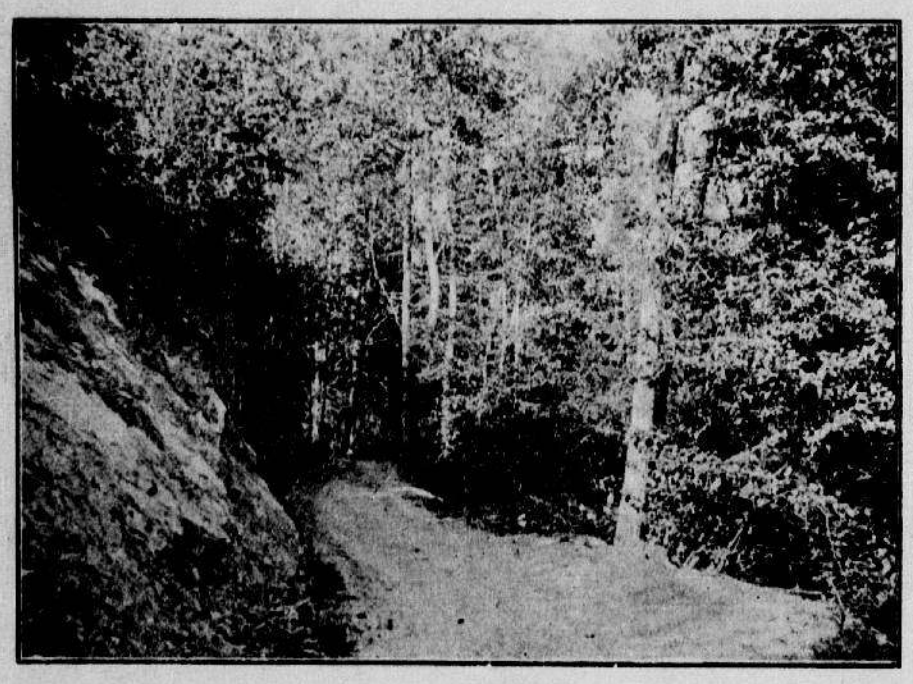
ANEASYWALK → PARK

$5.00 Cash Payment

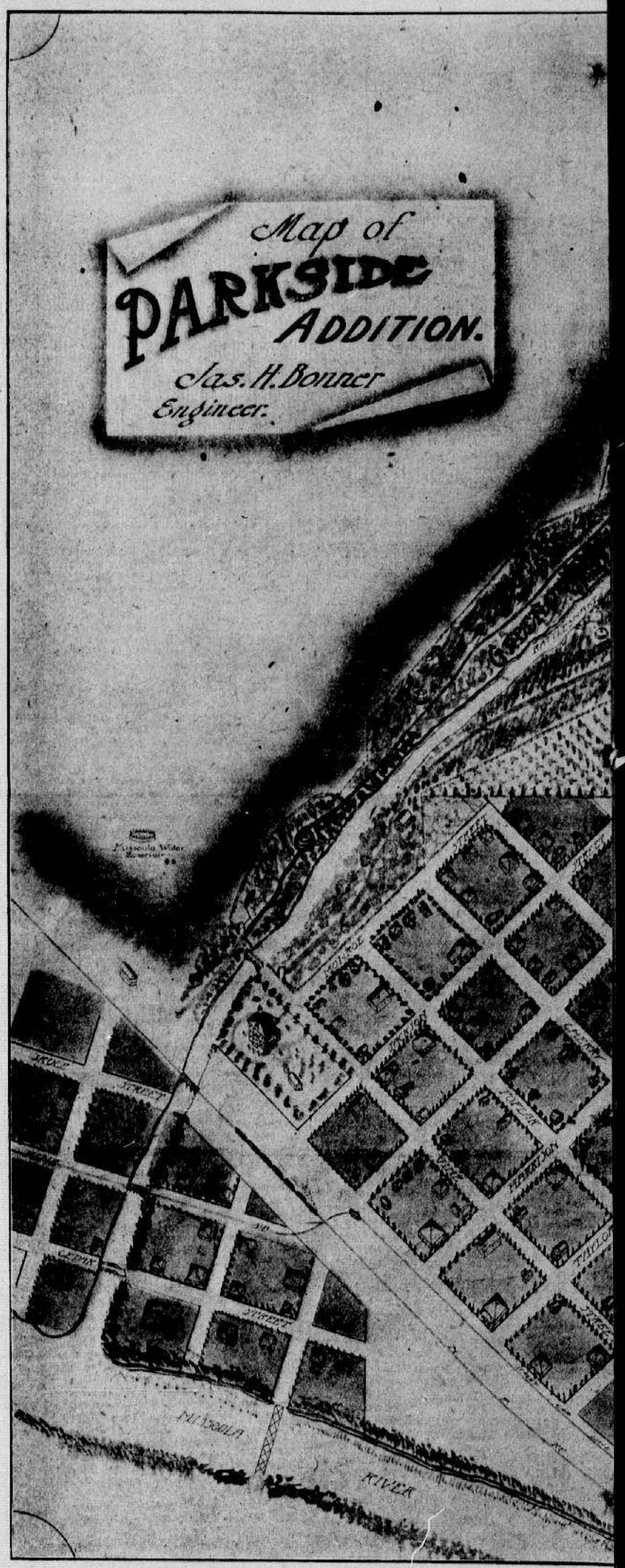


Greenough Park, which borders Parkside along its entire western edge, is one of the finest public pleasure grounds in the west. Its proximity to Parkside adds to the attractions of this district as a residence section, and makes it one of the ideal home sites in the ideal city of Missoula. In this park are combined the beauties of the country; there is dense shade, there are pleasant open lawns, there is clear, rippling water. The drives and winding pathways of Greenough park are delightful; its water courses are incomparably beautiful. Here is an ideal pleasure ground and it lies at the very doorway of Parkside. To have such a place as this, close to your home is a priceless possession. It adds to the charm of Parkside; it enhances the value of Parkside lots. Right in the heart of the city, the park affords the beauties of the country, combined happily with the advantages which belong to lots so centrally located as are these. It is a combination which can be found nowhere else and it gives to Parkside the individuality that has made it so popular.

An Opportunity for a Home

That is Unrivalled in the West

IN THIS CONNECTION, we want to say this: We do not ask you or anybody to take our word for anything in regard to Parkside, location or conditions. Parkside is so close to your home, no matter in what part of the city you may live, that it is easy for you to satisfy yourself by inspection of the land itself. It is an easy walk to Parkside. Take that walk some afternoon or some evening and you will see for yourself; that's the best way to make sure. The past fortnight has found hundreds of people walking out to Parkside; likewise there have been sales made of two hundred lots, which shows that the walk has been convincing. The fact of the matter is that Parkside lots are self-selling, and when a man sees their location and their advantages he wants to own some of them. From any direction in the city it's an easy walk to Parkside; this is one of the items which have led to the great popularity of this sale and has made the record of sales in the first fortnight one that has surprised veterans in the real estate circles of Missoula. There has never before been such a demand for property in Missoula as there has for Parkside lots. In a general and informal way, notice was given that Parkside had been platted. This was about a fortnight before the sale opened and in that fortnight there was no word said to the public that the sale was coming up. Yet, on the morning after we announced that the lots were on the market and the prices were from $75 to $250, there was a rush on the part of those who had remembered the announcement of the platting and had looked over the conditions at the lower end of the Rattlesnake valley, where Parkside lies between the sheltering wall of Mount Jumbo and the shady glades of Greenough park. From that Monday morning, three weeks ago, when the sale started, until last night, when our office closed, there has been a demand for Parkside lots which surpasses anything else in the real estate history of Missoula. As an instance of the popularity of Parkside as a residence district there may be cited the case of the first family to take up its residence here. The head of this family bought lots on the first morning of the sale. That was Monday. As soon as he had closed the contract, he hastened to where he had a little 3-room house ready for moving, and Monday afternoon he had the house in motion toward the sightly little knoll which he had selected as his home site. By the middle of the forenoon, Tuesday, the house was upon its new foundation. Tuesday night the family slept in Parkside—the first family to make its home here. The first week of the sale there were five residences started on the addition. Last week this number was trebled. Some of these residences are temporary structures, erected for use during the summer, until more substantial homes can be constructed. Others are more permanent. All of them shelter families that have stopped paying rent and are putting their money into the improvement of their own property. There is material on the ground this morning for the construction of more houses, which will be started this week. It has been a record that is phenomenal. We refer to this not boastfully but merely to emphasize the fact that Parkside lots are popular; that they constitute the best residence district that is now on the market in Missoula. It's an easy walk to Parkside. That is one of the great secrets of this popularity. The man who lives in Parkside does not have to spend money for car fare. He walks to his business and the money that he would pay were his home remote from the city goes toward the payment of his installment, on the purchase price of his lot. A month's car fare equals the amount of the monthly installment, for we have made the terms of purchase as easy as is the walk to Parkside, and that is easy enough. It is a pleasant walk, too, and so is the payment for these lots a pleasant task, for the money which a man pays here is paid toward the owning of property of his own and does not go into the coffers of his landlord. All of these are facts which are taken into consideration by the buyers of lots in Parkside; all of these facts explain the popularity of Parkside in the market, and all of them have contributed to make the record of sales one of the most remarkable incidents in the history of real estate transactions in Missoula. Can we not interest you in Parkside this week? It is a wonderfully good proposition, as you will find if you will investigate for yourself. Call at our office or send us a message by letter or telephone and we will whisk you out to Parkside in an automobile and let you look the ground over; then we know you will agree with us in our estimate that Parkside is the most thoroughly satisfactory offering that you have ever known in Missoula. The prices, the terms and the location—all these combine to make it the best. There is nothing lacking here. If you are looking for a home you will find here the conditions which make a homesite perfect. If you are seeking an opportunity for investment, you will find here the very best assurance that could be given that your money will be profitably placed. Stronger than the guarantee of a bank is the assurance which is contained in the present growth and in the future prospects of Missoula. This is the favored spot of all Missoula. There is nothing like it in any of the land that is now available at the prices which have been placed upon Parkside property. You may wonder how it is that the sale has been so popular. You will not wonder if you take the easy walk to Parkside and look over the property. You will see that the rush for the lots here has not been the result of any remarkable salesmanship on our part, but you will conclude at once that it is the outcome of the conditions which exist here and which have made these lots self-selling. If a man wants lots in Missoula—if he wants them for a home or if he wants them for investment—Parkside is the place he seeks And when he looks he will know why the sale has been so large.



Office Open Sunday LOTS $7

No Car Fare to Pay

W. J. R

SOLE AGENT