

THE WESTSIDE NEIGHBORHOOD

Away from the Smoke and Dirt



The Westside Neighborhood of the 1920s included curving streets and St. Lawrence Hospital (top left). Photo courtesy of R.C. Leavenworth Photo Collection, Archives of Michigan.

"Home Owning is City's Slogan."

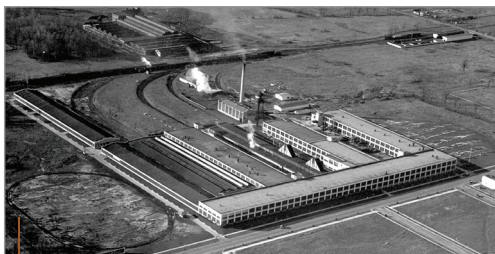
In 1916, what is now the Westside Neighborhood began growing out of the farmland west of the state Capitol. The Espanore and Westmoreland subdivisions targeted professionals and managers who worked in the booming auto industry. City leaders, who saw home ownership as key to community stability, embraced the new subdivisions. In support of the city's 1919 home ownership campaign, the children in all 18 Lansing schools wrote essays entitled "Why you should own your own home."

*Espanore
The Beautiful
Away from the
Smoke and Dirt -
yet in Lansing's
City Limits."*



The first owners of Westside Neighborhood homes were doctors, lawyers, bankers, administrators and auto industry managers.

**Advertisement,
The State Journal,
May 1, 1919**



The Westside didn't stay away from the factories for long. In 1921 William C. Durant, former head of General Motors, launched the Durant Motor Company and built his factory just west of the new subdivisions, drawing more people to the neighborhood. Photo courtesy of R.C. Leavenworth Photo Collection, Archives of Michigan.



William C. Durant,
founder of General
Motors and Durant
Motor Company.

YOU AUTO KNOW

In the 1920s, owner-occupied homes represented nearly 80% of Lansing's housing stock.