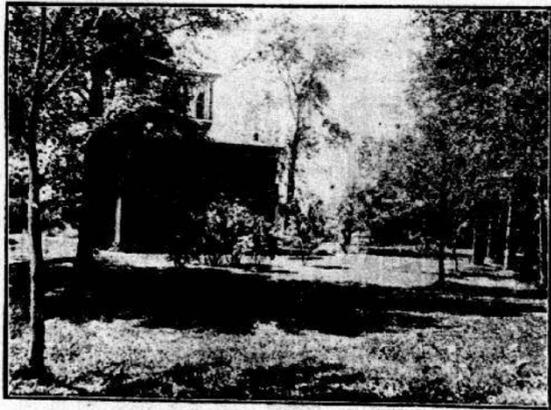


MISSOULA, MONTANA, SUNDAY MORNING, SEPTEMBER 26, 1909.

MISSOULA--A HOME CITY AND A CITY OF HOMES



RESIDENCE OF PAUL GERBER, EAST FRONT STREET



RESIDENCE OF MRS. E. L. BONNER, GERALD AVENUE



RESIDENCE OF FRED McDONALD, SOUTH SIXTH STREET

When a stranger comes to Missoula, he is impressed by many of the sights which greet him as he first views the city. Most of these impressions, if we are to believe what the stranger tells us, are favorable. There are the substantial business blocks, the magnificent new court house, the bridge, the fine display windows of the stores, the delightful campus of the state university, the fine school building and the homes of the city schools. There are the shade trees and the orchards; there are the pleasant drives about town; there is the bustle and stir of business; there is the activity of the railways; there are all these and many other items of Missoula's daily life that attract the notice of the

residence of the man with thousands at his command. Missoula's homes are possessed of an individuality that is one of the city's characteristics. There is the shaded yard, there is the flower garden, and, more often than not, there is the little home orchard whose wealth of bloom in the springtime adds beauty to the scene and whose wealth of fruit in the autumn contributes to the family store for the winter. Long streets there are in Missoula which are lined on either side with the homes of men who make the city what it is--homes that are owned by their occupants, and in which their owners take more than ordinary pride. And each month sees these home streets extended--the best evidence that could be given of the growth of the city--

the very essence of the home spirit; there is coziness and there is comfort in every tree and every shrub that grows about these modest homes; such thoroughfares as Toole avenue, Cooper street and Alder street call forth expressions of admiration for the homes as well as for the thrift and enterprise of their owners which are evi-

been chosen as types and not as only instances. Were there no others, Missoula would not be the home city that she is; but it is the fact that these homes are everywhere in the town that makes Missoula what she is--a city of homes and the most delightful residence city in the west. During the past year there have been important additions to the list of homes, large and small, modest and pretentious; more are being built now and yet others are planned for erection in the near future. In design beautiful, in appearance attractive, in surroundings delightful and in comfort complete--such are Missoula's homes, and the stranger does not have to take our word for it; he may see for himself and exercise the great Missouri prerogative which is becoming a national trait.

So much for the physical characteristics of Missoula's homes. The design and construction of a house have much to do with the making of a home, but they are not everything. A palace may be erected in a desert and be far short from being a home. Environment is the greatest factor in home-making. And it is the surroundings of Missoula's homes that make them the thoroughly delightful places that they are. The setting is as beautiful as the gem.

Missoula's claims as a home city are based upon her splendid climate, her incomparably fine water supply, her utility services--light, telephone, gas and the like--and to these is being added as rapidly as it is possible for men to work, a model electric urban transportation line, which will place the different sections of the city in close touch with each other and bring the suburban resident close to the

drains, and excellent sanitary conditions. All the conditions have been provided by nature, Missoula has taken advantage of them and has improved the opportunity. To the man who is seeking a residence for his family, Missoula offers climate, scenery and economical living, with an intelligent

equipment are the best of its class in the country.

There are good churches in Missoula and earnest church workers. The religious atmosphere is good and the attendance at the services in the several houses of worship indicates a healthy sentiment. An important element is this to many people who are seeking a home location. Such as find this of importance to themselves in determining upon a home place, will be interested in the situation in Missoula. Healthy and vigorous are the church societies, and their work is along broad lines.

Of importance in the development of Missoula as a residence city is the

nothing overlooked that will make it an excellent road. Its barns and shops are now in course of construction.

Three bridges span the Missoula river in the city. The eastern one at Van Buren street affords the people in the eastern end of the city direct communication with the state university and gives an outlet to the eastward from the south side that relieves the big bridge at Higgins avenue. The Higgins avenue crossing, now spanned by a temporary structure, will soon be occupied by the best highway bridge in the west--a mammoth structure of concrete and steel. In the west end there is another wagon bridge that affords a short cut for the people in that part of town. There is every conven-



RESIDENCE OF W. B. RUSSELL, UNIVERSITY AVENUE



RESIDENCE OF KENNETH ROSS, GERALD AVENUE

visitor. But, when he has completed his tour of the city, the stranger will tell you, nine times out of ten, that he has been most pleasantly impressed by the glimpses that he has had of Missoula's homes.

Of all her attractions Missoula is proud. She has good reasons to be so. She possesses so many advantages that she has a right to consider that she has been abundantly favored by nature, and that she has been blessed with a citizenship that is more than ordinarily progressive and patriotic. But her greatest pride is in her homes. Missoula is a home city and a city of homes. From the modest cottage of the man whose savings from his daily wage have been patiently laid aside until he could have a place that he could call his home, to the pretentious

extended until they stretch their lines to distances that surprise those who do not "keep cases" on the advance of the city's frontier line. To the east and to the west, to the north and to the south, these advancing lines are thrown out and in each home lot there is evidence of the desire of the owner to contribute his share of effort to make this a city beautiful.

Missoula's boast that she is pre-eminently the home city of Montana is not idle; it is the plain statement of a fact that is patent to any who look about the city. The percentage of Missoula people who own their homes is large and the homes are beautiful. It is difficult to decide which section of the city is most attractive as a home district. The wards where the small cottages predominate breathe

denced in the appearance of these homes. Again, there are East Front and Pine streets in the central part of the city, Vine street in the east end, South Fifth across the river, and dozens of others that impress the visitor as he drives along Missoula's highways. On Gerald and University avenues and their neighboring streets there are stately residences that are in instances palatial and always extremely beautiful. Here is the exclusive residence section of the city, safeguarded closely as possible against the intrusion of business buildings and the stir of commercialism.

There are other streets just as beautiful; there are other sections of the city that are just as attractive as those which have been mentioned. These that have been selected have



WALK ON EAST FRONT STREET

business center of town without destroying his rural quiet and happiness. Missoula's water supply comes from the eternal snows, unadulterated and undefiled. Her light service derives its power from the streams that flow down the mountain walls that hem in the valley about the city. Everything is the best and the city is richly favored in this particular.

Missoula's location is ideal for residence. The forest-clad hills that rise on every side of the fertile valleys are the source of health and comfort; the broad fields of the valleys furnish fruits and vegetables and milk and butter. The scenery about the city is beautiful, indeed; the ever-changing lights and shadows of the mountain ranges, whose snow-capped peaks pierce the blue of the sky above furnish the background, and at their feet stretches a broad panorama of farm and orchard that is delightful to the eye and is suggestive of thrift and comfort. The valley slopes away to the south and west, insuring good

and progressive lot of neighbors who will contribute to his enjoyment of life by their interest in the welfare of the city. Missoula is a city of homes and has the documents to prove it.

Most men, when looking for a location for a home, have to consider the welfare of their children. To the man with youngsters growing up, Missoula presents especial attractions. Here is the state university, one of the finest institutions of higher education in the west. Here is the Missoula county high school, an institution of high rank in secondary education. Here is a splendid system of public schools, thoroughly equipped and well administered. Here are private schools for girls and for boys, maintained by the Catholic sisters. Here is a model commercial college, whose plant and

street car line which is now being constructed and which will soon be in operation. This line is to receive its power from the dam at the mouth of the Big Blackfoot river, the source of the light which makes Missoula notably lighted. This railway line will connect Missoula with Bonner at the very outset, bringing the suburb of East Missoula into close touch with the business center of the city. It will be extended soon to the north and west sides of the city and across the river; the road is being graded. This part of the line will extend to the state university, to the Hammond addition, to Orchard Homes, Daly's addition and out to the Car Line addition and Fort Missoula. The line is to be equipped with the best and most modern cars that can be obtained. There will be

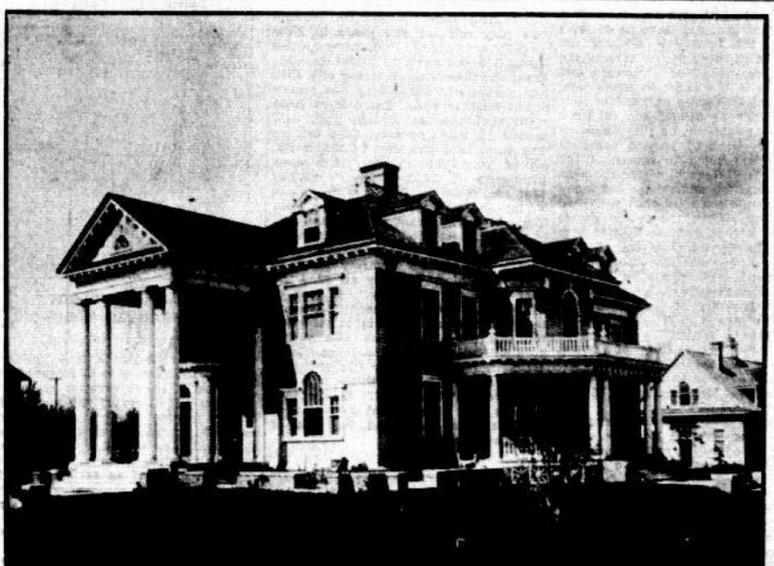
ence in this respect that could be desired.

Libraries, lecture courses, literary clubs and similar organizations contribute to the intellectual life of the city, which naturally centers in the stat university circle and its workers.

Such in brief outline are the grounds upon which Missoula bases her claim to the title, City of Homes. As has been stated, Missoula does not ask anybody to take these claims without investigation. She invites all to come and see and to satisfy themselves that all that is herein set down is the truth, and only a part of the truth. There is much more that will convince the observer. And Missoula is prouder than of anything else of the right to be called a home city.



RESIDENCE OF F. S. LUSK, GERALD AVENUE



RESIDENCE OF JOHN R. TOOLE, GERALD AVENUE