

W H Y

The Greater Farmington Area Will Enjoy "A LION'S SHARE" of Metropolitan Detroit's Great 1928 Prosperity

In Detroit, as in other leading cities of the United States, recent industrial and economic progress has focused the attention of prospective home builders upon Suburban Developments. The inevitable result has been this: Today most anyone will tell you that a quiet residential Suburb is the ideal place to live and raise a family. If you ask them when they intend to realize this ideal, four times out of five the gist of their reply will be, "WHEN BETTER TRANSPORTATION FACILITIES MAKES SOME NICE SUBURB (like Farmington) SUFFICIENTLY ACCESSIBLE"—and therein lies the key to our future growth and prosperity.

A study of this answer reveals but two requirements. They are, in the order of their importance, ACCESSIBILITY and DESIRABILITY. Progress along these two lines is bound to determine the speed and character of our growth. Below, is a summary of our progress for 1927 and of the progress slated for 1928.

Increasing Accessibility

Accessibility is almost entirely a question of transportation and transportation embodies four major factors. They are speed, cost, safety and comfort. Widening Grand River Avenue is the basis for improving every mode of transportation to the heart of Detroit. Therefore, this project is necessarily of first importance.

Michigan's new "3 cent gas tax," a favorable Supreme Court decision regarding the condemnation of land, and the recent acquisition of a strip of land 69 feet wide and a half mile long from the Grand Lawn Cemetery at Redford has cleared the way for Detroit and Michigan to complete the tremendous project of making Grand River Avenue a 204 foot Super Highway from Redford to Farmington. Governor Green assures us that this work should be substantially completed by next November.

In 1927, the 10-Mile Road was paved from Southfield Road to Powers Avenue in Farmington giving a direct concrete highway to Ferndale, Royal Oak and Lake St. Clair. Completion of this road in the City of Farmington from Powers Avenue to Grand River Avenue is on the County's 1928 slate.

The 8-Mile Road paving from Grand River Avenue to Woodward Avenue will also be completed this year adding another fine concrete highway to the growing list of those serving our community.

Within a few weeks, Detroit Street Railway service will be extended to Farmington. This action will be followed a little later by the biggest and most important forward step ever taken in the history of Farmington's transportation problem. Every street car will become an express or through car and stops will become few and far between. Buses will provide local service and people living between express stations will take a bus with the privilege of transferring to an express car at the first station.

Thus we soon will have the fastest, the cheapest, the safest and the most comfortable transportation service Farmington has ever known.

If we really make this community attractive and desirable, the improved accessibility above referred to will satisfy thousands of Detroit families, and a building program, far greater than anything we have ever known, will soon be under way.

15. After carefully studying and observing for a period of ten years the effect of restrictions upon the desirability and value of home sites in northwest Detroit, the writer has learned a natural but most surprising fact. It is this—fully two-thirds of the ultimate market value of a residence lot depends upon the restrictions and street plan of the subdivision. This, of course must, in a lesser degree, include every subdivision near enough to effect the neighborhood. With all due regard to the several splendid subdivision developments recently launched in this vicinity, we believe that FLEMING'S ROSELAND PARK, which occupies the strategic position in the beautiful planned 230 Acre development at the corner of the Farmington and Nine-Mile Roads is the most carefully and the most scientifically restricted subdivision ever platted in the Grand River Avenue district.

Increasing Desirability

What, let us ask, will make Farmington desirable to the respectable, home-loving American families—the class of people we want? The answers to THEIR questions, (listed below) will determine that.

1. What kind of neighbors will we have?
2. What sort of a community spirit have you?
3. Have you sewers?
4. Have you water?
5. Have you gas?
6. Have you electric lights and telephones?
7. Have you fire protection?
8. How are your streets improved?
9. Exactly what kind of schools have you?
10. Is there a church of our faith or creed in the community?
11. What kind of stores have you?
12. How about the banks; can we get a mortgage when we build?
13. Are real estate prices inflated?
14. Is there any danger of Farmington becoming a manufacturing center?
15. How are the various subdivisions in the community restricted and will these restrictions attract our kind of people and protect and enhance our investment?

Here are the answers to the above questions:

1. You will have excellent neighbors. Farmington is undoubtedly the most thorough American community in the vicinity of Detroit.
2. We have a fine community spirit fostered by the Woman's Club, the Exchange Club, the lodges, schools, churches and our splendid city and township officials.
3. In 1928 the \$900,000 Farmington Drain will be constructed under the supervision of the County Drain Commissioner. This will permanently and thoroughly care for the sanitary and storm sewer requirements in a district comprising more than four square miles.
4. Farmington has an excellent water system and the finest water in Michigan.
5. In 1927 the Consumer's Power Company brought gas to this community.
6. The Edison and the Bell Companies provide electricity and telephones just as

they do in Detroit.

7. We have an efficient fire department.
8. At present most of our streets are graded and specially treated with a preparation that prevents dust. A comprehensive paving program will begin as soon as the sewerage system above referred to is completed.
9. We have about 500 students enrolled in our Grade and High Schools. The teachers are excellent and the standards maintained are on a par with Detroit schools. Recommended graduates of our High School can enter any University in the United States without an entrance examination.
10. Farmington has a number of excellent Protestant churches and in 1927 a beautiful six acre site overlooking the Rouge Valley was purchased by the Catholic church and a temporary building erected. This would be a determining factor for more than one-third of the people of Detroit.
11. Farmington is the trading center for nearly 5,000 people. Competition is very keen and consequently prices are reasonable and the service excellent. Two weeks ago, Mr. Howard Warner surprised the members of the Exchange Club by listing eleven new lines of business that were established here in 1927.
12. Farmington has two good banks. We believe these institutions can, with the co-operation of our business men, if necessary, bring Life Insurance mortgage money to this community. This would make available an unlimited supply of first mortgage money for the building of desirable homes.
13. Real estate prices are not inflated. On the other hand, considering our many advantages, prices are low when compared with those of other established suburban communities around Detroit.
14. Farmington has no factories. Our nearest railroad is six miles away, therefore, we are not likely to have any factories except those that would be an asset to the community.

F. D. FLEMING & CO.

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PEOPLES STATE BANK BUILDING

"Farmington—Five Thousand Before 1935"