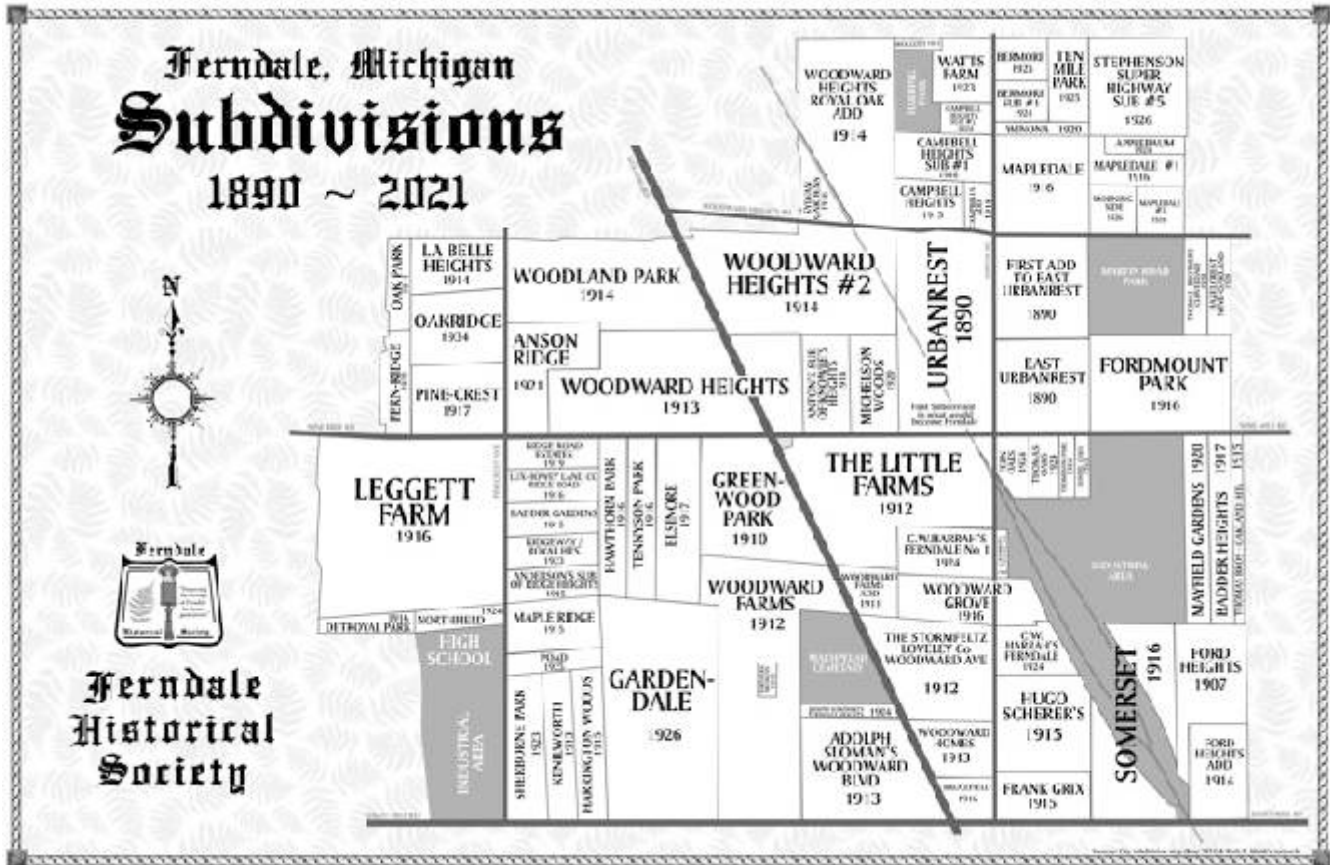


# Ferndale Michigan Subdivisions Sampler



A small sample of advertisements  
for the original Ferndale Subdivisions.

Compiled from plat maps, published newspapers including the Detroit Free Press, Detroit News (and all variants), Ferndale Gazette, and Royal Oak Tribune, and other sources as noted. Further examples on file at the Ferndale Historical Museum.

Oct 26, 2021 - G. Thacker

# OPENING ANNOUNCEMENT

# Badder Heights

Adjacent to Woodward Heights

## On Nine Mile Road East of Woodward

The Nine-Mile Road at Woodward offers a new commercial center in the North Woodward section. There are plans now under way for the erection of new, modern block of stores at this corner, giving the people in this section conveniences they enjoy in city.

### 177 Lots

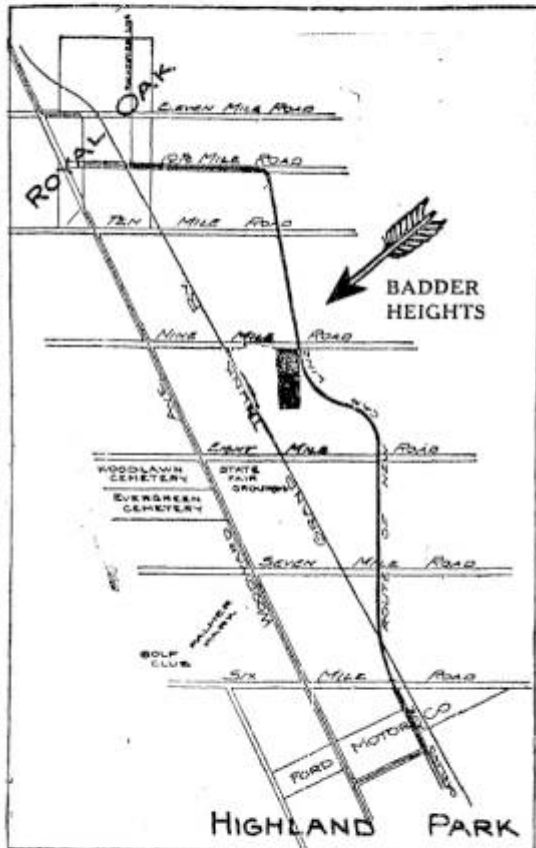
This subdivision is on high, dry land, and we are improving it with cement sidewalks, shade trees and graded streets. The lots are large and offer a splendid home site in the fast-growing North Woodward section.

**Make Reservations NOW!**  
**They Won't Last Long!**

Moderate Prices—Reasonable Terms

A small investment that will bring quick returns.

Our automobiles at Ford Market, Highland Park, and at the Nine-Mile Road and Woodward Avenue will take you to the property.



# GEORGE D. BADDER

Main Office—3033 Woodward Ave.—Hemlock 1016.

BRANCH OFFICES:

9-Mile Road at Woodward  
Hemlock 841

Royal Oak, Washington and Fourth Sts.  
R. M. BEASLY, Manager.

Ferndale Historical Society

# CAMPBELL HEIGHTS

On Woodward Heights Boulevard

## NOTE:

Just Off Woodward Ave. Between Woodward Ave.  
and New Proposed Car Line to Royal Oak.

10 Minutes to Ford Factory.

## HIGH CLASS RESTRICTIONS AND IMPROVEMENTS

Campbell Heights is situated on the very Highest  
ground in the North Woodward Section.

**50-FT. LOTS**

**\$545 up**

10 Per Cent Down.

Balance \$5.00 Per Month

**No Interest Until 1917**

Ferndale Historical Society

Our Autos will meet you at Palmer Park all day  
Sunday to take you to Campbell Heights. Phone  
our office for appointment.

**LOUIS I. FRANK**

1413 Dime Bank Bldg.

Cadillac 2350

M. LEPPEL, Sales Manager.

# "OUT WOODWARD WAY" FERNDALE

## A Second Highland Park, Is Building!

Take any Interurban car out Woodward, except Flint limited. Get off at Ferndale Stop (Nine Mile Road). Our office is on the east side of Woodward immediately north of Nine-Mile Road. LOOK FOR THE SIGNS. You will find Salesmen, Motor Cars, Plats, Prices and Full Information at your service without obligation on your part.

OUR NEW SUBDIVISION OFFICE

## Elsinore Subdivision

This subdivision runs south from Nine-Mile road two blocks west of Woodward avenue, and 40% of the property has been sold without advertising. Prices are reasonable and restrictions moderate. A number of lots have been sold for immediate building operations.

Ask our salesmen to show you this subdivision, for it's going fast; in fact, we desire to announce right here that there will be a

## RAISE IN PRICES

At present we are selling lots at from \$600 up, but after Tuesday noon, May 27th, we will raise the prices of all unsold lots



LOOK FOR THE SIGNS

# \$100 OR MORE PER LOT

You owe it to your wife and babies to give them a home of their own, with a garden and flowers and pure air—yes, and freedom from the landlord with his book of rent receipts; so get one of these lots while the price is low—it will never be as low again.

## BUILD NOW!

Millions of hangers from the U. S. Department of Labor attest the fact that to "Build Now" is what Uncle Sam wants us to do. We have the lots on which to build and are making special efforts to induce home building. It will be our pleasure to tell you all about it.

**EASY TERMS—10% Down and 1% a month.**

**Bring \$10.00 to bind the bargain, no reservations without.**

# Michelson Land and Home Co.

Woodward Avenue at Nine-Mile Road.

Ferndale Historical Society <sup>717 Ford Building</sup>

Get the best value in the fastest growing suburb of Detroit. In the heart of the North John R. Metropolitan District is

# FORDMOUNT PARK

Between Woodward and John R., between two car lines; on 9-Mile road, which is soon to be paved, adjoining the village of Ferndale.

City water, sidewalks, cinderized streets, electricity are provided. 40 foot lots are selling at

## \$775

on easy terms. There are 42 homes now on this subdivision. This property is within three blocks of the Grand Trunk Railroad, which will have suburban service.

Put your name and address on this coupon, send it in and learn how you can get a home in this growing community.

Please send me a free map of Fordmont Park and vicinity.

Name.....

Address.....



# Palmer, Roberts & Co.

55S-560 Penobscot Bldg.

Ferndale Historical Society

Cadillac 0317

**Once a corduroy road,  
The World's Greatest Highway  
is Now Nearing Completion**

Not many years ago a trip from Detroit to Pontiac consumed an entire day. Furthermore, the journey was full of hardships and real danger. Only those who had to would make the journey.

Now, thanks to Greater Woodward Avenue the world's first superhighway, this trip is a pleasant drive of less than an hour. All the magnificent territory north of Detroit that tempted hardy horse seekers to endure rigorous conditions has been brought within but a few minutes' drive of the heart of the city.

And as mile after mile of smooth concrete is laid on Greater Woodward, this district that lies northward becomes even more easy of access. For this superhighway is not a dream—it is actually nearing completion. Even now it is a world recognized model for future developments of a similar nature.

Greater Woodward will easily accommodate several times as much traffic in either direction as even the widest of our city streets. Engineers estimate that from seven to ten times as much traffic can be carried over this great highway when fully completed as over a 120-foot city boulevard.

Drive out Greater Woodward at your earliest opportunity and see how swiftly and smoothly traffic flows on the two 44-foot strips of concrete—one for north—the other for south-bound travel. There are few more satisfying motoring experiences than rolling smoothly out this magnificent new roadway. It is a real world wonder—and it is yours to use and enjoy.

Ferndale Historical Society

**Greater Woodward**  
AVENUE ASSOCIATION

## Greenwood Park - Detroit News June 11, 1911

FOR SALE—VACANT LOTS.

FOR SALE—VACANT LOTS.

FOR SALE—VACANT LOTS.

They Are Beautiful Lots. Come Out Today  
Before Too Late. Why Buy Lots Away Off From

# Woodward Ave.

WHEN BY GOING A LITTLE FURTHER OUT YOU CAN BUY LOTS TWICE AS  
LARGE FOR HALF THE MONEY.

THE ONE BEST CHANCE FOR SURE BIG PROFIT

# GREENWOOD PARK

Located Right On Woodward Ave.

ONLY ONE MILE BEYOND STATE FAIR GROUNDS.

Detroit is growing faster than any city in America. Lots out Woodward Avenue are the most desirable and valuable of any in the city. Out Woodward is where every one would like to live. THERE IS ONLY ONE WOODWARD AVENUE. ANY property between Detroit and Pontiac is valuable if it is close to Woodward. You are bound to profit. GREENWOOD PARK no further out than Highland Park was four years ago. To own a home is the first step toward independence. Detroit's richest men made their money by buying Real Estate. Greenwood Park restricted to residences only. Lots are large lots, 40 and 50 by 125 feet deep. Prices \$160 to \$325. A few left 50x170. Directly on Woodward Avenue, \$600.00. No interest or taxes till July 1st, 1913. Small weekly payments. Never before such a chance to buy high-class property in a city that is growing as Detroit is growing.

**120 LOTS SOLD. 80 GOOD ONES LEFT.**

BUILDING IS STARTED. BEAUTIFUL IMPROVEMENT MADE.

**Only \$160 to \$325  
\$1 Down, \$1 Week**

LAND IS THE SAFEST INVESTMENT ON EARTH.

We Want You to See the Property.  
Take any Suburban Woodward. Ask  
to be let off at Albany Ave., Green-  
wood Park. No Taxes. No Interest.  
Easy, Very Easy.

If you ever knew the delights, rest-  
fulness and happiness of a suburban  
home you would never live in the  
heart of a city.

Ferndale Historical Society  
**CHAS. H. COLLINS CO.**

Sole Selling Agents.

Phones Main 520.

307 Majestic Building.

WRITE OR CALL FOR PLAT AND FULL PARTICULARS.

Harrah's  
 Detroit Free Press June 8, 1924  
 Original ad included hand notation....

**HARRAH'S FERNDALE SUBDIVISION**  
 Near Wider Woodward, Fair Grounds, New Zoo, Palmer Park

Ferndale Historical Society

Only one block off the world's finest highway  
**Wider Woodward Avenue**  
 The last close-in Subdivision along Wider Woodward Avenue. Just North of Eight Mile Road.  
 Fronting on Hilton Ave., a 106 ft. Super-Highway. 35 and 40 ft. lots, \$900 and up. Including sewer, water, sidewalks, shade trees and cinderized streets. 10% down, 1% a month. A wonderful investment. A wonderful home site. Unsurpassed business location. Office and salesmen on the sub.

**WALTMAN BROS., Sales Agents**  
 John R. at Gerald      Arlington 2139  
 SALESMEN WANTED



Leggett Farm - Detroit Free Press April 16, 1916

# Leggett Farm Subdivision

Ford Motor Co. new building now under construction, which is estimated will employ 100,000 men.

Showing location of  
**Leggett Farm Subdivision**  
On Ferndale Ave.  
Nine-Mile Road  
AND  
Ridge Road  
(Continuation of Westcote Ave.)  
OWNED BY  
Leggett Farm Land Co.

Lots 50 ft. x 125 ft. or more. Building restrictions \$2,500 to \$5,000.  
Graded streets, cement sidewalks, gas within 1/2 mile.  
25 to 30 acres of beautiful forest trees.  
Eighth Grade School, Ferndale High School, Manual Training School, within a few rods of this property, as shown on plat.  
There is a franchise granted for a Car Line from Royal Oak down Ridge Road by this property. Price \$10 to \$20 per foot. Terms 10% down, 1% per month; 6% interest, payable quarterly.

Apply **Pearson, Butterfield & Blome**  
521 Hammond Bldg. Phone Main 5774.  
**JULIUS SOMHEIL**      **BALL BROS.**  
Wyandotte, Mich.      Ford Market      Hamtramck, Mich.  
Highland Park Selling Agents

Ferndale Historical Society

# Rain-Rain-Rain! Snow-Snow-Snow!

*But We Sold 40 "Little Farms" Just the Same, and the Free Cars Run Every Day, Rain or Shine.*

LEAVING  
**Cor. Ford Bldg.**  
 —FOR—  
**"Little Farms"**

Woodward Ave. and 9-Mile Road—10c fare

ALSO

Monday,	May 13—9 A. M. and 2 P. M.
Tuesday,	May 14—9 A. M. and 2 P. M.
Wednesday,	May 15—9 A. M. and 2 P. M.
Thursday,	May 16—9 A. M. and 2 P. M.
Friday,	May 17—9 A. M. and 2 P. M.
Saturday,	May 18—9 A. M. and 2 P. M.
Sunday,	May 19—9 A. M. and 11 A. M. 1:30 P. M. and 3 P. M.

Also, you can take the regular city, Woodward Avenue Log Cabin Car and change to this one at Palmer Park entrance, 30 minutes after it leaves the Ford Building. The car will be marked on the front:

SPECIAL GUEST CAR TO "LITTLE FARMS."

## How to Get There

Take any Pontiac Local on Woodward Avenue and get off at School House, 9-Mile Road. Every lot has price on card.



ACTUAL PHOTOGRAPH OF OUR GUEST CAR.

**Chicken**  
**"Little Farms"**  
**\$249 to \$599**

TERMS:

Monthly Payments

**\$5, \$7.50, \$10, \$12.50, Etc.**

6 Per Cent Off for Cash.

No Interest or Taxes Until 1913.

## SPECIAL

Fruit Trees Given Away With Each Lot

LIST:

- 1 Peach Tree
  - 1 Pear Tree
  - 1 Apple Tree
  - 5 Currant Bushes
  - 5 Blackberry Bushes
  - 5 Red Raspberry Bushes
- All Nursery Stock.

**The Little Farms Land Co., Inc.,** **GEO. S. SHAFFNER** Secretary **Office with** **Walter Piper,** 406 Penobscot Bldg., 37 Fort St.  
 MEMBER DETROIT REAL ESTATE BOARD **Ferndale Historical Society**  
 MAIN 3412, CITY 2141-N

# PILGRIM HEIGHTS SUBDIVISION

ON THE NINE MILE ROAD

## Your Money's Worth In Land and Location With a Great Opportunity for Profit

- It is located less than one mile from Woodward Avenue.
- It is on the route of the new Royal Oak car line.
- It should be less than 10 minutes' ride to the Ford factory.
- It is in the heart of that section which is profiting most by the enlargement of the Ford plant.
- It is within the boundary lines of the new proposed town site, Woodward Heights.
- It is close in and homes are being built all around it.
- It is high, dry and level.
- It has large 40-foot lots with good improvements and restrictions.

### OPENING PRICES

Are Lower Than on Surrounding Property.

### Opening Prices for a Few Days Only \$490 to \$750

Up to and including April 23d we will reserve lots on payment of \$10.00 per lot. After this date, terms on any unsold lots will be 10% down, 1% per month.

These prices are at least 25% below actual value.

Ferndale Historical Society

**THESE PRICES ARE OPENING PRICES ONLY—ARE GUARANTEED ONLY  
UP TO AND INCLUDING SUNDAY, APRIL 23, 1916.**

Therefore, if you are contemplating purchasing lots SEE THIS PROPERTY.

### An Increase Is Sure

Take North Woodward Avenue Car, get off at 9-Mile Road. Our autos will be there to take you to the property Sunday afternoon from 2 to 5 P. M.

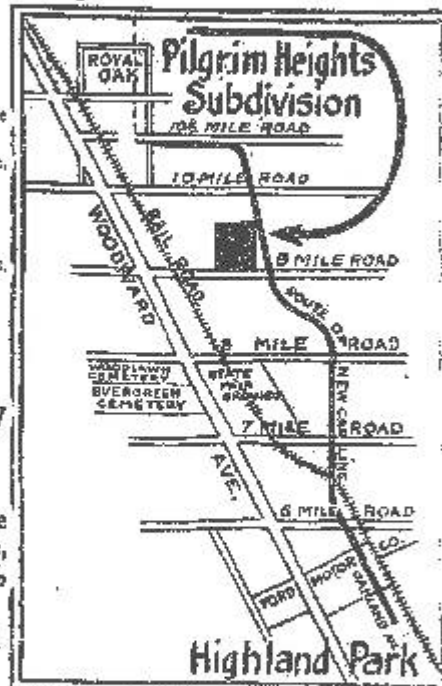
If impossible to go out to the property, call us by phone for appointment.

## PILGRIM REALTY CO.

416 Free Press Bldg.

Phone Cadillac 7236

An Opportunity is Knocking at Your Door



# SYLVAN GARDENS

Although the sale of Sylvan Gardens opened less than two weeks ago, and had but one announcement in the newspapers, today there is less than half of this property remaining unsold.

The manner in which prospective home builders and investors took hold of these Sylvan Gardens building lots demonstrates conclusively that the public appreciates an opportunity of buying **FIRST-CLASS** offerings, preferring property

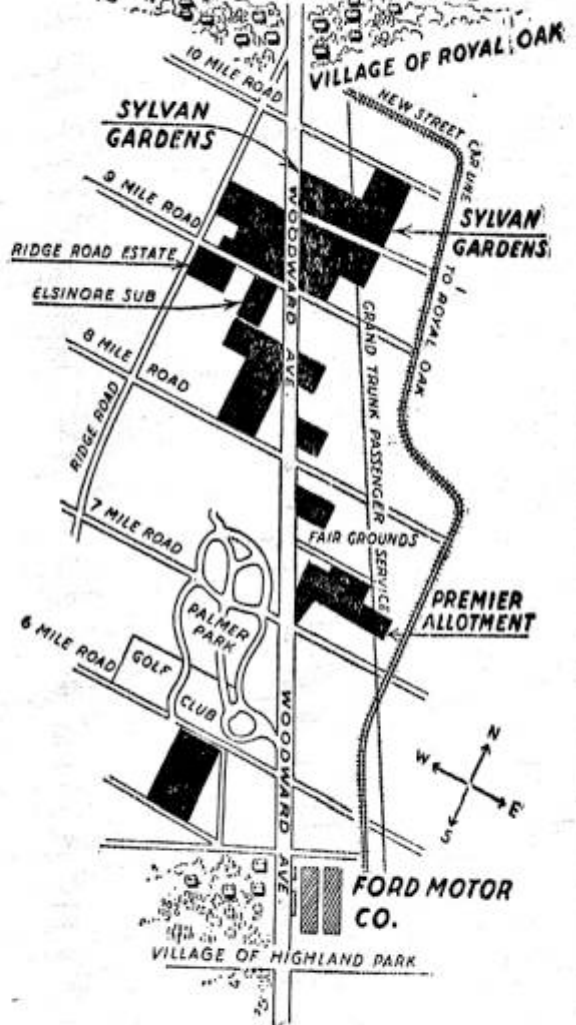
## *Right on Woodward* ---and **THIS** Side of Royal Oak

Look at the map of the Michelson subdivisions on the right, and note the location of Sylvan Gardens. Come out on the street car today and choose your lot. Our office on the property will be open.

On Woodward Avenue at the 9 $\frac{1}{2}$ -Mile Road; lots 60 and 50 feet wide; less than half mile south of Royal Oak; sidewalks, graded streets, shade trees; north of Woodward Heights; opposite Woodland Park, and same high-class restrictions; two schools within half mile; street car service **RIGHT NOW**. Reasonable prices —easy terms.

**All Prices on Sylvan Gardens Will Be  
Advanced June First. You'll Have  
to Step Lively**

## Michelson Subdivisions in Black



# MICHELSON LAND & HOME CO.

Cadillac 770

714-15-16-17-18-19 FORD BUILDING

Cadillac 770

Ferndale Historical Society

# 9 SPECIAL TRAINS FREE

CARRYING THE MULTITUDE TO AND FROM

# URBANREST

Where a First,  
 Last and ONLY  
 Payment of but

**\$17** BUYS A HOME.

**NO MORTGAGE!  
 NO NOTES!  
 NO INTEREST!**

**3 RED LETTER DAYS MONDAY, August 18th, WEDNESDAY, August 20th, FRIDAY, August 22nd.** **3 Special Trains Each Day FREE!**  
 FOR SUBURBAN HOME-MAKERS:  
 Leaving Brush St. Depot at 8:30 a.m., 10:20 a.m., and 1:30 p.m. EACH DAY—Monday, Wednesday, and Friday on above dates, stopping for passengers each way at Gratiot Road, Lake Shore Junction and Milwaukee Junction. These Special Trains will be absolutely free, both going and coming, and are open to everybody EXCEPT CHILDREN.

## URBANREST

Detroit's Newest and Handsomest Suburb.

Situated high, dry, beautiful, beautiful, and easy of access, only 25 minutes from the Third Street Depot, on the D., G. L. & M. Railway, and within a short drive from the Woodward Avenue Electric Car Line; surrounded by graded, 1000 Railroad Station (just completed); the entire subdivision surrounded by mature 25-year old shade trees, and nearly one-half the lots full of bearing fruit trees—in short, the very best location to be found near Detroit for a charming, convenient, attractive suburban home. And only \$17 buys any one of 100 Lots, with \$20 in the highest price for any lot in URBANREST (\$5 extra for corners). Every lot fronts on a good street, with an alley in the rear; and while there may be a slight difference in view or location, there is no lot that cannot be the entire subdivision. But come and see for yourself! Nine Special Trains are at your disposal, free!

## One Hundred Lots for ONLY \$17 EACH.

There is no middle in this wonderful price—it means exactly what is printed—NO INTEREST, NO DOWN PAY, NO CREDIT, NO COMMISSION, NO BROKERAGE, NO AGENTS, but a single, convenient, legal, last and ONLY payment of \$17. And this price is not merely a bait or leader to attract your attention—there are ONE HUNDRED beautiful lots at this price. There are other lots of \$25, \$33, and \$36 each, but these are 100 of only \$17 each. The \$17 lots are exactly those—100 of them—for the public to choose, to inspect, to walk over, to compare with property at any other price, to BUY!

## Some INSIDE Information.

The Syndicate operating these beautiful suburban lots building in correct township and also that the plans are ready. They want to see to it that the lots are sold in the most convenient and most desirable manner. The lots are sold in the most convenient and most desirable manner. The lots are sold in the most convenient and most desirable manner.

August 18th, 20th and 22nd—your special day as guaranteed for as long as the price that will prevail on these days.

## HISTORY REPEATS ITSELF!

There are but five cities in the United States where such a thing has ever happened, and those are those cities where the same thing has happened. The same thing has happened in every city where it has happened. The same thing has happened in every city where it has happened.

Within a Year You Can Get an Urbanrest Lot for Five Times the Selling Price of Today. This is as Certain as Sunlight.

All the prices now offered, one fact are the cheapest property in the United States. They are cheaper than any other property in the United States. They are cheaper than any other property in the United States.

300 Per Cent. Investments are Not Picked Up Every Day.

There are 2,000 Bearing Fruit Trees and 500 Statey Shade Trees, at

## URBANREST.

More than \$1,000 worth of fruit was sold from the URBANREST orchard last year, and all the trees are ready for future business at the old stand. The surrounding shade trees represent twenty years of careful culture, and they are located!

## SIXTY CENTS

EXTRA will be the charge for each Fruit Tree. Lots situated in the Orchard portion of URBANREST. That is to say, if on a \$25 lot there are five bearing Fruit Trees, the extra cost for the trees will be \$3, making each a lot cost \$28.

## YOU CAN TIE TO EVERY WORD

of this Advertisement.

In this day of misleading advertising, we desire to impress the fact that every word of this advertisement means exactly what it says. During three days (and three days only) you can buy lots at URBANREST for \$17, \$20, \$25 and \$36 each (\$5 extra for corners). Don't forget these days—Monday, Wednesday and Friday, August 18, 20, 22. The evening of Friday, August 22, closes the game on these prices. After that date we will stop selling, and turn our attention to wishing people. The Syndicate's representatives are not here in a strictly philanthropic character. After having helped you, we expect you will help us—because you can't consistently do otherwise. Having purchased lots at URBANREST, some of you certainly will want to improve them. Every dollar of improvement you put on your property will enhance the value of every lot that remains with us. Therefore, we will do more than sell lots; we will let URBANREST take care of itself. We will give

## FIFTY LOTS FREE TO THE FIRST 50 BUILDERS.

That is to say, to each of the first fifty purchasers of one or more lots, who include a house costing not less than \$200 on the lot, we will give URBANREST property, we will return the purchase price of any lot purchased, provided the house is finished and occupied before one year from date of sale. And to further guarantee or insure the development of our property by the speedy building up of URBANREST, we will donate from \$500 to \$1000, five years' time at 5 per cent, to each purchaser as desire to use the money in erecting buildings on property purchased from us. Those purchasers who desire to avail themselves of loans on their lots should make application immediately after the sale.

## Rules Governing this Great Sale.

The price given means cash. But by each we do not mean that all of the purchase price need be taken to URBANREST on the date you buy. A payment of \$5 on each lot purchased will be sufficient to secure the title to the lot to be paid for in 10 equal payments, \$5 each, the last day. Arrangements have been made with the United States Trust Co. in Detroit, to take the title to the lots, and to hold the same until the balance of the purchase price is paid. The balance of all lots purchased before the sale will be paid by the United States Trust Co. in Detroit, to take the title to the lots, and to hold the same until the balance of the purchase price is paid. The balance of all lots purchased before the sale will be paid by the United States Trust Co. in Detroit, to take the title to the lots, and to hold the same until the balance of the purchase price is paid.

We have the honor and pleasure to subscribe ourselves, the People's Friends and Obedient Servants,

# THE SUBURBAN HOME SYNDICATE,

DETROIT OFFICE, 105 GRISWOLD ST., (Harrah's Real Estate Exchange.)

PRINCIPAL AMERICAN OFFICES, Lincoln-Ten-Court, Cincinnati, Ohio, U. S. A.  
 GENERAL FOREIGN OFFICES, 5, Coling's Chambers, High Holborn, London, England.

Ferndale Historical Society

Woodland Park - Detroit News June 27, 1915

# Woodland Park

An ideal location, unquestionably the pick of North Woodward. This neighborhood is already stamped by scores of stately homes as one of Detroit's fairest suburbs. Cement walks and cindered boulevards lead to all sections of Woodland Park.

To get there—Take any interurban out Woodward to Lacy or phone our office and an automobile will call for you. Free autos Sunday from Palmer Park.

## Michelson Land & Home Co.

718 FORD BUILDING

PHONE CADILLAC 770.

Ferndale Historical Society



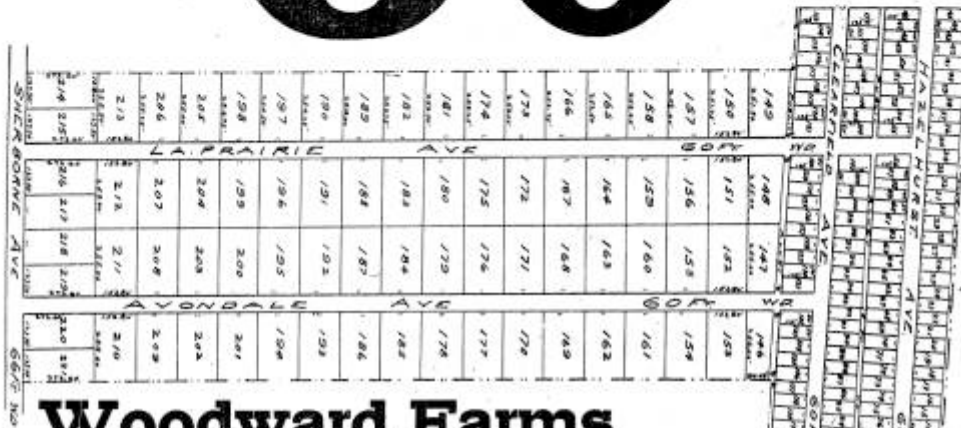
**Soil the Best in the County**

**Motorists**  
 A special convenience has been made to the Motorists and Home Owners. The convenience of their part of the road is provided in eight 1912 Buick which has been placed for every lot. It will be given to the successful bidder. The car will be delivered at once, ready to run. The price is \$100.00. The car is guaranteed for one year.

**80 Honest One-Acre Bargains**

# 80

**Eighty Acres for Eighty Buyers**



**Woodward Farms  
 Cadillaqua Subdivisions**

This 80 acres comprises what is known as the Hook farm, which has the reputation of being the most fertile eighty in the county. It is eight and one-half miles straight out Woodward avenue, on Detroit's best street car line.

There are big possibilities in one full acre of ground, when it is right at the door of the best market in Michigan. Gardening in this rich, dark soil is a pleasure and a money maker. For fruit raising it is unsurpassed. You can supply your own table with berries and eggs, milk and butter, and have some for cash buyers besides. It is a healthful way to make life worth while and to cut down the high cost of living.

**Opening Sale Tomorrow, May 30**

**Decoration Day**

**Prices: \$1,000 to \$1,500--Terms: \$100 Down Easy Payments**

**How to Get There:**

We will have a squad of free motor buses at Palmer Park at 10 o'clock a. m. to carry all comers to this garden spot. These buses will be on constant duty up to 7 o'clock p. m.

**Snell's Ice Cream Will Be Served Free**

At the pavilion ice cream will be served free to everybody. Bring your children and see how tickled they are to get out into the country, the best place in the world to bring up little folks.

**Special**

In addition to this 80 acres, there are 30 acres of Woodward Ave. frontage set aside for suburban residences. These lots are 30 by 125 feet. The building restrictions are moderate. The prices of this highly desirable property range from \$250 to \$600, and the terms are \$5 DOWN AND A DOLLAR A WEEK. There will be cement sidewalks on every lot.

**MICHELSON LAND AND HOME COMPANY**

FRED E. MICHELSON, JAMES G. PIERCE, Managers

Bell Plaza, Cherry 2994.

Main Office, 718 Ford Building

Hesse Plaza, City 1774.

Ferndale Historical Society

# Woodward Heights Now Ready for You!



Woodward Heights, a portion of the last of the great Michelson holdings, is ready for the opening. Next Saturday, May 9—day after tomorrow—the best and most promising of all Michelson subdivisions will be put on the market. **THE LAST!** Mark that well, you people who have stood idly and seen five other Michelson land openings go by without getting your share of the resulting prosperity. **THE BEST!** Mark that word, too. The Michelson Land & Home Company has been reserving the site of Woodward Heights until now, holding it back against the pressure of anxious, eager friends. **THE MOST PROMISING!** For never in the history of Detroit and its suburbs has any subdivision seemed to possess so many promising features as Woodward Heights. You can't fool a camera. Look at the pictures on this page—pictures of other Michelson subdivisions and adjacent properties which only a short time ago were nothing but fertile farm lands. Look at them now, covered with homes and improved in every way; and scores of these places are owned by people who would say, if you asked them, "OUR MICHELSON LOT gave us our start." You can do what they have done, or better, at this opening of Woodward Heights, the new village site.

**Ferndale Historical Society  
Come Out Saturday and Sunday**



Woodward Heights is located on Woodward Avenue, Detroit's finest street; in the corner of one of the finest sections in the State of Michigan; within 45 minutes' street car ride of the City Hall; bordering on the thriving little village of Royal Oak; with every advantage possessed by these, whole-acre country lots, yet with city advantages; with schools already opened and waiting to take care of your children; with Woodward Avenue frontage for stores and shops; with the best street car service, ten minutes' ride from the Ford factory; with sidewalks, telephone lines, graded roads—what more could you ask?

Yet the terms on which these 637 lots will be sold, \$20 down and \$5 a month, are so low that it amounts to saying—"Come out and help yourself to a lot in Woodward Heights. Just help yourself."

"Help yourself" is right. That is literally what it amounts to—there is no sweat and quaker means by which a man in ordinary circumstances can help himself and get ahead than by putting a little money into a piece of real estate and adding to it as his circumstances permit, watching his original investment grow and grow until in a short time he finds himself complete owner of a nice building site. Every man sees it to himself to become the owner of a piece of Mother Earth. It makes a difference year out of five, leaves him up and gives him a new, clear outlook on life; makes his family proud of him; makes his fellow man look up to him. A man never really craves to anything until he owns a piece of land.

Thousands of men who never were able to save a cent before have found that a land contract is the best savings bank in the world—the only savings bank that seems to keep them in line—gently but firmly guiding their feet down the straight road to success.

*Automobiles will be awaiting you at Palmer Park. Or take any northbound interurban to LACEY*

Here are the easy terms we offer—the same terms which over 2,000 people have already taken advantage of:

**\$10** Down  
Secures a Lot

**\$5** A Month  
Pays for It.

Lots are 25 and 40 feet by 120 feet.

**Prices: \$250 to \$500**  
Woodward frontage, 10 to 125 feet, \$21 and \$31 the lot.

**Full Acres: \$650 to \$1,000**  
Frontage and acre—1000 does and \$15 a month.



105 PUPILS ALREADY ENROLLED IN THIS SCHOOL, CORNER WOODWARD AND NINE HILLS ROAD.



FINISHED HOME IN THIS LOCALITY.



ANOTHER SCHOOL FOR WOMEN BEING ORGANIZED.



FINISHING PRICE WINNING POULTRY ON ONE ACRE FARM.

FORTY LOTS WERE SOLD LAST SUNDAY—DON'T DELAY

The pictures on this page, the documentary evidence we can produce to back up every statement made about Woodward Heights, ought to convince you without any further proof, but don't take our word for it. Doubt the evidence of the camera if you wish. Come out yourself Saturday or Sunday. You must see this property.

**MICHELSON**  
LAND AND HOME CO.

Highland Park Office **718 Ford Building**  
10 Manchester Ave. Phone Cadillac 770



A NEW HOME ON OUR PROPERTY.



THIS SHOWS THE CLASS OF HOUSES ALREADY BUILT IN THIS NEIGHBORHOOD.



ROOM FOR THE MAN WHO WANTS A BUNGALOW HOME.



HOUSES LIKE THIS RAPIDLY SPRINGING UP.