"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.

Advertisement,
The State Journal,
May 1, 1919

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