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National Register of Historic Places Multiple Property Documentation Form

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This form is for use in documenting multiple property groups relating to one or several historic contexts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. For additional space use continuation sheets (Form 10-900-a). Type all entries.

A. Name of Multiple Property Listing

Historic Resources in Missoula, Montana, 1864-1940

B. Associated Historic Contexts

Commercial Development in Missoula, Montana, 1864-1940

Commercial Architecture in Missoula, Montana, 1864-1940

C. Geographical Data

The incorporated city limits of the City of Missoula, Montana.

☐ See continuation sheet

D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards for Planning and Evaluation.

Signature of certifying official

Maule Day
MT SHPO

Date

3-14-90

State or Federal agency and bureau

I, hereby, certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

for Signature of the Keeper of the National Register

Patrick Anders

Date

4/30/90

E. Statement of Historic Contexts

Discuss each historic context listed in Section B.

INTRODUCTION

Physical Character of the Geographical Area

The commercial core of Missoula is located at the geographical center of the historic sector of the city. Missoula is located at an altitude of 3,200 feet in the Missoula Valley, a broad structural basin in west-central Montana. The basin is surrounded by the Rattlesnake, Sapphire, Garnet and Northern Bitterroot Mountains. Missoula is also at the hub of four other valleys: the Bitterroot to the south, the Hellgate and Blackfoot to the east, and the Flathead-Jocko to the north. All but the Flathead-Jocko Valley are drained by one of three major rivers (the Blackfoot, Bitterroot or the Clark Fork of the Columbia) which converge near Missoula. The Blackfoot and Bitterroot Rivers empty into the Clark Fork, which flows in a generally westerly direction through the Hellgate and Missoula Valleys. Area topography includes mountains, foothills, benchlands, and valley bottoms. The climate and vegetation vary greatly with altitude. The Missoula Valley is semi-arid with only about 13 inches of precipitation annually and a 120-day frost-free period. The mountains receive about 60 inches of precipitation, mostly in the form of snow. Summers are sunny and dry, with highs in the upper 80's and lows in the 40's and 50's. Winters are cloudy and cold with temperatures sometimes reaching 30 degrees below zero in January. The area is also characterized by a variety of vegetation zones. The valley bottom is located in the floodplain zone, characterized by naturally occurring deciduous cottonwood forests, shrubs, and herbaceous vegetation. However, most of the undeveloped valley bottom, basin-fill benches and lower south- and west-facing mountains are in pasture or grassland. Foothill, sub-alpine, and alpine vegetation also characterizes the benchlands, foothills and mountains that rim the valley floor. This includes forests with a variety of trees -- ponderosa pine/Douglas fir, seral aspen, lodgepole pine, western larch, whitebark pine, sub-alpine fir, Englemann spruce, and alpine larch.

Missoula is a city of approximately 34,000 population (68,000 in the urban area) that extends outwardly from the historic commercial district mostly in southerly and westerly directions. Waterworks Hill and Mount Jumbo block development to the north and east so expansion of the city has occurred toward the south and up the south hills and toward the west to the Bitterroot River. The downtown is laid out on a NNE/SSW and NNW/ESE axis. Higgins Avenue (Highway 12), the major NNE/SSW arterial, and Broadway Avenue (Highway 10), the major NNW/ESE arterial, intersect at the center of the downtown. The Montana Rail Link (MRL or Old Northern Pacific) railroad line is located at the north end of the downtown. Interstate Highway 90 runs in a northwesterly direction along the northwest edge of town.

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Historic residential districts are located to the northwest and to the east and northeast (the Lower Rattlesnake Valley) on the north side of the river and to the south (approximately to Evans/Mount Avenue) and the west (approximately to the existing city limits) on the south side of the river. Strip commercial development is located along Highway 93, which enters town from the southwest and along South Avenue, which runs in a east/west direction. Suburban residential development constructed since World War II flanks these arterials to the south and west of the historic section of town. Some historic industrial development is located along the MRL main and branch lines. Modern light-industrial development is located along Highway 10 northwest of town and along Highway 93, southwest of town. Most of the historic commercial buildings in the Missoula are located in the central business district bounded on the north by the MRL tracks, on the west by Orange Street, on the east by Washington and Adams Streets, and on the south by the Clark Fork River, and in the two-block-wide strip along South Higgins between the south bank of the river and the intersection of Connell and Roosevelt Streets.

Prehistoric and Historic Native American Cultural Occupations

Not much archeological research has been done in the Missoula area, and the extent of its use by prehistoric Americans is not well known. The University of Montana and the Lolo National Forest have undertaken some work in the Rattlesnake Creek drainage, the Hellgate Canyon, the Rock Creek watershed, the Bitterroot Valley, and the middle Clark Fork River. These surveys reported a number of prehistoric sites generally located on river terraces or at the mouths of gulches of tributary creeks. An early survey of the University of Montana campus reported two sites, although neither was well documented. One site has been reported west of the Forest Service Smoke Jumper base. These sites have not been fully tested to determine their significance.

However, the research that has been done in Western Montana shows clearly that the Missoula area has been occupied for 6,000 to 8,000 years. There is no evidence that man lived in this area of Montana before this time. This is probably because many believe that Glacial Lake Missoula covered most of western Montana about 6,000 years ago. More recent geological research indicates that the lake drained well before that time. Sites that have existed in the Missoula area have either been removed or are under construction. Sites that still exist will be found

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in or above the river sediments and above the Glacial Lake Missoula deposits.

In historic times, the area was used by the Flathead, Kootenai, Shoshone, Blackfeet, Nez Perce, and other Indian groups. The Missoula area provided Native American tribes with a desirable place to live with clear streams, bottom lands for foraging horses, and the surrounding hills for access to firewood, game, berries and roots. Numerous Indian trails converged in the Missoula area which provided access to the Flathead/Kootenai lands around Flathead Lake to the north, Shoshone and Nez Perce lands to the south and west, and east to hunt buffalo on the plains where the western Montana tribes encountered the feared Blackfeet.

Early Euroamerican Transportation Routes

The major Indian trails that converged on Missoula were used by Lewis and Clark, fur trappers, Father Pierre DeSmet, and, by 1860, miners traveling through the Missoula Valley from the west and east on their way to placer mines north, south, east and west of Missoula. The major early east/west Euroamerican travel route was the Mullan Road, constructed by the U.S. Government in the late 1850's to join Fort Benton, the head of navigation on the Missouri River with Walla Walla, the eastern most point of navigation on the Columbia River. The main north/south transportation route intersected the Mullan Road seven miles west of Missoula. It provided access north through O'Keefe Canyon to the Jocko Indian Agency, the Flathead Valley, and the Kootenai mines in Canada and south to Fort Owen and the Big Hole Valley, and southwest to the mines in southwestern Idaho.

Until the completion of the Northern Pacific Railroad in 1883, the Mullan Road provided the main access to the coast. Before 1863, most traffic to Montana came from the west by pack train from Walla Walla, using the Coeur d' Alene Pass. Traffic on the Mullan Road from the east increased after 1864 and came from a number of points: Fort Benton, the Overland Trail from Omaha to Alder Gulch and up the Deer Lodge Valley to Silver Bow and along the Clark Fork River through the Hellgate Valley. After the Union Pacific Railroad was completed to Corrine, Utah, in 1869, travelers journeyed northwest through the Big Hole Valley and then over Gibbons Pass into the Bitterroot Valley or continued north and down the Deer Lodge Valley, turning west in the Butte-Silver Bow Creek area and then down the Clark Fork through the Hellgate Valley.

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HISTORIC CONTEXT 1. THE COMMERCIAL DEVELOPMENT IN MISSOULA, MONTANA 1864-1940

The historic context is treated in three stages: 1860-1883, the pre-railroad era; 1883-1920, the railroad and construction era; and 1920-1940, the period of retrenchment and depression. The first period established the nucleus of the town and made it a trading center of local importance. The railroad era converted Missoula from a town to a city, greatly increased the size and its regional importance as a trading center, and was the period when most of the remaining historic commercial buildings were constructed within the Urban Renewal District. The 1920-1940 period was one of general retrenchment and economic depression, but still witnessed the construction of some important commercial buildings in the central business district.

The Pre-railroad Era, 1864-1880

The first permanent white settlement in the area was established at Hellgate Ronde by C.P. Higgins, Francis L. (Frank) Worden, and Frank Woody, who came to western Montana in 1860 with a permit to trade with the Indians. In 1860, they located their store about four miles west of the present location of the Missoula downtown on the Mullan Road near its intersection with the north/south trail linking the Jocko Agency on the Flathead Indian Reservation to the north, with Fort Owen to the south.

The Worden Trading Company was the third mercantile establishment in western Montana and quickly formed the nucleus of a settlement that grew up near the mouth of Hellgate Canyon. The settlement survived by the trade generated by those traveling to and from the Jocko Indian Agency, the Kootenai Mines, and Fort Owen. The demand for food and supplies attracted farmers and stockmen to the Hellgate area. The Hellgate settlement became the county seat of Missoula County created by Washington Territory in 1860. Higgins, Worden, and T. W. Harris served as the county's first commissioners. Missoula County became one of Montana's original counties with the creation of the Montana Territory in 1864.

The need of miners, farmers, and stockmen for lumber products and flour prompted Higgins Worden, and David Pattee to construct a lumber mill and a grist mill at the present location of the City of Missoula in the winter of 1864-1865. They obtained the power to operate the mills from Rattlesnake Creek, located just to the east of what came to be called Missoula

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Mills. The move from Hellgate Ronde to Missoula Mills was the "decisive factor" in determining the settlement of Missoula. Missoula Mills became the county seat of Missoula County in 1866, which, at the time, had a population of 200 people.

Most of the settlement in Missoula County was in the Bitterroot Valley where cattle, horses, and wheat were raised. With the exception of the horses, these products were marketed locally. The farmers marketed their produce and ground their wheat at Missoula Mills, and trappers, traders, and miners were able to obtain their supplies there. Gold mining east and west of Missoula provided an impetus to the development of Missoula during the 1860's and 1870's. It was the discovery of the Cedar Creek Mines, sixty-five miles west of Missoula near present-day Superior in 1869, that had the greatest impact in Missoula in the 1870's. Many of those traveling to and from these mines settled in the surrounding valleys and increased Missoula's population from about 100 in 1869 to 250-300 in 1872, where it remained until about 1880. Between 1869 and 1873, when the mines played out, Missoula provided the mining settlement of Louisville with agricultural produce and flour. Most of the farming was done in the Bitterroot Valley where most of the land was acquired under the Preemption Law of 1841. Acreage in Missoula County increased from 15,827 acres in 1870 to 41,959 in 1880.

The Nez Perce Indian scare in 1877 resulted in the construction of Fort Missoula that year, the only event of economic significance for the Missoula area during this period. The construction of the fort helped Missoula to survive as the era of gold placer mining waned. The fort provided the city with some economic stability through government contracts and by the patronage of soldiers stationed at the fort, to the brothels along West Front Street.

Missoula became a mercantile center between 1869 and 1872 by which time about 50 to 70 buildings were located about Missoula Mills. One of these, built in 1871 by Worden and Company, was the Brick Block constructed at the northwest corner of Higgins and Main Street and containing that company's dry goods and grocery store; J.P. Reinhard, Hardware and Saddlery; and Henke and McFarland, Groceries and Paints. One of the most important of the early establishments was what came to be known as the Missoula Mercantile (or the Merc) established in 1866 by E.L. Bonner, D.J. Welch, and Richard Eddy under the name of Bonner and Welch. It came to be known as Eddy, Hammond and Company after Andrew B. Hammond joined the firm in 1876, moved to its existing location

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in 1877, and was incorporated as the Missoula Mercantile Company in 1885. The firm quickly secured the largest share of Missoula's wholesale and retail trade and maintained it during Missoula's formative period and beyond. By 1873, there were two hotels, four saloons and one bank (the Missoula National Bank) in Missoula. With the exception of an additional saloon, the business houses remained the same in 1880.

The Montana National Bank was organized in April 1873, primarily through the efforts of C.P. Higgins with a capital stock of \$50,000. C.P. Higgins was its first president and D.J. Welch its first vice-president. A.G. Englund, Frank Worden, J.P. Reinhard, S.T. Hauser, and Hiram Knowles made up its original board of directors. The bank originally was located at the Brick Block, moved to West Main Street in 1882, and to the southeast corner of Higgins Avenue and Front Street in 1891.

Businesses such as these were organized by local capital generated by the surplus from agricultural production and trade. Merchants brought in commodities with which to start their businesses, but the growth of capital came from the resources of the surrounding region. The only "product" marketed outside the region was gold, which paid for the supplies and materials shipped to the area from the west and east. There was little, if any, local manufacturing. Toward the end of the 1870's, when the gold played out, local farmers and town merchants had no place to sell their goods.

The haphazard appearance of Missoula today is a product of the way the early settlement grew up around Missoula Mills and along Missoula's principal axis, Mullan Road (Front Street), which ran along the irregular north bank of the Missoula (Clark Fork) River. (The significance of the Mullan Road to Missoula is commemorated by a marker at the intersection of West Front and West Main Streets.) Higgins Avenue was the principal north/south axis and was located just to the west of Missoula Mills. The development of Missoula in these early years followed no set plan and was "incidental to the erection in the fall of 1865, of a grist mill and business house by Worden and Company..." The first buildings near Missoula Mills were not constructed "with any idea of permanency or with the expectation that they would form the nucleus of a thriving and important town." The result was that they were built "without any regard to the direction of possible future streets." Front Street had an irregular course, and most of the streets on the north side of town "did not correspond to the cardinal points of the compass."

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The original townsite was first platted in 1866 but that map has been lost. The oldest remaining plat map of the original townsite was approved by County Clerk, D.D. Bogart in 1871. Thereafter, Missoula expanded through the addition process. A reconstruction of the townsite plat from property records examined by Milland O. Hulse shows that the overwhelming majority of commercial and residential building in 1871 were located along East and West Front Street for about two blocks on each side of Higgins Avenue, with only two structures north of Main Street, as far west as Stevens (Ryman) Street, as far east as Clay Street, and as far south as First (LeVasseur) Street. The river was a definite boundary to the south. The only other addition ~~platted~~ before 1880 was the Higgins and McCormick Addition platted in 1872.

Bridges were constructed over the Clark Fork River in 1869 and 1873, the latter being the first bridge across the river at Higgins Avenue. Worden and Company began constructing Missoula's first water system in 1872, diverting water from Rattlesnake Creek with the mill ditch and then a covered flume to a reservoir on Waterworks Hill. From there, it was distributed to town in hollowed-out pine logs joined by iron pipes driven into the holes. The system operated until 1883, after which time it was reconstructed and enlarged with improved piping.

With the exception of Worden's Brick Block, Missoula was a small, well-defined frontier town consisting of log cabins and wood-frame buildings. Some of the commercial structures had false fronts. Nothing remains to provide a feeling of association with this period, except for Frank Worden's house built north of Main Street at what is today 328 East Pine Street. Significant events for the future development of the town were C.P. Higgins securing a patent to 160 acres of land north of the original townsite and W.J. McCormick, an attorney, obtaining a patent to 160 acres just to the west of the Higgins property in the 1870's. This land ran between the original townsite and up Waterworks Hill as far west as present-day Hawthorne Street. The placement of a good part of this property at the disposal of the Northern Pacific Railroad helped to ensure Missoula's position as division headquarters for the Northern Pacific line and the town's short-term physical growth and long-term economic stability.

Even though no structures remain in downtown Missoula from this early period, it began the tradition of Missoula being called the "Garden City". The tradition was started in the 1860's by William and Cyrus McWhirk who lived in the 600 block on

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East Front Street where they planted a large vegetable and flower garden which was easily seen by those entering the town from the east. The tradition was continued and strengthened by Frances L. Worden who planted maple trees and lilacs from his native Vermont at his house on 328 East Pine Street, which encouraged others to plant maple trees in the city.

The Construction Era, 1880-1920.

The Missoula central business district reached its present geographical boundaries during a period in which geography, railroad construction, timber production, mining, and agriculture played significant roles in establishing Missoula as a major regional trade and political center. It was during this time that the boundaries of the city's historic commercial district were established and that most of its historic commercial buildings were constructed.

The construction of the Northern Pacific Railroad in 1883 and the Chicago, Milwaukee, St. Paul and Pacific Railroad in 1908, provided the city with ready access to the west coast and the midwest and made possible the implementation of capitalistic methods necessary for the exploitation of western Montana's considerable natural resources -- minerals, timber, and fertile lands. The city's location on level ground about midway between the Cascade Mountains and the main ridge of the Rocky Mountains made it a logical choice for the division headquarters of the Northern Pacific Railroad. Its strategic location at the hub of five great valleys made it the dominant regional trading center within a radius of 75 miles, particularly after construction of the Bitterroot branch line in 1885-87, the Flint Creek Valley branch line in 1887, the Coeur d' Alene branch line in 1891, and the Flathead Valley branch line in 1917. The construction of the transcontinental lines and the Bitterroot branch line shaped the nature and direction of the city's development on both sides of the river.

The Northern Pacific Railroad first made an impact on the town in 1881 when it concluded a contract with Hammond, Eddy and Company to provide the railroad with supplies, including timber, clothing and small saw mills for the construction of the main line. Hammond, Eddy and Company drew its money from what it earned locally and built several sawmills along the Northern Pacific route. In 1883, Washington Dunn, a Northern Pacific contractor, joined Eddy, Hammond and Company to form the Montana Improvement Company, incorporated in 1884 and reincorporated in

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1885, as the Blackfoot Milling and Manufacturing Company. The Blackfoot Milling and Manufacturing Company built a large lumber mill at Bonner, seven miles east of Missoula, and, with a number of independent operators, provided timber for railroad construction and the Butte mines, obtaining it from homesteaders, the Northern Pacific, and public domain lands. In the mid 1880's, Marcus Daly, the Butte Copper King, established a lumber mill in Hamilton, opening the Bitterroot Valley to major timber development. Daly purchased the Blackfoot Milling and Manufacturing Company in 1898.

The development of the large, hard rock mining complexes in Butte provided a large and stable market for heavy timbers. Other mines were developed during this period at Bear Creek, Philipsburg, Coeur d' Alene, Victor (Curlew Mine), and Iron Mountain (12 miles east of St. Regis), all of which used Missoula-area products. Silver mining tapered off with the Panic of 1893, but Butte recovered more quickly than the others by producing copper.

The timber business continued to expand after the depression of the 1890's with increased demand from the eastern United States as timber production peaked there and in the southern states between 1890 and 1906. As this occurred, the lumber market shifted from western Montana to the east. The bid for the lumber and agriculture business prompted the construction of the Chicago, Milwaukee, St. Paul and Pacific Railroad in 1908 and the reconstruction of the Northern Pacific line. This also was a major period of construction in Missoula. Timber production in Montana increased from 21 million board feet in 1880 to 343 million board feet in 1907, and was marketed as far east as Chicago. During this time, large operations like Daly's Bitterroot Redevelopment Company, the Big Blackfoot Milling Company, and William Clark's Western Lumber Company near Bonner squeezed out the smaller operations, bought up vast tracts of timber, and increased their holdings. After 1920, there was no great increase in lumber production. Costs rose and it became increasingly difficult to compete with the west coast lumber operations after the opening of the Panama Canal. The amount of timber produced remained about the same and was sold within the region.

Construction of the railroads into and in the area after 1883 provided an impetus to Missoula-area agriculture. With the construction of railroad branch lines, Missoula-area agricultural products such as livestock, hay, forage crops, fresh foods and

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cereals, found a major market in Butte. Most agricultural products, except for cattle and wool, were not marketed farther east because they were not competitive at such distances.

The amount and value of agricultural produce increased dramatically as area population grew in the late 1890's and early 1900's. The value of agricultural property in the area increased from \$3 to \$8 million between 1890 and 1900. Fruit growing began to make headway in the period as irrigated acreage in Missoula County increased from 22,000 acres in 1880 to 88,000 acres in 1900. After the end of the depression of 1893, the prices in agricultural products increased rapidly as did agricultural land values, and this, along with the new timber markets, attracted the Milwaukee Road to the area. Railroad construction in the early 1900's also was a product of the homestead era, which attracted thousands to settle in the valleys adjoining Missoula. The opening of the Flathead Indian Reservation to white settlement in 1904 was part of this trend. The Milwaukee Road, especially, promoted land settlement as a means of attracting immigrants to the area.

Agricultural acreage increased in Missoula County by 60,000 acres between 1920 and 1924. The number of farms in Missoula County increased from 570 in 1910 to 1,323 in 1920, mostly because of the opening of the Flathead Indian Reservation. Also there was an increase in the "absolute amount of extensive agriculture" because the cut over timber lands were most suitable for grazing. The Forest Service's policy of patenting Forest Service lands also added to farm acreage.

Despite these trends in the Missoula area, the general trend was from extensive to intensive agriculture and agricultural diversity. Irrigated acreage increased sharply. Orchards were a visible and characteristic part of the agricultural development of the Bitterroot Valley and the Orchard Homes area just west of Missoula. There was a significant increase in the number of dairy cows, poultry farms, and dairy products with markets in Chicago, St. Paul, Sioux City, and Seattle.

Major irrigation projects such as the Bitterroot Valley Irrigation Company's project started in 1905, the U.S. Government's support of the Flathead Irrigation Project started in 1906, and the Orchard Homes development just west of Missoula in 1900, increased acreage and increased farm prices. According to Shirley Jay Coon's Ph.D. dissertation, agricultural development of the valleys adjoining Missoula was the most

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important factor in Missoula's commercial growth from the standpoint of permanence.

During the construction period, Missoula's position as a center of local and regional government grew. The town of Missoula was incorporated in 1883 with Frank Woody as its first mayor. Missoula was incorporated as a city two years later. Missoula also remained the county seat of Missoula County, although the county steadily decreased in size with creation from it of Ravalli and Flathead Counties in 1893, Sanders County in 1905, Mineral County in 1914, and Lake County in 1923.

Missoula's importance as an agency of state government was dramatically increased in 1893 when the state legislature awarded the site of the state university to Missoula. Construction of the campus on the south side of the river began on 40 acres of land donated by Frank Higgins and A.B. Hammond's South Missoula Land Company. The construction of the university on the south side of the river played a major role in attracting commercial development to the south side of the river along South Higgins Avenue.

The federal government founded a second, permanent institution in Missoula in 1906 with the establishment by the USDA Forest Service of a local bureau to manage the newly created Hellgate and Lolo National Forests. In 1908, Missoula became the center of Forest Services operations in the Rocky Mountain District. District headquarters originally were located in the old Hammond Building and moved in 1913 to the U.S. Post Office and Courthouse Building constructed at 200 West Broadway in 1911. Both the Forest Service Regional Headquarters and the University have contributed to the political importance and economic stability of the city from their establishment to the present.

In 1914, Fort Missoula was reconstructed and greatly enlarged, and continued to provide diversity and stability to the Missoula-area economy. Senator Joseph M. Dixon of Missoula was instrumental in securing appropriations for the construction of the Federal Building and the reconstruction of Fort Missoula.

Commercial Development in the Central Business District, 1880-1920.

From 1880 to 1920, Missoula's population grew from 300 to 12,000 because it became the distributing center for the adjoining five valleys, although its influence was limited by the

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natural barriers to the north and the south and by competition from larger cities to the east (Butte) and west (Spokane). The population of the Missoula area was too sparse for large-scale manufacturing for the local market, and other markets were too distant for Missoula to be competitive there. Hence manufactured goods had to be shipped in, and Missoula's prosperity was largely based on wholesaling and retailing these products to its trade area.

During the construction period (1880-1920) and on into the 1920's, Missoula increased its manufacturing production, although it never threatened to replace Missoula's historical role as supply and distribution center. In 1909, Missoula had 26 manufacturing enterprises which produced bricks, sheet metal, railroad equipment, foundry and machine shop products, welding and automotive repairing, lumber, stone work, candy, dairy products, beverages, printing, and meat products. Three major industries within the city were John R. Daily's meat packing plant established in 1890 and incorporated in 1910, William A. Clark's Western Montana Flouring Company, and the Polley's Lumber Company established in 1910. They employed about 100 persons, only a fraction of the 300 men employed at this time at the Northern Pacific shops. The Great Western Sugar Company operated west of town only between 1915 and 1918. The White Pine and Sash Company constructed a mill west of North Russell Street in 1917.

In 1909, there were 26 manufacturing establishments in Missoula employing 428 wage earners producing about \$1.2 million in goods with an estimated value added by manufacturing of \$769,000. By 1919, there were 34 establishments with 908 wage earners producing \$3.5 million in goods, \$1.8 million of which was added by manufacturing. Many of the smaller manufacturers such as creameries, meat packing firms, bakeries, confectioners, printers, welders and automobile repair shops which were located within the commercial district, sold their products there, and contributed to the commercial development of the area.

By the early 1920's, other small-scale industries included fur garments, gasoline and oil products, metallic packing, pickles, signs, silo stores, sporting goods, tailored clothing, tile, tools, and electrical energy. All together, in 1923, 43 establishments produced \$4.2 million in goods. Twenty-four of these establishments produced less than \$5,000 worth of products annually.

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Many of the workers employed in these industries were members of unions, which numbered 13 by 1910. In addition to the four railroad brotherhoods, they included the stationary engineers, electrical workers, bricklayers, carpenters, plasterers, painters and decorators, and street car workers. Many were represented in the building trades, whose craftsmen were responsible for building and designing the many government, commercial, and residential buildings constructed during this period. A labor temple was built in 1896 but was destroyed by fire in 1911. A second labor hall was constructed in 1916 and stands today on West Main Street. It operates as a business with stock owned by the member unions and individuals, is self-supporting and pays dividends.

The Eddy-Hammond Company (known as the Missoula Mercantile as of 1885) dominated the wholesale and retail trade in Missoula between 1880 and 1920 due to the early failure of the Higgins and Worden to mount a significant challenge to the Eddy-Hammond interests after they had secured the contract to provide the Northern Pacific Railroad with timber and other supplies when the railroad was constructed. During the 1880-1920 period (and indeed afterwards) the Mercantile was a barometer of the nature and size of the commercial growth that Missoula experienced. Its retail trade increased from \$180,000 in 1880 to \$1.5 million in 1890, which was about 60 percent of the retail trade in the city. Its trade was only about \$1.4 million in 1900 because of the depression of 1893 but had risen again to \$2.6 million in 1910. By 1925, when there were 313 commercial and industrial businesses in Missoula, 220 of which produced \$11.6 million sales, the Mercantile accounted for 55 percent of combined wholesale and retail sales. It accounted for 75 percent of the \$7.7 million in retail sales in 1925. The firm also dominated the wholesale and much of the retail trade in Western Montana by establishing retail outlets in towns in the adjoining valleys. At the turn of the century it was the largest mercantile store along the Northern Pacific route between Minneapolis and Seattle. The driving force behind the Mercantile after A.B. Hammond moved to the west coast was C.H. McLeod, who became the store's manager in 1885 and was its president between 1906 and 1941.

Two of the banks in Missoula (as of 1900) provided much of the capital to finance the local industries and businesses. A.B. Hammond wrested control of the First National Bank from the Higgins interests in 1890 and the Western Montana National Bank, established by Ferdinand Kennett, G.A. Wolf, and J.H.T. Ryman, provided much of the capital to finance local industrial and

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commercial enterprises. Bank deposits were \$1.0 million in 1890, \$1.3 million in 1900, and \$3.9 million in 1910. Most of the capital was locally generated. Banks continued to be stable during the 1910's and the 1920's, although Missoula was affected by the bank failures that were so common in the Northwest in 1923 and 1924. The Scandinavian-American Bank, established in 1910 (changed to the American Bank and Trust Company in 1917), failed in 1924 but the other banks were sound.

Missoula's position as the division headquarters of the Northern Pacific Railroad, the center of a large trading area, and a booming timber and agricultural industries was accompanied by the emergence of professional, proprietary, working classes, fraternal orders, and civil servants providing a large value of goods and services in a variety of commercial buildings in Missoula's historic commercial district that was well defined on both sides of the river by 1910.

Economic and Political Developments Contributing to Construction in the Missoula Central Business District, 1920-1940.

Missoula experienced a period of relative economic decline and depression between 1920 and 1940, although its population rose from 12,000 in 1920 to 14,657 in 1930, and 18,449 in 1940. The economic development that occurred was caused by the construction of new buildings at the University of Montana in the early 1920's, the growth of tourism and the automobile industry, the construction of chain stores like Penney's and Montgomery Wards, and stimulation of the agricultural economy with the beginning of operations of the American Crystal Sugar Company west of town in the late 1920's.

Missoula benefitted from its location on highway routes to the national parks in Montana, the increasing use of the automobile, and the widely advertised National Park highway system. Missoula's location on the route between Glacier Park and Yellowstone Park made summer tourism a major regional and local industry.

The relatively large increase in population in Missoula in the 1930's was due to the migration west of those from drought-stricken areas. Many of the persons lived in shacks in an area called Green Acres south of town. Many of these persons engaged in agricultural labor or worked in federal programs.

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When basic industries like mining and timber reduced operations in the state, Missoula fared reasonably well because of the relative balance of an economy that was not heavily dependent on industry and that could draw on the agricultural resources of the adjoining valleys. Still, Missoula did suffer until the federal government programs got into full swing. Retail sales dropped from about \$11 million in 1929 to about \$7.4 million in 1932 and to \$6.3 million in 1933, and the number of stores from 306 in 1930 to 247 in 1933. However, retail sales increased almost 50 percent to \$9.3 million in 1935. Annual payrolls increased from about \$700,000 in 1933 to slightly over \$1 million in 1935. The number of stores increased from 247 in 1933 to 285 in 1935. The fastest growing number of retail stores were automobile-related.

Much of the economic activity that led to the construction of buildings during the depression was due to reconstruction of some insured buildings destroyed by fire during the 1930's and various New Deal programs. The reconstruction of the Missoula County High School in 1931, the Hammond Building in 1934, and the Florence Hotel in 1941 (the latter for the amount of \$250,000) brought a considerable amount of private capital into the city. Chain stores like Montgomery Wards also continued to construct retail outlets in Missoula.

However, it was federal New Deal projects that provided the most funding toward the stimulation of the Missoula area economy. The Civilian Conservation Corps district headquarters for the Rocky Mountain region was established at Fort Missoula. Federal projects began in Missoula County in 1933 with the initiation of 14 Civil Works Administration projects in the county, including surveys, inventories, Forest Service work, and airport construction. Works Progress Administration (WPA) projects included several miles of Missoula County streets and construction of the Parkway (Orange Street) Bridge. Eighty-two blocks were graded and 56 blocks were graveled. The new Central School was built in 1935 and the Lowell School addition was constructed with the use of a \$192,000 WPA grant-in-aid. WPA funds amounting to almost \$43,000 were spent on improvements to the University golf course, Kiwanis Park, and other city parks and playgrounds. Federal funds amounting to \$1.5 million were spent on construction of the Missoula airport. Public Works Administration (PWA) projects at the University of Montana included the Student Union Building, the Journalism Building, the Chemistry and Pharmacy Buildings, the Natural Science Annex, and Women's Club Fine Arts Building (the Alumni Center).

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Construction of the bleachers on the west side of Dornblaser field was a WPA project. The northern addition to the Federal Building at 340 Pattee Street was constructed in 1936 with PWA funds.

Physical Development of the Missoula Central Business District, 1880-1940.

The area within the central business district on both sides of the river was platted by 1890 (the original townsite in 1866 and again in 1870, the C.P. Higgins Addition, and the McWhirk Addition in 1882, and the McCormick Addition in 1882). The land boom of the 1890's and early 1900's that occurred on the south side of the river was caused by the promotional efforts of the Knowles and Hammond interests. In a period of general prosperity, speculation was that the Great Northern Railroad would be built through Missoula, and it was anticipated that the University of Montana campus would be built on the south side of the river. An area that was to include the two-block-wide commercial strip along South Higgins Avenue to approximately South Sixth Street was platted by 1890 (the Knowles Addition in 1889, Knowles Addition No. 2 in 1890, the Montana Addition in 1890, and the Hammond Addition in 1889). After the arrival of the Northern Pacific Railroad in 1883, the historic commercial section of town grew northward from the original townsite toward the railroad tracks and south from the river to South Sixth Street between 1900 and 1920.

Examination of perspective maps and Sanborn Fire Insurance Company Maps from 1890 to 1921 show the course of actual city growth during this period. The 1884 perspective map reveals a town largely confined between the river to the south, Pine Street to the north, with the railroad depot and offices between the north end of Woody and Harris (Orange) Streets, Woody Street to the west, and Madison Street to the east. Only scattered residences were located north of Pine Street and west of Woody Street. The 1891 map shows a town that had filled up between the river and the Northern Pacific tracks with residential development flanking the central business district toward the east to Rattlesnake Creek and west to the Bitterroot branch line. The Bitterroot branch line, constructed in 1887, formed a distinct barrier to the west, but buildings were constructed only as far west as McCormick Street at that time. Front and Main Streets gradually gave way to North Higgins Avenue as the center of the central business district, and to Woody Street as the route to the Northern Pacific depot. This shift of the central

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business district north was due not only to the arrival of the railroad but also to an 1884 fire in town that destroyed a number of the old commercial buildings along Front Street. The very beginnings of the Knowles and South Missoula Additions are evident on the south side of the river.

The 1902 Sanborn Map shows development along South Higgins Avenue to South Sixth Street west. Development along this minor commercial district was greatly accelerated in the early 1900's and early 1910's and was associated with the construction of the University of Montana campus beginning in 1898 and the construction of the Chicago, Milwaukee, St. Paul and Pacific Railroad to Missoula on the south side of the river in 1908. The commercial district was a supporting unit for the neighborhoods that developed on the west and east side of South Higgins Avenue after late 1890.

The basic boundaries formed and many of the key buildings constructed in the commercial historic district by the 1910's are still evident today. As of 1910, the National Board of Fire Underwriters defined the area as bounded by Pattee Street to the east, Woody Street to the west, Front Street to the south, and the railroad right-of-way to the north, with major commercial construction along First, Main, Cedar (Broadway Avenue), Spruce, and Stevens (Ryman) Streets. The report noted that the district extended north from the Clark Fork River along each side of Higgins Avenue a distance of about 2200 feet and had a width of about 700 feet. Occupied buildings were principally ground-floor mercantiles with offices and rooming houses above. The same report described a "minor mercantile district" as the two blocks bounded by Stevens (Ryman), Alder, Harris (Orange) and Railroad Streets. Its growth consisted to a great extent of two-story brick hotels and was associated with the railroad when the passenger depot was located at the north end of Harris (Orange) Street and the passenger platform was located at the north end of Woody and Orange Streets. That district declined with the construction of the new depot at the north end of Higgins Avenue in 1901. The report's description of the boundaries of the central business district and the minor mercantile district is generally applicable to the historic sections of the existing downtown business district.

The report noted that the most valuable of the central business district properties consisted of "several hotels and office buildings and one- to three-story department stores along Higgins Avenue." The report also noted that there were still

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considerable vacant areas on the east and west sides of the district. Most structures were "joisted brick in small to moderate areas and low heights." Frame buildings "were small and scattered." After 1910, that area between the central business district filled in with residential construction to the Bitterroot branch line and beyond to the west and to Van Buren Street and the Lower Rattlesnake to the east. The commercial historic buildings constructed between 1910 and 1940 were built within the historic commercial area that was defined by 1910.

As this physical expansion occurred, Missoula's infrastructure within or near the central business district also developed. As noted, the water system begun by Worden and Company was gradually improved. The firm also constructed a steam plant on an island under the Higgins Street Bridge which supplied 500 kilowatts of power for residential lighting. A.B. Hammond and his associates acquired the water system and lighting plant in 1898 and combined the two into the Missoula Light and Water Company. This company obtained water rights on Rattlesnake Creek that were sufficient to supply Missoula's water supply needs. In 1906, William Clark, one of the Butte Copper Kings, purchased the Missoula Light and Water Company and reorganized and renamed it the Missoula Public Service Company. The company began a series of improvements on the system, building a series of dams and lakes on Rattlesnake Creek, which, as of 1925, had a storage capacity of 500 million gallons. Water mains totaled 65 miles in length, and, in 1925, a storage reservoir of 1 million gallons capacity was located just above the city on Waterworks Hill.

The power system for Missoula was owned by the same interests as the water system. A.B. Hammond moved the steam power plant that he had acquired from the Worden interests to Bonner. After acquiring the plant from Hammond, Clark began construction of a dam and hydroelectric power-generating facilities (1907-1909) at the confluence of the Blackfoot and Clark Fork Rivers, which generated 2400 kilowatts of power and ceased operating the old plant. He built a transmission line from the new plant to Missoula and extended the line to Hamilton, which provided electric power to the towns between Missoula and Hamilton. The Missoula Gas and Coke Company (not a Clark business) provided gas to Missoula.

After A.B. Hammond moved the power plant to Bonner, the Missoula Mercantile built a steam plant on the north bank of the river to fulfill its own heating needs and those of some nearby businesses. The plant was expanded in 1910 when galvanized iron

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pipes were replaced with tunnels to the Mercantile and other businesses. In 1913, the system was expanded to provide service the length of Higgins Avenue to the Northern Pacific passenger station and a block on each side of Higgins Avenue to service a total area of about 20 square blocks. Montana Power Company acquired the steam plant in 1929.

The City of Missoula established a series of Special Improvement Districts beginning in the early 1910's to construct a sewer system for the city, which, by the mid-1920's, was complete on the north side of the city and in good condition between Van Buren Street and the Bitterroot branch line.

It also was during the 1910's that sidewalk and street paving and boulevarding began, also with the creation of Special Improvement Districts. North Higgins Avenue was paved in 1912 with 14,526 square yards of vitrified brick, at a cost of \$65,359.50. Also paved in 1912 were West and East Railroad Streets and West and East Front Streets. West Main Street was paved in 1914. Projects in 1915 included Pattee Street, Pine Street from Pattee Street to Woody Street, and Stevens (Ryman) Street.

Boulevard projects also began in earnest in the 1910's. Boulevarding began in the University residential district, but many boulevards were constructed on both the north and south sides of the river during this time. The East Pine Street boulevard with its unique (for Missoula) centered medians was constructed in 1915, as the result of a petition initiated by Joseph Dixon, former U.S. Senator. These boulevards helped bolster Missoula's claim to the title of the Garden City begun in the 1860's. Many of these boulevards are located within the the historic residential areas flanking the central business district.

A street car system was established in Missoula in 1890, consisting only of a horse-drawn vehicle that traveled from the Northern Pacific passenger station at the north end of Woody Street, south to Front Street, east to Higgins Avenue, north to Main Street, west to Woody Street, and then back to the railroad depot. In 1895, the line was extended south to South Fourth Street and west to the 900 block on Fourth Street to Willard School, the original location of the University of Montana. The W.A. Clark interests obtained a franchise to establish an electric railway, which began operation in 1910, with lines running to the Old Country Club (now the University of Montana

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Golf Course), the Daly Addition, the West and East Sides, Fort Missoula, and Bonner. The Missoula Street Railway Company operated as part of the Missoula Light and Water Company until 1924 and as part of the Missoula Public Service Company from 1924 to 1928. The Montana Power Company obtained the line in 1928 and operated it until 1932 when it was replaced by a bus system.

The City of Missoula also developed a system of public parks beginning in 1902, with the donation by the Greenough family of 33 acres of land on both sides of Lower Rattlesnake Creek just to the northeast of the Urban Renewal District. The Kiwanis Club finished construction of Kiwanis Park (located south of East Front Street and originally extending between Pattee Street and Rattlesnake Creek) in 1934. By 1940, the city also acquired Little McCormick Park, a triangular park at the intersection of Alder Street and Toole Avenue. The McCormicks also donated a large parcel of land on the south side of the Clark Fork River, just west of the Orange Street Bridge. Work started on the park in 1938. WPA funds amounting to \$75,000 were used for much of the construction. Franklin Park, located between Ninth and Tenth Avenues South in the Daly Addition, was created in 1940 as a donation to the city by School District No. 1.

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MISSOULA, MONTANA, 1880-1940

The context of commercial architecture in Missoula is based on the commercial building property types erected within the approximate time period of 1880-1940. Commercial development began in Missoula in 1860, but commercial property types in the commercial historic district only date from the 1880's. Most of the existing commercial historic buildings were constructed between the 1880's and the 1920's. Representative commercial buildings of the 1920-1940 period also remain but are not as well represented.

The commercial buildings of the 1880-1920 period include pre-1900 one- to three-story vernacular brick buildings (usually on one or two lots) built with common brick, parapeted facades (often with battlements), stepped-down roofs, cornices (generally metal) with dentils or modillions, upper-floor arched, wood frame, double-hung windows, and stone foundations. The first floors most often had entryways (sometimes recessed) with transoms and were flanked by plate glass windows. Some of these vernacular commercial buildings were multi-floor structures and exhibited more elaborate stylistic ornamentation than other commercial buildings constructed during the same period. Also characteristic of these pre-1900 buildings were high-style, three- to four-story high, multi-lot commercial business blocks. Most of the pre-1900 buildings were constructed between the arrival of the railroad and the Panic of 1893 and just before 1900, as the effects of the Panic of 1893 waned.

Buildings constructed after 1900 were generally two-story, one- to two-lot buildings constructed of high-fired, often polychrome brick (sometimes only on the front facade) with flattened arches or lentils. Also constructed during this period were two- to three-story, multi-lot, two-part, Neoclassical buildings constructed with polychrome, high-fired brick featuring high-style facades with elaborate cornices, unitary two-story high bays with upper sections tied together by pilaster columns, or galleries and/or two-story-high windows. Cornices, columns, and window surrounds and entryways were often made with terra cotta. The period also experienced the construction of three-part, multi-story Sullivan-esque or Chicago style hotels or office buildings constructed of polychrome high-fire brick and displaying a break between first floor design and materials and a generally unitary upper level block with symmetrical windows or bays demarcated vertically by pilasters

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and horizontally from the top floor and a generally elaborate bracketed or arched cornice by some form of banding or belt course.

The period between 1920 and 1940 is represented by the construction of a small number of commercial brick buildings typical of the commercial styles of that period. They generally are one- to two-story with flat roofs with battlements, polychroming in the cornice, lentils and sills (generally headers), banding, and sometimes in decorative rectangular panels. This basic design is occasionally accompanied by Neoclassical additions such as columned porticos. Also located in the commercial district are a few examples of Art Deco and Art Moderne commercial buildings, some one-story, others multi-story constructed of either high fire, polychrome brick or poured concrete and earthen tile.

The construction period (1880-1920) was understandably a period in which several architects resided and designed buildings in Missoula. The number of architects was directly related to the amount of building during the period which saw construction booms occurring between 1883-1893 and between 1897 to 1917. Two "dynasties" dominated building design in Missoula over the years. One, represented by A. J. Gibson, Ole Bakke, and H. E. Kirkemo, designed a significant percentage of commercial and public buildings in Missoula. The other major dynasty was that of John Kennedy and Charles Forbis, who designed many of the city's residences. During the early boom years, other architects resided and practiced in Missoula, and architectural firms from out of town also did significant design work in the city.

Edward Selander designed some major portions of the Missoula Mercantile at 114 North Higgins in the mid- and late 1880's and early 1890's. Paulsen and McConnell, an important Helena architectural firm that opened an office in Missoula for a short period in the late nineteenth century, designed the Higgins Block at 202 North Higgins. J. C. Paulsen was the first Montana State University architect. He studied in Germany and was an outstanding practitioner of the Queen Anne and Richardsonian Romanesque styles. Irwin Fuller and Van den Stein, an early Missoula firm, designed the Missoula Hotel built in 1890.

The most prominent of Missoula architects was A. J. Gibson. He was born in Savannah County, Ohio, in 1862. Not formally trained in architecture, he started to work as an apprentice of H. M. Patterson, a friend of the Gibson family, who was an

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architect and builder in Butte. Gibson moved to Missoula in 1887, at first a partner of E. C. Selander and, later, Robert Westrum. He designed many of the key public, commercial, and residential buildings in Missoula, employing a variety of architectural styles, particularly Queen Anne, Neoclassical, Renaissance Revival, and Bungalow. Major buildings in the commercial district designed by Gibson include the Carnegie Library and the Missoula County Courthouse (Neoclassical); the Garden City Commercial College (Queen Anne); the Keith Ross (Scholsberg) Building at 403 North Higgins, the Atlantic Hotel at 509 North Higgins, and the Norden Hotel at 201 West Railroad (all Western Commercial); the Lucy Building (Sullivan-esque); and the Penwell Hotel at 501 South Higgins. He also designed several buildings at the University of Montana, and some of Missoula's mansions, including the Queen Anne style Greenough Mansion and the Neoclassical style Joseph M. Dixon residence.

One of the members of Gibson's firm was Ole Bakke from Norway, who arrived in Missoula in 1900 and began working for Gibson in 1900. He took over Gibson's business in 1912 or 1913 when Gibson retired. Bakke's major design project in the commercial district is the Smead-Simons block, a nine-story, Sullivan-esque style theater and commercial office building at 104 South Higgins Avenue. Bakke designed several elementary schools and university buildings in Missoula, many of which still stand. Bakke returned to Norway in 1921 and then returned to Missoula in 1924 where he died in 1925. Olson and Johnson of Missoula designed the Sullivan-esque style Savoy/Palace Hotel at 147 West Broadway and the Belmont and Victoria Hotels at 430 North Higgins.

Fred Morin of Morin Lumber Company designed the polychrome brick, Neoclassical style Watson Block at 200 East Pine Street in 1929 and the Colonial Revival style Forkenbrock Funeral Home at 234 East Pine Street in 1929.

Link and Haire, Montana's most prominent architectural firm, had offices in Helena and Butte and in Missoula between 1909 to 1913 and designed many of the state's most monumental public and quasi-public buildings. Their buildings in the Missoula historic commercial district include the Beaux Arts style Masonic Lodge at 122-136 East Broadway and the Neoclassical style Elks Club (with the front gallery) at 120 Pattee Street. Link and Haire also designed Lowell School and Brantley and Elrod Halls at the University of Montana.

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H.E. Kirkemo was originally from Great Falls and joined Gibson and Bakke's firm in the early 1920's when he assisted in the structural design of the Smead-Simon Block. His career spanned several years in Missoula where he worked on design projects for buildings in Missoula and in several other western Montana towns. He designed over 300 buildings, some of which were in the commercial district, between 1920 and 1940. These include the Art Deco style Humble Apartments at 740 South Higgins Avenue (1921-25), the Neoclassical style Independent Oil Company Service Station at Circle Square in 1923, the Von Don Apartments at 107 West Spruce Street in 1929, the Art Deco style (east) side of the Missoula Laundry in 1928, and the Art Moderne style Zip Auto Service in 1937. R.C. Hugenin of Butte designed the Art Deco style Hammond Arcade in 1933-34. S.W. Witwer of Missoula designed the Art Deco style (east) section of the Palace Hotel in 1941. George Peterson of Spokane designed the Art Moderne style Florence Hotel built in 1940-41.

Missoula's railroad depots were designed by out-of-state architects. Alan Hartzell Reed and Charles Stem designed the Renaissance Revival style Northern Pacific Depot built in 1901. The firm, located in St. Paul, Minnesota, designed several railroad stations in Montana and major buildings in St. Paul and New York City. J.A. Lindstrand, an architect in the Bridge and Building Department of the Chicago, Milwaukee, St. Paul, and Pacific Railway, designed the Mission style Milwaukee Depot built in 1910.

In about 1940, the commercial historic district in Missoula was characterized by a variety of historic commercial and public buildings that display a chronological pattern of architectural styles and construction techniques. With the exception of the nine-story Smead-Simons Building and the six-story Montana Bank Building at 101 East Broadway Avenue (extensively remodeled), the commercial buildings ranged from one to four stories in height, were predominantly brick, stone, and concrete, displayed excellent workmanship and stylistic detailing without major open spaces or other forms of spacial interruption in the core area. Buildings were constructed on long, narrow lots; some included several lots and constituted major business blocks. Public buildings like the Courthouse and Federal Building did and still do occupy entire blocks.

Demolitions and the subsequent construction of modern commercial buildings and parking lots and the multi-level remodeling of others constitute intrusions in the area and have

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interrupted the basic sense of scale, proportion, spatial arrangement, workmanship, and aesthetic quality of the overall architectural character of the commercial historic district. The result is that there is an insufficient concentration of contributing historic buildings to constitute a commercial historic district, but a sufficient number to constitute a property type representative of a historic context. Generally speaking, key buildings with sufficient significance and integrity for listing on the National Register of Historic Places, such as the railroad depots, the Higgins Block, the Park Hotel, the Masonic and Elks Lodges and the Montgomery Ward Building (see below) serve as key or pivotal buildings for interpretation of single blocks, or a cluster of buildings, such as the historic hotels near the Northern Pacific Railroad Depot, serve to portray an area approaching what it was like during the construction period. In most cases, however, the historic buildings are isolated either as key buildings, such as the Higgins Block, or as smaller buildings, such as Zip Auto at 251 West Main Street or the Gleim Building at 265 West Front Street, and often are associated with specific themes within the context of commercial development in Missoula 1864-1940 and commercial architecture in Missoula 1880-1940.

The region's environment made available most of the materials used in the construction of the city's commercial buildings. Only the facade brick during a particular period of time, the Indiana limestone, and the marble came from out of state. Most of the historic buildings in Missoula are frame buildings built with the lumber milled at the several Missoula-area sawmills. Much of the brick used in the construction of Missoula's many brick commercial buildings and residential buildings also was produced in the Missoula area. During the building boom, Hollenbeck Brick Works, located about three miles west of Missoula, produced common and facade brick at a rate of about four to five million bricks a year. After the Depression of 1893, brick production in the Missoula area collapsed. Facade brick was imported from Spokane, Washington, and Hebron, North Dakota, from 1894 to 1909. The second stage of brick production in Missoula occurred between 1909 and the 1920's when facade brick was once again produced in the area. Firms producing brick at the time included the revived Hollenbeck Brick Company and Missoula Brick and Tile, the latter located in East Missoula. Boom years for the production of facade brick was between 1910 and 1920. By 1920, the Western Clay Manufacturing Company (now the Archie Bray Works) in Helena drove the Missoula-area facade brick producers out of business. Most of the

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historic buildings at the University of Montana were built with the Helena-produced brick. Brick manufacturing in Missoula declined in the 1920's. The brick produced in the Missoula-area were made with Lake Missoula clays and much of it was exported.

The granite used in Missoula-area buildings was produced by the Kain Quarries, located about 10 miles west of Helena. The quarries opened in 1889 and operated until the early 1950's. Missoula also produced some of its own granite in the late 1890's and the early 1900's from a quarry in Clinton. Most of the sandstone in Missoula buildings came from Columbus, Montana, from about 1900 to 1913. Quartzite, a pink foundation stone, was taken from the Missoula Valley from the 1890's to the 1920's from the numerous outcrops around the entire valley. The limestone used in the Federal Building is Indiana limestone. The marble used in the interior of some of Missoula's buildings probably came from the Appalachian Mountains. Travertine used in the interior of the Federal Building and the Florence Hotel came from Gardiner, Montana.

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II. Description.

This property type includes buildings associated with the context of the commercial development in Missoula between 1880 and 1940. The commercial properties encompass a range of functions and uses -- business blocks with retail stores and professional offices, retail stores with first floor retail stores and upstairs apartments, fraternal halls (Elks, Masons and Union) with either quasi-commercial functions or uses, department stores, automobile-related buildings, hotels and apartments in the central business district, and two railroad depots instrumental in the commercial development of the city. The buildings encompass a range of scales, building techniques and materials, architectural styles, and quality of workmanship. The historic railroad depots are discussed as commercial property types because of their obvious impact on making Missoula a significant regional commercial center.

The location and physical configuration of the core commercial district in Missoula is the product of Missoula's generally strategic location at the head of the five adjoining valleys, the early importance of the Clark Fork River and Mullan Road as transportation routes, and the proximity of Rattlesnake Creek, which provided water to power the historic flour and lumber mills at Missoula Mills. Missoula's location on flat land about midway between the main ridge of the Rocky Mountains and the Cascade Mountains also contributed to a decision to locate the Northern Pacific Railroad division headquarters, including its roundhouse and repair shops, at Missoula. The ready availability of timber and the need of the railroad and major mining operations in areas like Butte for timber and lumber, were responsible for the founding of a large and profitable timber industry, which, by the early 1900's, was shipping lumber as far east as the mid-west. Missoula's location adjacent to fertile valleys, especially the Bitterroot, Flathead-Jocko, and Blackfoot, made it a natural supply and distribution center for regional farming and stock raising, and orchards which contributed significantly to the Missoula-area economy during the historical period. The clays of the Missoula lake bed provided material for many brick plants that have historically operated in Missoula. The hills and mountains to the north and east directed city growth to the south and west during the historical period.

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The boundaries and locational patterns of property types related to Missoula commercial development are basically a product of where the commercial historic buildings (excluding multi-family houses and some railroad-related warehouses) are located. This area includes the Missoula central business district on the north side of the river and the two-block-wide strip on the south side of the river to Roosevelt Street.

The basic physical condition of the nominated commercial properties in this area is good, although they have experienced various degrees of alteration. The location of these properties within a commercial area that has lost its historic integrity as a district and where commercial property taxes make it difficult for business in one-lot, one- to two-story historic buildings to generate sufficient income to pay taxes and make a profit, represent threats to the continued maintenance and survival of some of the buildings recommended for listing in the National Register. The gradual rezoning of residential areas in the Urban Renewal District adjacent to the central business district and the conversion of historic residences to commercial uses, also threatens to gradually erode the character of those adjoining historic residential districts.

The historic commercial buildings in Missoula were constructed over a 60-year period and represent a chronological sampling of buildings types, styles, construction techniques, materials, and aesthetic qualities.

The early (1880-1900) commercial buildings were one to three stories high because taller buildings were unnecessary and because construction practices most commonly used were not advanced enough to construct taller buildings. Commercial building plans generally were a product of lot size, which, in commercial blocks, was long and narrow due to the premium placed on street frontage. Buildings usually had "massive stone foundations, wood floor joists laid in the stone or masonry walls, a first floor double cavity wall, often 18" thick, second floor wood joists, and a thinner cavity wall for the second story." Walls were massive to "compensate" for the low quality of the brick which was a low-fire brick produced locally and which was soft and porous.

Building roofs generally sloped to the rear and the top of the walls "stepped down" in relation to the slope of the roof. Front facades followed a general pattern. The upper portion featured a parapet wall with crenelation, dentils/modillions, or

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frequently, a metal cornice. Upper floors most often featured bays demarcated by evenly spaced windows with relieving, Romanesque, or, a bit later, flat arches over double-hung windows. Buildings constructed in this way were generally built along what was termed the "vernacular" commercial format. Examples include the Brunswick Hotel at 223 West Railroad Street (pre-1891), the Gleim Building (1893) at 265 West Front Street, the Dixon-Duncan Block (1897) at 232-240 North Higgins Avenue, Garden City Drug (1898-1902) at 118 North Higgins Avenue (Photos 67-68), the Graham Apartments (1910) at 315/317 East Broadway Avenue and the Queen Anne style apartments at 116 West Spruce Street. Most of these buildings are two-story, one-lot, and constructed of brick.

Some of the pre-1900 commercial buildings displayed more distinctive commercial architectural styles. The old, two-story, Missoula Mercantile Building at 114 North Higgins Avenue, which is basically a vernacular commercial building, displays stylistic ornamentation such as cast-iron store front, an elaborate entrance on Higgins Avenue, and upper floor windows displaying Colonial Revival style hoods. Another early commercial structure with distinctive design features is the three-story, Chateausque style Missoula Hotel at 141-147 West Main Street (1890). The prime commercial building is the three-story, brick and granite, Queen Anne style Higgins Block (1889) designed by Paulsen and McConnell. It is located at 202 North Higgins Avenue and features a corner round turret with a copper domed roof and a square tower with a polygonal tent roof and a variety of building materials, including granite and polychrome detailing. The large, three-story Kennedy/Missoula Hotel at 140-147 West Main Street features a French Chateausque look with large, intersecting gable roofs, half timbering, and use of brick and granite facade.

Generally speaking, most of the commercial buildings constructed between 1902 and the 1920's are marked by changes in materials and detailing. Bricks were high-fired (often polychrome), higher in quality and more standardized in construction. Lintels were generally flat (often with keystones) rather than arched, which gave these buildings (some of which also have masonry quoins) a more rigid appearance. It also was the period of Classical Revival and Beaux Arts influence. During this period, either the entire building was constructed along more standard lines for the period, or only the facade, with the remainder of the building constructed with low-fired, more porous brick characteristic of the vernacular building era. Examples

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include the two-story, brick, Lucy Building at 330 North Higgins Avenue (1909), the three-story, brick, Atlantic Hotel at 519 North Higgins Avenue (1902), the two-story, brick, Belmont Hotel at 424-432 Higgins Avenue, and the two-story, brick, Model Laundry built 1909-1911 at 131 West Alder Street. An interesting study in the chronological evolution of commercial architectural styles is the one-story Missoula Laundry Company building built between 1915 in 1929 at 111 East Spruce Street. The west section is commercial vernacular in style, the center section is Art Deco, and the east section is Western Commercial. The five-story Savoy-Palace Hotel designed by Olson and Johnson and built in 1909 at 141 West Broadway Avenue and the Wilma Building designed by Ole Bakke and built in 1921 at 104 South Higgins Avenue, are excellent examples of the Chicago or Sullivanesque school.

More ornate, high-style buildings constructed between 1900 and 1920 include the Beaux Arts style Masonic Temple built in 1909 at 120-136 East Broadway Avenue, the Neoclassical Elks Building built in 1911 at 120 Pattee Street (both designed by Link and Haire of Helena and Butte), and the Neoclassical Independent Telephone Company Building (probably designed by George Shanley) built in 1910 at 207 East Main Street. The Masonic Temple features two, two-story-high overhead window bays; the Elks Building, a two-story-high gallery with Ionic Order columns; and the Independent Telephone Company Building, the use of enameled brick tile. All of these buildings make extensive use of terra cotta in the cornices, door and window framing or surrounds, banding, and columns in the case of the Elks Building. Elements of high-style commercial design are evident in the two-story, brick, commercial Italianate style Knowles Building designed by A.J. Gibson and built between 1905-1911 at 200-210 South Third Street West, the Renaissance Revival style Grand Pacific Hotel built in 1902 at 118 West Alder Street, and the Penwell Hotel designed by A.J. Gibson and built in 1910 at 501 South Higgins Avenue. The Knowles Building features arched first floor entryway, roof line battlements and upstairs polygonal bays with narrow windows.

The railroad depots which anchor the north and south sides of the Missoula historic commercial district were designed by nationally known architects who drew on classical architectural schools to design buildings that contributed so significantly to the commercial development of Missoula. These include the Renaissance Revival style Northern Pacific Depot (1901) designed by Reed and Stem of Minneapolis, Minnesota, and the Mission style Milwaukee Depot designed by Milwaukee Road architect J.A.

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Lindstrand. The former is distinguished by its horizontal lines, terra cotta tile roof, rusticated brick pilasters, flat and segmentally arched windows and decorative details, including a terra cotta urn. The Milwaukee Road depot features Mission style architectural design elements, two towers with battlements, and island-castle imagery.

Buildings constructed between 1920 and 1940 include one- to two-story commercial buildings constructed with high-fire polychrome brick, some with Neoclassical embellishments such as the Marsh-Powell Funeral Home built about 1930 at 224 West Spruce Street or the Renaissance Revival style Montgomery Ward Building constructed in 1935 at 201 North Higgins Avenue. The Marsh-Powell Funeral Home features a two-story, Neoclassical style pavilion with pedimented gable roof and Doric order columns. The Montgomery Ward Building is a simplified Renaissance Revival design featuring narrow two-story windows with turned, spindled balustrades in the sills below the windows and in the cornice line above them.

Some of the polychrome brick commercial buildings represent a transition to the Art Deco period, with roof line crenelation or battlements, more elaborate polychrome detailing, medallions, and other decorative tile and terra cotta work. Examples include the Humble Apartments designed by H.E. Kirkemo and built between 1921 and 1925 at 740 South Higgins Avenue and the Hammond Arcade designed by R.C. Hugenin and constructed in 1934 at 101 South Higgins Avenue. The latter features stepped battlements, extensive use of polychroming, decorative tiles, and unique arcaded interior mall. Examples of the mature Art Deco style include the middle section of the Missoula Laundry Company Building and the 1941 addition to the Palace Hotel, which features a decorative terra cotta thunderbird, which, together with the building's vertical piers and corrugated metal panels between the stories, give this annex a late Art Deco appearance. The few examples of the Art Moderne style are poured concrete buildings, including Zip Auto Service at 265 West Main Street, and the Florence Hotel constructed in 1941. The Zip Auto Service Building has rounded corners and inset stripping, letter and chevron ornamentation. The Florence Hotel, a seven-story hotel of concrete construction, has rounded tile corners with glass block windows, and aligned windows between unbroken piers which give the building an Art Moderne look.

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III. Significance.

Buildings Significant by Association

The property type of commercial buildings in Missoula (1880-1940) clearly relates to the historic contexts of commercial development in Missoula 1864-1940 and commercial architecture in Missoula 1880-1940. The buildings currently listed in the National Register and the 20 commercial buildings accompanying this nomination, are selective representations of the long-term commercial and architectural developments that occurred in Missoula between 1864-1940.

Commercial buildings significant due to their association with developmental forces, persons, events and activities (Criteria A and B) include a range of commercial trends and uses. The Missoula Mercantile was the center of the wholesale and retail trade in Missoula from the late nineteenth century, well into the twentieth century and is associated with three individuals, E.L. Bonner, A.B. Hammond, and C.H. McLeod, who played important roles in the history of the Mercantile and other major enterprises (such as the Montana Improvement Company and the Big Blackfoot Milling and Manufacturing Company) that made Missoula the major trade center for an area of 200 miles for decades. The two railroad depots, along with the energy of those who owned and operated the Mercantile, made Missoula a shipping and distribution point of major regional significance. The Northern Pacific depot (1901) and the Milwaukee depot (1910) are significant for their obvious impact on converting Missoula from a town to a city by dramatically increasing its regional trade area, providing direct access to the Midwest and the Pacific Coast, increasing capital investment in the area, and making Missoula an important regional commercial center. The Northern Pacific depot symbolizes the importance that the railroad played in Missoula since 1883, not only with the completion of the transcontinental railroad that year, but also with the completion of the branch lines to adjoining valleys between 1887-1917. The Milwaukee Road is more directly associated with the increase of population to the Bitterroot and Flathead Valleys during the homestead era and second building boom period.

The C.P. Higgins Block is significant under Criteria A and B because of its association with the co-founder and town father of Missoula and because it was constructed during the height of Missoula's first major building boom and was part of an effort to

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shift the center of the downtown close to the Northern Pacific Railroad Depot. It was Missoula's first high-style commercial block and contained C.P. Higgins' Western Bank, the D. J. Hennessey Company, and numerous professional offices, making it an important remaining symbol of the optimism and dynamics of that period. The Knowles Building at 200-210 South Third Street West also qualifies for listing on the Register under Criteria A and B because of its association with Judge Hiram Knowles of Butte, who was a Territorial Supreme Court Justice, attorney and the individual most responsible for the commercial and residential development of the southside of Missoula, which the Knowles Building symbolizes with its first level commercial shops and second floor apartments. The Dixon-Duncan Block built in 1897 also is significant under Criterion A for the degree to which it is associated with Missoula's emergence as a city with a prominent professional class, being associated with Joseph M. Dixon and Asa L. Duncan, attorneys who commissioned the construction of the building and others during the beginning of Missoula's second major building boom.

Missoula's numerous historic hotels are significant under Criterion A for their association with the growth of the city's commercial sector due to the influence of the railroad. The hotels not only accommodated railroad passengers and employees but were the source of other businesses such as restaurants, saloons, and retail stores patronized by town residents. Most of them are grouped around the railroad tracks and along a corridor that used to comprise a "minor mercantile district" that grew up when the original railroad depot was built at the north end of Woody Street and remained after the building of a new depot at the north end of Higgins Avenue in 1901. These hotels include the Brunswick (1891) and Missoula (1891), the Grand Pacific (1902), the Atlantic (1902), and the Belmont (1905). The Penwell Hotel (1910) is associated with the construction of the Milwaukee Road. The Gleim Building (1893), significant under criterion A, was originally a house of prostitution, a social institution associated with West Front Street, which as a major part of Missoula's commercial activity from the coming of the railroad until 1916.

The multi-family construction that occurred in great volume at the turn of the century is one of the major commercial components of the Missoula central business area. These multi-family apartments constructed during the period between 1900-1920 are located in the residential districts flanking the central business district core. They are directly associated with the

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second rapid building boom as a means of housing Missoula's rapidly expanding professional white collar class that was arriving faster than could be absorbed by the construction of single-family residences. They are located on both sides of the river and are a significant part of and reflection of the development of Missoula as a major trading center at this particular time. The Graham Apartments at 315/317 East Broadway and the flats at 116 West Spruce Street are representative of this significant commercial and social development.

The Independent Telephone Company Building (1910) is significant under criterion A as the only remaining building associated with the early telephone industry in Missoula, and the Labor Temple (1916) as the only building associated with the early labor movement in the city. The Masonic Temple (1909) and the Elks Building are significant under Criterion A for their monumentation and clear association with the optimism of the second boom period and the fact they contained significant businesses for sustained periods during this historical period. The Hammond Arcade is associated with and still owned by Hammond, Inc., and is closely associated with the Depression in Missoula, being a unique commercial building constructed with insurance money when the old Hammond Building was destroyed by fire. The Montgomery Ward Building is also significant under criterion A as a major national chain store built in Missoula during the Depression, which contributed to the economic survival of the central business district. Construction of the new building was one of the important sources of employment in Missoula during the period. Zip Auto is a National Register-quality building in Missoula most closely associated with the automobile industry. The Marsh-Powell Funeral Home at 224 West Spruce Street and the Forkenbrock Funeral Home at 234 East Pine Street, both built about 1930, are significant under criterion A for the growing importance of service industries that began to appear in Missoula in the 1930's and 1940's and the emergence of the mortuary business as a distinct profession offering comprehensive funeral services during this time.

Buildings Significant by Architectural Design

The commercial buildings in Missoula are significant because together they represent a chronological ordering of distinct commercial architectural design periods and schools. The pre-1900 vernacular commercial building type is well represented by the Missoula Mercantile (1882-1891) with its common brick construction, dentilated cornice, and relieving arched windows.

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It exhibits some more high-style features such as the cast iron store front and Colonial Revival window hoods. The Brunswick Hotel at 223 Railroad Avenue is also an excellent example of vernacular construction with its smaller scale, common brick construction, relief arched windows, and dentilated cornice with brick pilasters. Three vernacular buildings of the pre-1900 era contain some evidence of more high-style commercial buildings -- the Gleim Building (1893) at 265 West Front Street, the Garden City Drug Company Building (1898) at 118 North Higgins Avenue, and the Dixon-Duncan Block (1897) at 232-242 North Higgins Avenue. These buildings are excellent examples of local adaptation and application of elements of classic design styles (in this case their Romanesque arches) to buildings probably constructed by local craftsmen using locally manufactured brick and locally quarried granite. All are one lot wide, two-story, with common brick and granite facades with Romanesque arched windows and brick pilasters. Generally speaking, these vernacular buildings possess good workmanship and design detail on both the first and second floors.

High-style, architect-designed buildings in the central business district include the Queen Anne style Higgins Block at 210 North Higgins Avenue, the Queen Anne style Garden City Commercial College (1902) at 120 South Fourth Street West, the French Chateausque style Missoula Hotel (1891) at 140-147 West Main Street, the Beaux Arts style Masonic Temple at 130 East Broadway Avenue, the Neoclassical style Elks Temple at 120 North Pattee Street, and the Independent Telephone Company Building at 207 East Main Street. The Queen Anne style buildings feature designs and materials used in opposition to one another with an emphasis on horizontal (large cornices, belt courses and banding) and vertical (turrets, towers, and pilasters) lines, contradictory materials (high-fire polychrome, brick, granite, terra cotta, wood) and some Neoclassical style features such as the entryway support posts. Both also possess the scale of high-style commercial architecture and are large, three-story, pivotal commercial buildings within the central business district.

The Higgins Block was designed by Paulsen and McConnell of Helena, Montana, one of the leading architectural firms in Montana at the time. Paulsen was trained in Germany and was a specialist in Richardsonian Romanesque architecture, evidenced in the arched entryways and first floor windows. The Garden City Commercial College was designed by A.J. Gibson, Missoula's premier turn-of-the-century architect, who served an apprenticeship in Butte before coming to Missoula in the 1890's.

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He mastered a range of building types and architectural styles. Among his first design projects were Queen Anne style buildings like the Greenough Mansion and the Garden City Commercial College. Both of these Queen Anne style buildings display excellent workmanship and design detail and very good integrity.

The Classical Revival style buildings such as the Beaux Arts style Masonic Temple (1909) at 122-136 East Broadway, the Neoclassical style Elks lodge at 120 North Pattee Street (1911), and the Independent Telephone Company Building (1909) at 207 East Main Street display elaborate terra cotta cornices, window and door surrounds, banding, and high-fired polychrome brick. The Masonic Temple features two-story arched bays, massive terra cotta cornice, two-story-high arched window bays. The Elks Lodge also has a massive cornice and banding with a two-story-high columned (Ionic order) arcade. The Independent Telephone Company Building was construction of glazed brick with a recessed arched entryway. These buildings are semi-institutional in nature and are distinguished by their three-story scale (the Elks Lodge and Masonic Temple), quality materials such as the high-fired brick facades and terra cotta cornice columns, window and door surrounds, glazed brick (Independent Telephone Company Building), and the association of their Classical Revival design with the confidence and optimism during a period of Missoula's most rapid economic growth and building construction. It was also during this period that the massive Neoclassical style Courthouse and the Federal Building were constructed in Missoula.

The Masonic Temple and Elks Lodge were designed by the architectural firm of Link and Haire, Montana's most prominent architectural firm that was most noted for its design of large-scale public and semi-public buildings, many of which were characterized by Neoclassical design. The Grand Pacific Hotel (1902) located at 118 West Alder Street also displays high-style Renaissance Revival styling, and the Knowles Building (1905-1911) located at 200-210 South Third Street West and designed by A.J. Gibson displays prominent commercial Italianate design features and, along with the Garden City Commercial College, symbolizes the commercial optimism of the period in the commercial section of the city on the south side of the river. Most of these high-style, Neoclassical variation commercial buildings display excellent materials, workmanship, and generally good integrity on the first and upper floors. The scale of the Masonic Temple and the Elks Lodge is a particularly significant

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aspect of their architectural design and contribution to the central business district.

The Northern Pacific depot (1901) and the Milwaukee depot (1910), constructed during the second boom period, also are characterized by high-style design and quality materials that were so much a part of the period. The Renaissance Revival styling, high-fired brick and terra cotta tile-roofed Northern Pacific depot was designed by Reed and Stem, a nationally known architectural firm of Minneapolis, known for its design of railroad stations, including New York City's Grand Central Station. The depot is the key building at the north end of town, and serves as the center of the hotel district, once the busiest section of town.

The Milwaukee depot serves a similar role for the south side of town and is even more imposing with its Mission style architecture with two towers with battlements and Romanesque windows. The depot, designed by J.A. Lindstrand of the Milwaukee Road, is one of the finest in Montana.

The Atlantic Hotel (1902) at 519 North Higgins Avenue, the Belmont Hotel (1910) at 430 North Higgins Avenue, Lucy Furniture (1909) at 330 North Higgins Avenue, and the Dorothy Apartments (1910) at 130 West Alder Street, also built during the boom period, are more functional buildings with high-fired brick facades, flattened arches, and use of quoins that give these buildings a characteristic rigid appearance so characteristic of much of the commercial construction of this period. They are either common brick buildings with high-fired brick facades (Atlantic Hotel and Belmont Hotel) or are entirely high-fired brick (Model Laundry/Dorothy Apartments) or Lucy's Furniture Building) and display generally good integrity, workmanship and design detail.

The Spruce Street Apartments at 116 West Spruce Street and the Graham Apartments at 315/317 East Broadway Avenue represent two of the basic designs characteristic of brick multi-family construction of the boom period -- the Queen Anne style design featuring polygonal bays, spindled balustrades and turned columns on the front porch such as the Spruce Street Apartments or the four-square, hipped roof (with large roof dormers), Neoclassical style design, such as the Graham Apartments.

The City is also represented by significant multi-story, two and three-part, Sullivanesque style buildings such as the Palace

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Hotel (1910) at 140 West Broadway Avenue and the Smead-Simons Building at 104 South Higgins Avenue, both listed in the National Register of Historic Places as of December 31, 1979. They both combine the more functional Chicago style design with a scale of construction that again represented the commercial optimism of the period in which they were constructed. The Palace Hotel is distinguished by its top story arched window and battlements, and the Smead-Simons Building by its large, bracketed cornice. The cornice area of both buildings features ornamentation that recalls earlier commercial design features. The Palace Hotel was designed by Olson and Johnson and the Smead-Simons Building by Ole Bakke and H.E. Kirkemo, who carried on A.J. Gibson's business. These buildings are excellent examples of the Chicago school and display good overall workmanship and design detail and integrity.

The period between the late 1920's and 1940's is not as well represented by buildings with construction techniques and architectural designs that are characteristic of the period. The Marsh-Powell Funeral Home at 224 West Spruce Street features a square, rigid design, red, high-fired brick construction, and polychrome sills, flattened arches with a Neoclassical style pavilion and portico over the front entryway. The Colonial Revival style Forkenbrock Funeral Home features a hip roof, characteristics of full-service funeral homes constructed during the period.

Buildings that represent a transition between the Western Commercial style buildings and Art Deco buildings include the Humble Apartments (1930) at 740 South Higgins Avenue and the Hammond Arcade (1934) at 101 South Higgins Avenue with their multi-lot, one- or two-story construction, roof line parapets and battlements, extensive polychroming along the cornice lines, lintels and sills and frequent use of medallions and decorative tile on their facades. Art Deco styling is more clearly evident in the center portion of the Missoula Laundry Company Building (1930) with its front facade pillars and battlements with decorative terra cotta. The east section of the Palace Hotel, built in 1941 and features Egyptian style ornamentation near the top of the front, and multi-columned polychrome front facade. The best example of a historic period Art Moderne building built during the 1930's is Zip Auto Service designed by H.E. Kirkemo and constructed at 251 West Main Street in 1937. The large-scale, Art Moderne style Florence Hotel at 101 North Higgins Avenue was built in 1941, but is the largest and most significant Art Moderne style building in Missoula and

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will be eligible for the National Register in 1991. It is a pivotal building because of its location and scale and highly significant because of the limited number of examples of the Art Deco and Art Moderne design in Missoula.

IV. Registration Requirements.

Commercial buildings in Missoula generally have to be evaluated as representative examples illustrative of a variety of historical associations and design and construction techniques spanning a 60-year period. Because of the number of intrusions in the central business district in the form of the demolition of historic buildings and the construction of new buildings and/or parking lots, and the frequent remodeling of the facades of the historic buildings that remain, there are only a few commercial historic buildings in that part of the city which assist in an interpretation of the contexts of the historic period. The commercial core of Missoula does not meet the criteria for listing in the National Register as an historic district.

Generally speaking, to qualify for independent listing in the National Register commercial buildings must be sufficiently documented to demonstrate that they clearly represent the historic contexts discussed in this Multiple Properties nomination and possess sufficient integrity to be generally recognizable as very good examples of their property type.

Setting and location: Commercial buildings must possess integrity of location to help mark the extent of the historic downtown. Evaluation of integrity of setting must be made with the recognition that, in many cases, adjacent historic buildings have been demolished or significantly remodeled, to the point of adversely affecting the integrity of setting of the buildings being evaluated.

Design, materials and workmanship: Generally speaking, those buildings that possess the best integrity of design, materials and workmanship are already listed in the National Register. There are few remaining examples of commercial buildings in the central business district free of some form of exterior and/or interior alteration. If buildings clearly meet the basic data and informational requirements to be identified with the contexts and property type discussed above, some degree of exterior remodeling on the first floor and at the rear of the building is acceptable for listing of a property in the National Register. Upper floor integrity should be intact in terms of

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design, materials and workmanship. First floor remodelings are generally facade changes and are usually acceptable for two-story or higher buildings if the historic facade of the upper floor(s) remains intact. It is preferable that the preservation of the upper portion of the building be complete, including the original entryways and windows and the banding that frequently separates first and upper floors. First floor remodeling can be considered further mitigated on large commercial buildings of more than two floors where the scale of the upper portion of the building tends to reduce the comparative size and impact of the first floor. Good integrity of the rear or sides (where visible) of the building also tend to reduce the adverse impact of the loss of some first floor integrity. First floor remodeling is more acceptable if done with compatible if not identical materials.

Evidence of historic craftsmanship and workmanship must be existing on the facades of commercial buildings, especially in cases where buildings are nominated under Criterion C only. Cornices, battlements, dentilation, pilasters, banding and belt courses, lintels, sills, window frames, and polychroming should possess good integrity and distinguish the building from those buildings, historic or non-historic, in close proximity. Greater latitude is permissible where buildings are the sole or one of the few representative examples of a particular historical or physical association, as in the case of the Missoula Laundry, whose center portion is one of the very few examples of Art Deco design in the historic commercial area.

Feeling and association: Integrity of design, materials and workmanship are necessary in order for commercial buildings to evoke a sense of an historic time period, especially in light of the general loss of integrity of the downtown area as an historic district.

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Commercial buildings in Missoula that have been previously listed
in the National Register of Historic Places:

Belmont Hotel, 430 Higgins Ave. North, Missoula
Listed in the National Register on April 20, 1983

Forkenbrock Funeral Home, 234 East Pine St., Missoula
Listed in the National Register on December 27, 1984

Grand Pacific Hotel, 18 West Alder, Missoula
Listed in the National Register on September 29, 1983

Higgins Block, 202 North Higgins Ave., Missoula
Listed in the National Register on October 1, 1979

Knowles Building, 200-210 S. Third St., Missoula
Listed in the National Register on April 9, 1987

Milwaukee Depot, 250 Station Dr., Missoula
Listed in the National Register on April 30, 1982

Northern Pacific Railroad Depot, Railroad Ave., Missoula
Listed in the National Register on March 28, 1982

Palace Hotel, 147 West Broadway, Missoula
Listed in the National Register on October 25, 1982

University Apartments, 400-422 Roosevelt, Missoula
Listed in the National Register on March 28, 1985

Wilma Theatre, 104 S. Higgins, Missoula
Listed in the National Register on December 31, 1979

G. Summary of Identification and Evaluation Methods

Discuss the methods used in developing the multiple property listing.

see continuation sheet

☒ See continuation sheet

H. Major Bibliographical References

see continuation sheets

☒ See continuation sheet

Primary location of additional documentation:

- ☒ State historic preservation office
☐ Other State agency
☐ Federal agency

- ☒ Local government
☐ University
☐ Other

Specify repository: Missoula Urban Redevelopment Office

I. Form Prepared By

name/title William A. Babcock, Jr., Missoula Historic Preservation Officer
organization City of Missoula date November, 1989
street & number 201 West Spruce St. telephone 406-721-4700
city or town Missoula state Montana zip code 59802

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This multiple property listing for commercial buildings in Missoula was prepared to provide a context for past and present nominations of buildings within Missoula's historic commercial area on the north and south sides of the Clark Fork River. It is based on information provided by the Historic Resource Survey of Missoula prepared in 1980 for the Missoula Urban Renewal Agency, the nomination forms of downtown buildings on the Register, research conducted to nominate the 20 buildings recommended for nomination in this multiple property nomination, and the Historic Context chapter of the Comprehensive Historic Preservation Plan... now being prepared for the City of Missoula. The 20 buildings nominated with this multiple property nomination were selected because they were judged on the basis of previous inventory research to possess sufficient historical/architectural significance and integrity to qualify as the best examples of a property type associated with the various stages of Missoula's historic commercial development.

The historic contexts of commercial development in Missoula (1864-1940) and commercial architecture in Missoula (1880-1940) are based on function and association with the historic commercial development that occurred between the founding of the town and 1940. Railroad depots, while technically more related to the context of transportation, gain a great deal of significance as pivotal buildings at the north and south sides of Missoula's commercial historic district. Hotels, while technically related to the context of housing, were important commercial resources (often with restaurants, saloons, retail shops, and pool halls in addition to their hotel or apartment units) which, along with the railroad depots, exemplify the commercial growth of Missoula during its two boom periods (1883-1893); (1898-1917). The buildings selected are among the few historic buildings remaining in the commercial historic district that possess sufficient integrity and associative ties to interpret the major commercial and architectural development that occurred in Missoula during the historic period.

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