

Shake Off the Shackles of Slumber Open Your Eyes to This Opportunity

Are you going to get into the bandwagon and ride on to prosperity, or are you going to stand in the way and be run over? Do you believe that Missoula has a splendid future already assured? Of course you do if you are paying attention to what is going on about you. There is, then, just one thing for you to do. March at the head of the procession; don't trail behind in the dust. The opportunity is yours for the taking and it is up to you to get into line and go ahead.

DON'T CLOSE

Your eyes to the fact that the very best real estate investment opportunities in the west are to be found in Missoula. All you have to do is to wake up to a realization of the bare facts that are apparent to all who have their eyes open. In Saturday's Missoulian there was an interview with O. W. Kerr, who is the most prominent real estate expert in the west. In the course of his talk, Mr. Kerr said: "Missoula impresses me as the most inviting city in the western country; there are opportunities here which are not duplicated in any place that I know of; its location makes its future assured and you are to be congratulated upon what you have and upon what you are going to be. Your growth is a certainty; your city offers an inviting field for the town boomer, but you have been wise in keeping away from him; let your growth be conservative and it will be solid." That is the opinion of a man who has handled more western real estate than any other salesman in the field. And it is that opinion that we would like to impress upon you this morning. Right here in Missoula, with land values conservatively maintained, are today the best real estate opportunities that are to be found in the western country. One of these, which we consider particularly good, we present to you. You will be interested, we know, and we urge you to read every line of this page. Keep your eye on the main chance. If you want the best home site in the west, we have it. If you want the best investment proposition in the country, here it is. Look into it.

FOUR GREAT

Railway enterprises are now in progress which mean much to Missoula, definitely insuring her growth and prosperity. Saturday the Chicago, Milwaukee & Puget Sound railway company sent out a large surveying party, whose mission is to locate a line up the Blackfoot into and through the great region that lies northeast of Missoula and that has never been touched by a railway line. This party outfitted in Missoula and went away with an equipment which indicated a long stay in the field and a thorough piece of work. A railway up the Big Blackfoot will place in direct touch with Missoula a territory whose vast resources are not comprehended by many of our home people. A great agricultural empire is there, great forests with their timbered wealth are there, magnificent ranges for stock are there—there is land for a great, prosperous people. And the new line will bring this vast empire to the very door of Missoula. Across the Flathead reservation with its splendid climate, its matchless soil and its unsurpassed water power, three surveying parties are energetically preparing for the construction of a north-and-south line which will connect Missoula closely with the fabulously rich valleys of the Flathead country. The rails are being laid through the Taft tunnel at St. Paul pass, connecting Missoula more closely than any other city with marvelously rich territory of the St. Joe country, rich in timber, rich in land and rich in opportunity. Up the Bitter Root the new electric line will soon reach out to make the Land of the McIntosh Red suburban to Missoula.

THE MAN

Who takes advantage of this opportunity is the man who will prosper. We offer you this chance and we will be glad to explain to you the details of the opportunity that is yours for the taking. Wake up. Don't think, because this opportunity is at home, that you can safely disregard it. You will look the world over and you will not find another such a chance as this. This is no idle boast. We have the facts and the figures to place before you. You know—or you should know—that Missoula is destined to be one of the great cities of the west. It is the natural distributing point of such an area as no other western city can show. The Bitter Root—Land of the McIntosh Red—is Missoula's home territory. The Blackfoot is directly tributary and the new railway will establish even a closer relationship. The country to the west is unexplored except by the pioneers of commerce; it is destined to become an intimate part of the region which centers, commercially and geographically, in Missoula. The vast empire of the Flathead is Missoula's by right of location and by natural relationship. And every day's developments are placing Missoula more closely in touch with these splendid fields. The progress of the city is assured. Will you not wake up to the fact that your great opportunity is right here at home? You need to open your eyes; there are none so blind as those who will not see. This city and this year present a chance of a lifetime. Why will you not take advantage of it? You are unwise if you let the chance slip by. Don't let outsiders pick all the plums. Fill your own basket.

HERE IS A CHANCE THAT WILL NOT BE DUPLICATED

Hammond Addition

Is the best and most attractive residence district in the whole state. It adjoins the beautiful campus of the state university and extends west from there to South Higgins avenue, embracing what is already the choicest home section of Missoula, which is the handsomest residence city in the state. Broad avenues, already planted with large shade trees, pass through its broad, level lots, whose rich soil makes possible any extent of landscape gardening. Look at the university campus; look at the beautiful residences which have already been built along Gerald and University avenues—they reveal the possibilities of this section of the city. The lots are large, the location is ideal and the addition offers to the home-maker or to the investor, an opportunity that is without a parallel anywhere in the west. This section of the city will never be anything but a residence district. But it will be the best residence district that can be found anywhere in the west. Take our word for that. From this addition, the view is incomparably beautiful. To the north the rugged peaks of the Swan river range forms the background against which the valley of the Rattlesnake lies like a picture. To the south and west are the mountains of the Bitter Root range with the broad valley stretching to their wooded base. East is the slope of Mount Sentinel with the state university at its foot. Nowhere else is there a more delightful environment. If you are interested in having a home amidst such surroundings, or if you are anxious for an investment that will be as secure as a government bond, with positively greater returns, then call and learn the particulars of this sale. The lots will be placed upon the market next Wednesday morning. Until then we will be glad to let you know all there is to tell about this ideal location and to show you for yourself, by observation, that there is no exaggeration in our description of Hammond addition. There are three divisions to the addition; every one is good. Come and see them. That's the best way.

Handsome Homes

Are already built in Hammond addition. But they are only the beginning of the development of this district, which is to be maintained as exclusively a residence section of Missoula. To insure this, we insert in our contracts a protective clause which specifies the minimum cost of the house that is to be erected upon the lot and its proximity to its neighbors. There is no top limit to the cost of the houses, they may be as expensive as the owner desires to make them, but there can be no residence built here which will cost less than the minimum limit prescribed in our agreement of sale. This is to maintain the addition as a suitable section to be adjacent to the state university and to make its buildings conform to the broad streets and the handsome grounds which are now to be found here. What you see now is what you will see more of as the building plan develops. If you want these lots as a site for your home, you could find no location that would suit you better or would be more satisfactory in years to come. As investments these lots are equally attractive. They present the positive assurance of increased value as the city develops. Surely, you can have no doubt that the city will grow, substantially and solidly. With the expansion and enrichment of Missoula, every one of these lots will become more valuable. That follows naturally. And, as a specially attractive feature of the investment phase of this proposition, is the fact that the prices which are placed upon these lots are not boom figures. They are conservative values, which give the investor a run for his money and make it possible for the home builder to have a site unequalled in attractiveness for his permanent abiding place. These prices are such that the purchase of the lots in Hammond addition is not prohibited to the modest investor or to the home builder who has not a million back of him. The proposition is worth your careful investigation. There are some interesting features regarding the proposed development of this addition. Come around and learn what they are.

THE SALE OF THESE LOTS OPENS WEDNESDAY

FRANK P. KEITH, Agent

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Florence Hotel Block