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SEARS-ROEBUCK SHOW CONFIDENCE IN GRAND RIVER

Experts' Choice Of Grand River
As Detroit Headquarters Is
Significant Of Trend

One of the biggest events in years in Detroit business development in the opinion of business and real estate authorities has been the announcement of the location by Sears-Roebuck Co. of a large warehouse and two retail stores, and the selection by the company of the Grand River district as its headquarters, as well as a site for a large store, is cited as proof of the anticipated expansion of business in the district.

That Sears-Roebuck Co. chose Grand River avenue is an indication of the company's belief in the Grand River section, being the greatest possibilities for the future, is the conviction of many real estate authorities. The latter point out that Sears-Roebuck Co. investigate with the utmost care the trend of development before deciding on a location, and utilize the most expert advice, endeavoring to anticipate future expansion.

The effect of Sears-Roebuck Co.'s announcement was electrifying and values in the Grand River district increased overnight. B. E. Taylor made public some figures showing the results of the announcement.

"Business frontage on Grand River avenue in some cases trebled overnight in price as the result of the announcement of the purchase of a store site by Sears-Roebuck Co. at Grand River and Oakman boulevard," Taylor said recently.

"Or, lot priced at \$315 per foot, leaped to a price of \$750 per foot. This lot is located on Grand River avenue between Turner and Glenwau, Lot No. 22 in Westland subdivision, which sold in 1915 for \$33 per foot, is priced today at \$1,800 per foot. This lot faces Grand River avenue in the second block from Oakman boulevard.

"A lot on the south side of Grand River avenue between Oakman and the railroad, which was priced at \$600 per foot, the day after the announcement was priced at \$1,800.

"Or, the north side of Grand River near the Sears-Roebuck site is a lot with 98 feet frontage on Grand River. This lot is 100 feet deep and 40 feet wide at the rear. Before the announcement it could have been bought for \$250 per foot. Afterward, the price went to \$65,000 for the lot."

FINANCIAL PAPER PREDICTS GREATER PROSPERITY IN '28

Wall Street Journal Dispatch Says
Administration As Confident
1928 Will Be Big Year

"The following dispatch was sent to the Wall Street Journal by its staff correspondent at Washington. The two high points in the dispatch are that the indications are that 1928 prosperity will be greater than the peak of 1926, and that 1926 was the best in the history of the country."

"Washington. — Confidence is growing in high Administration circles in the outlook for the general business situation throughout the country. A noticeable change in viewpoint has taken place since the summer months. Expressions by President Coolidge, Secretary Mellon and others reflect this attitude.

"Caution is evident in official comments on business conditions and efforts are being made to avoid rosy forecasts that might be considered bullish. But under the surface the immediate future is regarded with a degree of complacency that only a few weeks ago was absent.

"There now seems to be a basis for predicting a pronounced pick-up in general business activity with the start of the new year. The revival probably will get underway too late to be reflected in the records of 1927 but there are definite signs pointing to a degree of prosperity in 1928 even greater than during the peak year of 1926.

"Return of the Ford Motor Co. to active operations is the basis for the more favorable view of the general situation. Resumption
(Continued on next page)

Re-Platting of Builder's Park An Example of New Era in Business



F. DEVERE FLEMING
President, F. D. Fleming & Co.,
and Farmington's pioneer real
estate broker. He has worked in-
cessantly for Farmington's devel-
opment and improvement.

An interesting instance of co-operation between business-men, one which shows the enlightenment which prevails in modern business as compared with that of decades ago is found in the history of Builder's Park, at Farmington and Nine-Mile roads.

This property which is now a development of 230 acres, was platted in April, 1925. It then comprised 36 acres on the west side of Farmington road, and the south side of the Nine-Mile, or Fendt road. A full page advertisement of the sale of these lots, in the Farmington Enterprise, was followed by the sale of 21 lots the next day, to business-men of Farmington, by F. Devere Fleming, owner of the subdivision.

A few months later, the value of Builder's Park lots, which had been carefully restricted, was threatened, according to rumors, by reports of an intended sale of adjoining property to purchasers who would, it was understood, cut up the property and sell it as
(Continued on next page)

GRAND RIVER IS MOST ACTIVE IN DETROIT REALTY

Predictions Of Real Estate Ex-
pansion Based Mainly On
Grand River Activity

The importance of the Grand River district in the minds of Detroit real estate operators, and their belief that most of Detroit's development and expansion in 1928 will be in the Grand River district, is demonstrated by frequent statements of prominent Detroit realtors. Predictions of expansion are supported mainly by reference to activity in the Grand River district.

That the growth and development of Farmington and surrounding territory is the logical outcome of this activity, and that it will result in bringing Farmington forward as one of Detroit's foremost suburban communities, is considered a foregone conclusion
(Continued on next page)

Grand River To Be Center Of Detroit's Population

2,000 EXTRA COPIES
OF THIS SECTION ARE
TO BE DISTRIBUTED

The publication of this "Fleming's Roseland Park" section of the Farmington Enterprise is possibly the most extensive effort at advertising Farmington and vicinity ever put forward. Two thousand extra copies of this section, besides the regular circulation of the Enterprise, have been printed on high-grade paper for free distribution.

Five hundred copies will be sent to Detroit real estate firms by F. D. Fleming & Co., which will also distribute 1,000 additional copies to a list of people interested in this district. Several hundred will be available, free of charge, to those who may want extra copies, the purpose being to promote the growth and development of Farmington.

Moving of Industries To Down-
River Section Causing Shift
Of Thousands Westward

Although the statement that Grand River avenue and not Woodward avenue will ultimately be the great thoroughfare which most evenly divides the population of Detroit is somewhat surprising, it is absolutely logical. Real estate developers of Detroit's Metropolitan Area, and particularly those interested in the Grand River district have generally accepted this theory.

Impressive reasoning to support this theory centers chiefly in the Down-River location of

WANTED

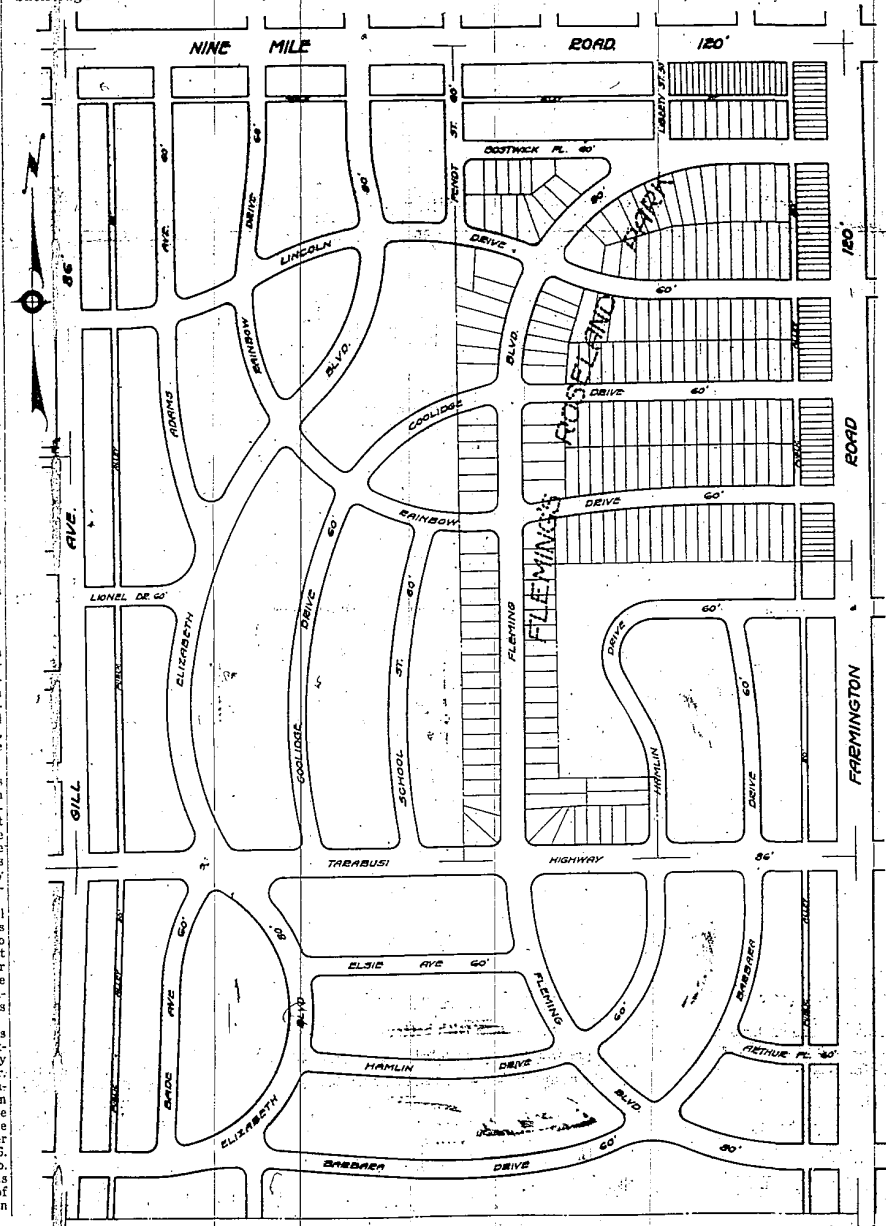
Sales Manager and four salesmen.

Farmington is, beyond question, Detroit's most promising residential suburb.

We are the pioneer brokers of the community. We are on the ground floor. We want, we should have and we are going to have the liveliest and most efficient real estate service in the community.

If you want a permanent connection, if you are a worker and if you can sell without misrepresentation, this is the greatest opportunity open to you in all Metropolitan Detroit. Write or phone Mr. Fleming, Farmington 169 or 200.

A REMARKABLE STREET PLAN
designed by the Geo. H. Ruhlrig Co., of Detroit. This firm recently completed the master plan for Farmington Township. Detailed information about this development will be found in the advertisement appearing on the back page of this section. Everyone interested in this community should read it.



Ford and many other large industries, already a fact, and the anticipated moving of other manufacturers to that section, following the lead of Ford.

This interesting theory of the shift of population, advanced by Mr. Fleming, is explained by him as follows:

"With the location of the Ford industries in Highland Park more than 20 years ago, the great development of the Woodward avenue section was begun. Properties easily reached from the Ford factory by existing car-lines, developed rapidly. This development was logical, and with the other large factories of the city divided quite evenly between the east and west sides of Detroit, it was but natural that Woodward avenue should have been the center of population.

"But see what is happening now! A few years ago, the Ford interests came to realize the tremendous advantages for industry presented by the Down-River section. Factories locating there would avoid railroad congestion, would have direct access to lake shipping, would have an opportunity of planning their buildings and housing their employees in a modern way, a condition made impossible by the inferior and obsolete planning of old Detroit.

"Add to all these advantages the tremendous significance of direct access to lake shipping, when the Great Lakes-to-Ocean Waterway is completed, and it is easy to see why most of Detroit's industries will be located south of Grand River avenue. This district is the gateway to the world for Detroit, while the east and north side is an outlet only to central and northern Michigan.

"Granted, then, that the industries will move to the Down-River section, what will happen? Most of the workers will gradually move from their present homes to homesites nearer their places of employment. They will not, however, locate as near to the factory as they did in the old days because the modern tendency is to locate from half an hour to an hour's ride or drive from their work.

"When moving, these people will also prefer to remain near an avenue that provides quick access to downtown Detroit stores, amusements, etc. Isn't it logical then, to assume that a larger percentage of these people will settle in the Grand River section, which is even now Metropolitan Detroit's greatest and most desirable residential area? They will be close to their work and close to downtown at the same time.

"If further proof of this theory were needed, it is only necessary to point to one fact. Sears-Roebuck Company of Chicago recently located in Detroit. This company plans ahead for many years to come. Their selection of Grand River avenue for their main location, is proof that they accept this theory relative to Grand River avenue."