

DICKINSON COUNTY HISTORY - FORD MOTOR COMPANY - L'ANSE, BARAGA COUNTY, MICHIGAN

[Compiled and Transcribed by William J. Cummings]

Iron Mountain News, Iron Mountain, Dickinson County, Michigan, Volume 5, Number 38 [Monday, May 25, 1925], page 2, columns 1-2

L'ANSE RESPONDS TO FORD IMPETUS

Village Has Trebled Its Population Within Three Years

What Henry Ford has done for Iron Mountain – what Ford has done for numerous other fortunate communities *[sic – communities]* throughout the country, Ford is now doing for L'Anse, the village, located in Barago *[sic – Baraga]* county, upper Michigan. For L'Anse, which but two and one-half years ago boasted a population of about a thousand, has^[,] in that time, tripled its residential growth and established a record for industrial and civic development.

And just around the bay, at Pequaming, where the Hebbard interests formerly operated a saw mill^[,] is another branch of the Ford concern, and one none the less active, though, perhaps, smaller in its scope of activity.

L'Anse, today, presents to the visitor a peculiar mingling of circumstances and conditions. Known to the student of history as a point around which centered much of the earliest pioneer settlement throughout that region, and bearing today numerous landmarks of that interesting origin and development, L'Anse has sprung, suddenly, into the limelight of Michigan *[sic – Michigan]* industry.

The Form *[sic – Ford]* Influence

Three years ago today, L'Anse, though prosperous and active to the extent of its

industrial development, was obscure and little known. A saw-mill, located on the shores of Superior, and operated by the Stearns-Culver interests, constituted the only industrial mainstay of the village, employing some 125 men at an average daily wage of \$2.25.

And Henry Ford waved his magic wand. He bought the mill at L'Anse. Today L'Anse is a village of some 3,000 population; there are approximately 1200 workers employed at the L'Anse plant of the Ford interests; their average daily wage is \$6 and, during that period, about 300 new homes have been added to the village proper.

L'Anse is extending its limits. New additions are being established, and are rapidly changing hands. During the last two years, four such additions – the Brennan, Savoy, Cicotte and Kelsey – have been platted and placed upon the market. Most of this has already been disposed of, and, likewise, most of the lots sold have been built upon.

The village, eager to do its part and keep pace with the development, is brushing up to meet its new-found recognition and importance. The village fathers have taken steps to provide the conveniences necessary to adequately *[sic – adequately]* accommodate the newcomers. Now sewer lines are reaching out to the recently-acquired additions; and with them are going the water maine *[sic – mains]*, the lights and the streets.

There are indications, now, of paved walks, boulevard lights for the business district, street signs and other improvements.

The property owners, both along the business thoroughfares and in the residential *[sic – residential]* sections, are doing their share to make the village attractive for the prospective new residents. Old buildings are being remodeled; old estates being cleaned up and made ready

DICKINSON COUNTY HISTORY - FORD MOTOR COMPANY - L'ANSE, BARAGA COUNTY, MICHIGAN

[Compiled and Transcribed by William J. Cummings]

for the market; new store fronts are being installed, and both substantial and attractive plans being applied to the new structures now in process of building.

Those Ford "Rumors"

A story goes that Ford has purchased all the hotels in the city of Detroit, that he might adequately accomodate *[sic – accomodate]* "rumors." L'Anse is no exception. Although the present plans *sic – plan]* has been expanded and improved to keep up with the standard of production set for that institution, the visitor hears all sorts of reports about further development.

And, as always, there are the three classifications of broadcasters – the fellow who knows that all this is going to happen; the fellow who just thinks, perhaps, it is, and the more conservative party who, after, after considering sch *[sic – such]* elements as natural resource; past performance; Ford policy and the possible prospects for the future, says: "It can happen. *[sic]* Let's hope it will."

The latter element, too, will declare that he believes in the future of L'Anse, ase *[sic – as]* applied to Ford's participation in it. –

First, because, Fred *[sic – Ford]* has already acquired some 400,000 acres of timberland in the upper peninsula of Michigan;

Second, because L'Anse is situated in the very heart of about two-thirds of that supply;

Third, because little, if any, of that supply has, ase *[sic – as]* yet, been cut according to the report. Ford having purchased most of his timber thus far from jobbers;

Fourth: *[sic]* because L'Anse is designated, in governmental marine statistics, as one of the finest natural harbors on the Great Lakes;

Fifth, because L'Anse is located just midway between the famous copper fields of upper Michigan's far-famed "Copper

Country", and the rich iron deposits of the Marquette range, and, finally, because L'Anse *[is]* backed by a solid wall of virgin *[timber; forest]* and with the board *[sic – broad]* expanse of Superior at its door, permits an almost limitless growth and industrial expansion *[sic – expansion]*.

So L'Anse looks hopefully to the future.