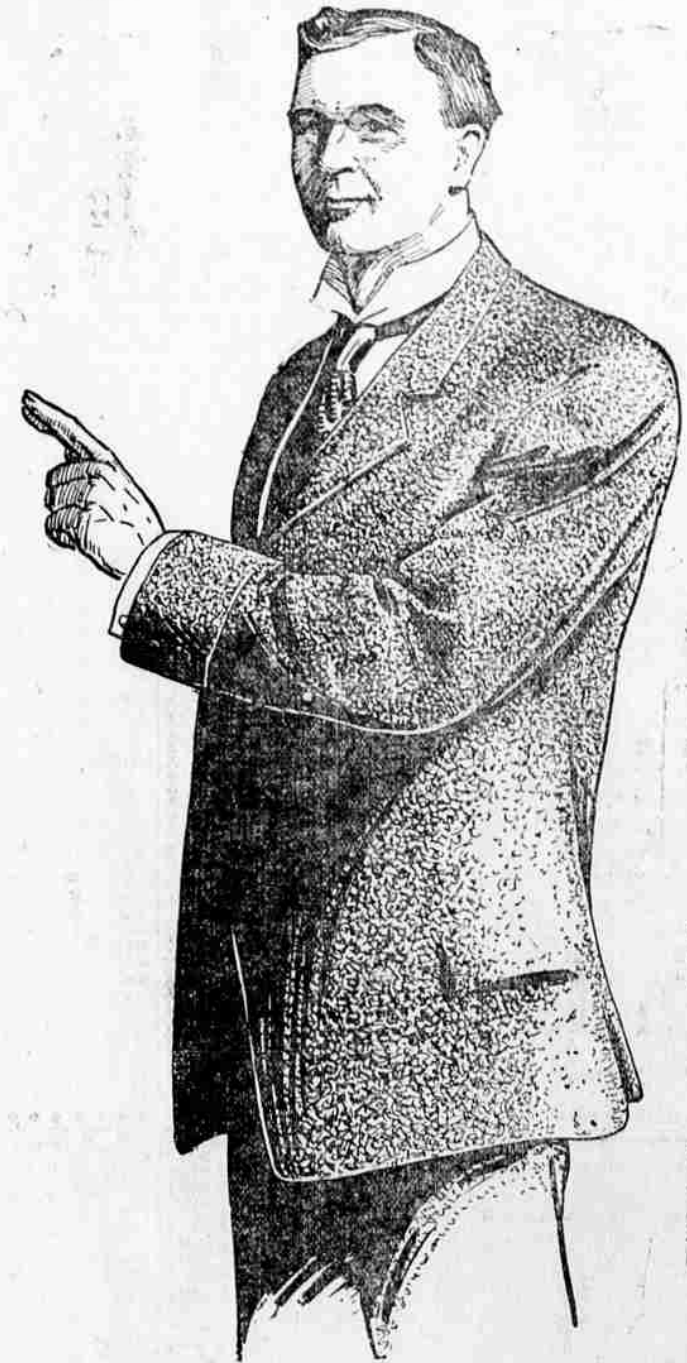
And all you have to do is to file your application for lots and have ten dollars for each application for each lot desired.

You will be given three days notice when you can go with other purchasers and select your lots. If at that time you don't like the property or the lots you see there then you get your money back without more than your asking for it. I will be there with my clerks and your money will be waiting for you. I want to impress upon my friends that this time you are dealing with a man who means every word he says, and I simply say that **UNLESS YOU ARE THOROUGHLY AND ABSOLUTELY SATISFIED WITH THIS PROPERTY WHEN OPENING DAY TAKES PLACE THEN THERE IS NO HARM DONE, AND I WILL NOT CLOSE A SINGLE DEAL UNLESS THIS IS SO.**

THERE IS ONE LAST THOUGHT I WAN TO LEAVE WITH YOU.

If your pastor wants a lot upon which to build his church tell him Pat Lavey will make him a present of a lot, a good lot and don't care what denomination his church is. And then there is another thing I want you to remember and that is that the school building is but five minutes walk from the lots I am selling and the street car is about five minutes walk. If you desire to take advantage of this fill out the application and file it at my office Monday morning October 16. I will not accept it before that time. That's all I have to say today folks, thank you for reading this much.

Very respectfully yours,
PAT LAVEY



Application for Lots in South Eugene

Mr. Pat Lavey Gen. Mgr.
South Eugene Development Company,
New Commercial Club Building, Eugene Oregon.

Dear Sir:—I hereby apply according to your advertisements for lots in property now being platted into lots in South Eugene. And I hereby pay the sum of \$10 as first payment on each lot, I make this application with the following distinct understanding.

FIRST—That when I see these lots with my own eyes I am either to approve or disapprove of them. In case I do approve of these lots I shall examine your contract of payments and if I approve of that I shall sign said contract and purchase these lots, but if I do not approve of either or both the lots and the contract of purchase I am to be returned this first payment of \$10 on each lot without any controversy whatever.

SECOND—It is hereby distinctly understood that this application in no way binds me to purchase these lots until I sign regular contract of purchase and view the property and I am making this application in order to take advantage of your special first offer. And I further understand that the money here paid is merely a deposit to insure me a choice of lots at \$75 each.

THIRD—That I am to be given three days notice of the opening of the tract as soon as the engineers have finished the work of survey and the streets and alleys laid out.

Signed Applicant.

Address

NOTICE—THE ABOVE APPLICATION WILL NOT BE FILED AT THE OFFICES OF THIS COMPANY BEFORE MONDAY MORNING, OCTOBER 16, AT NINE O'CLOCK.

YOU MAY MAIL IT IN TOGETHER WITH CHECK, DRAFT, OR MONEY ORDER FOR \$10 ON EACH LOT PURCHASED BUT EACH APPLICATION WILL BE FILED AS RECEIVED MONDAY MORNING

SOUTH EUGENE DEVELOPMENT CO.

PAT LAVEY, General Business Mgr.