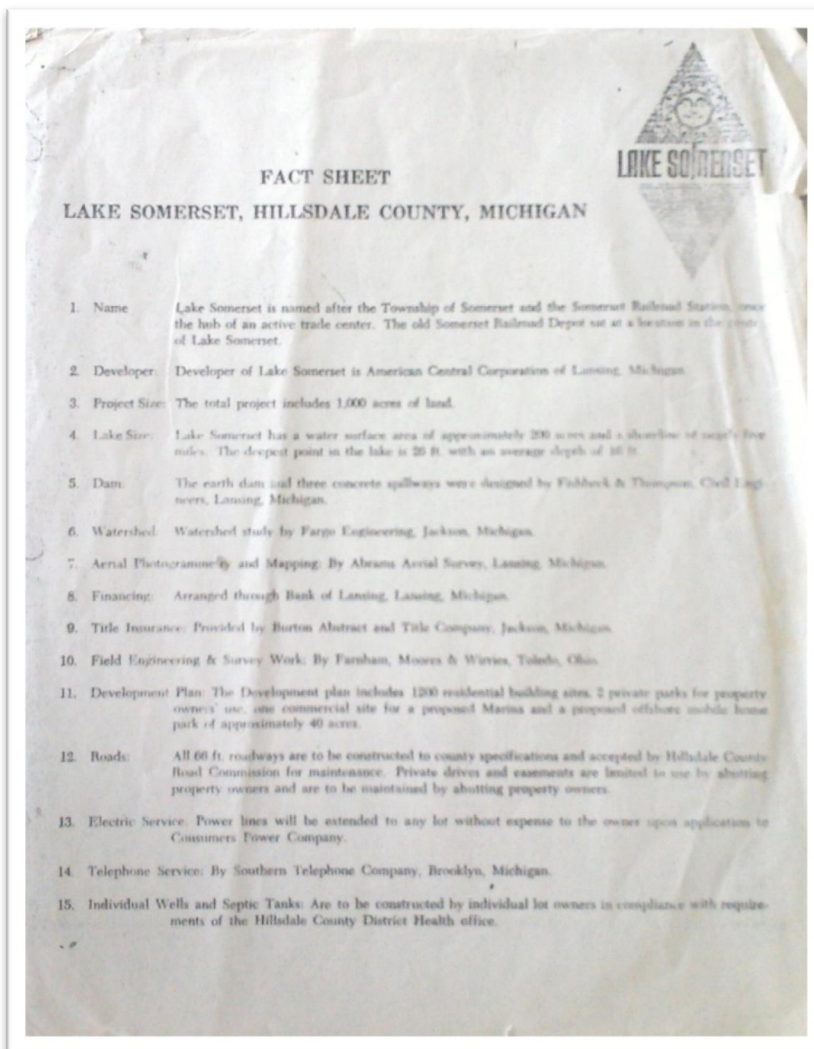


The Somerset Lake Development

Lake Somerset is one of 4 local man-made developments. It was the third to be constructed by the American Central Development Corporation of Lansing Michigan. Lake Columbia was the first development constructed, followed by Lake LeAnn and then Lake Somerset. Eventually the same company started a project in Hudson but stopped due to increasing demands for sewer, water and utility improvements by various government entities.

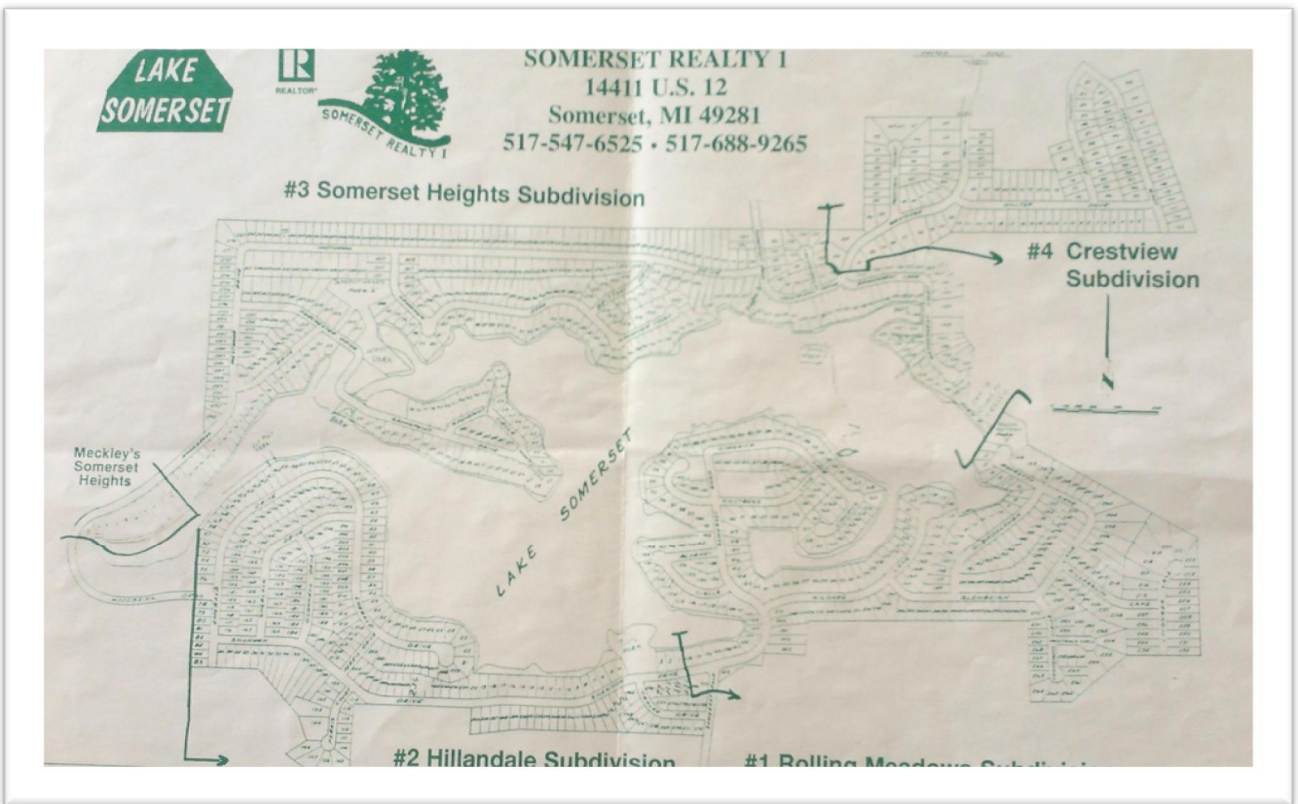
The Lake Somerset project included 1,000 acres of land. There were to be 1,200 residential building lots, with 2 private lake parks planned originally. Also, the original plan included a proposed marina. There were offshore mobile home site of 40 acres planned which is located in Somerset Center. Here is some of the marketing fact sheet information from the 1960's.



Courtesy of Fred and Claire Halliwill

The Somerset development was marketed heavily in the Detroit area. Lots were sold to residents for as little as \$200 off lake and \$2,499 on the lake front. Some residents remembered the lake before it was filled. Joyce and Jim Bailey were the second residents to purchase a lake front property in late 1967. There was no water at the time, just stakes marking the eventual water level of the lake in the future.

There were a few model homes that were built around the lake by the company for showing potential buyers. The development was built in 4 subdivisions: Somerset Heights, Crestview, Hillandale, and Rolling Meadows. More than 1000 lots were parceled and plotted. Here is a map of the development layout.



As noted in the advertisement, Lake Somerset had not yet been opened but lots were being sold. Somerset Beach and Gold Club along with camping, hiking, tennis and badminton as well as many other activities were being marketed as part of purchasers of property on Lake Somerset. The marketing materials below were used to entice buyers to purchase property in all of the company's developments.

LAKE SOMERSET

EASY-TO-BUY LAKE LOTS! A LOW-COST INVESTMENT FOR A FUN-FILLED FUTURE . . .

Thousands will enjoy many pleasure-filled days of water skiing.

A vacation cottage provides an ideal backdrop for the peaceful lake front living at Lake Somerset.

Moments of solitude and relaxing fishing await those who become a part of Lake Somerset.

LAKE SOMERSET . . .

Southern Michigan's newest low-cost way to have fun!

There's a remarkably peaceful serenity in the fresh air. Often bathhouses are sharing a lake house and large sandy beaches are sharing a shoreline. Lake Somerset, a new leisure community, is taking shape.

As this new summer year future recreation area is being formed, and lots are being placed on sale now, during its development. These beautiful, sunny vacation sites will be yours, and the lake will belong exclusively to the lot owner. It is these lot owners and their personal guests who will have the privilege of enjoying this beautiful crystal clear spring-fed lake.

Thousands of families have already made investments in similar vacation communities

There are many families in the fresh air who are enjoying the advantages of Lake Somerset all-weather recreation. It's a pleasant-filled way of life that cannot be duplicated. It also begins with the soft, warm surroundings of a well-kept lake. The climate might be broken only slightly by a certain lake breezing the surface of the water. As the cool evening waves rise above, the activity shifts to an atmosphere of relaxed tranquility. You might spend the afternoon riding up a hill, see as you usually observe your close neighbors, watching with the children's eyes. The children are usually in the water, and they will be looking at us proudly as the sun sets over the shining water. An early dinner on the porch brings you to evening when you may be enjoying guests. Enjoying it a delight in a lake community, and the time passes quickly. Wonderful! One thing you know there's a new day here and you once again have the hill, every lake.

Many of these families have had the right to spend in one of the most beautiful new real estate lakes in Southern Michigan, Lake La Ann and Lake Columbus. The top-filled lots at these already established vacation communities is difficult to do to be enjoyed by future property owners at Lake Somerset.

Property owners at Lake La Ann enjoy useful, yet inexpensive lake recreation advantages at their doorstep. The great advantage of Lake Somerset and recreation potential of this type of development. Many vacation cottages located in lots at beautiful Lake Columbus are seen in the new lake development was announced. These beautiful lots, now enjoy all the benefits of relaxing, beautiful, private lake living.

What will Lake Somerset be like?

Even though in its development stage, Lake Somerset, planning includes full year-round activities similar to those already established in the communities of Lake La Ann and Lake Columbus.

Lake Somerset is private, and open to the public. You'll enjoy the relaxing atmosphere maintained by members who may not expect your observation on the clear spring-fed water. You'll enjoy every minute you spend relaxing, fishing, and boating. You'll enjoy every minute in the beautiful fresh air. Southern Michigan's most beautiful vacation area—about as beautiful as there has been throughout the world.

The beautiful water of Lake Somerset will provide the perfect setting for fishing enthusiasts and boat lovers. With the excellent climate, ideal with excellent views and scenic beauty ideal for swimming, Lake Somerset can make every day an adventure.

A family membership in the famous Somerset Beach and Golf Club will be yours

Located in the heart of this beautiful fresh air park, is the famous Somerset Beach and Golf Club, the only club of its kind in the entire fresh air. When you invest in your vacation site at Lake Somerset, you become a member—and of which membership you and your family to all the club privileges they'll take part in the activities of the club and have full use of sports and game equipment, swimming areas, and all game courts.

Purchase of Lake Somerset property gives you instant use of this beautiful club. You don't have to build a cottage or home, membership is all you need. You can enjoy it immediately! And there's plenty to enjoy!

Perhaps one day you'll decide to do a lake house, back fishing . . . or there, at the club. The lake might want to capture the fascinating fresh air! A night of camping can be yours. And there are other, tennis courts, basketball, badminton, croquet, shuffle board, softball, volleyball, fishing, and a safe, secure hot's play area. Additional relaxing hours can be spent in the extensive picnic areas, and to add to the day's activity these are excellent for the exclusive use of 1 members. All this is yours to enjoy!

Unusual pre-development offer

Because well located lake lots are in such demand, we are making it possible for future parties to make selections in advance of the project's completion. Available on a first come, first served basis, Lake Somerset lots will be in great demand. It is recommended that an early selection be made by all families intending to buy on 1 beautiful lake. It is common knowledge 1 private lake lots are becoming scarce. This, coupled with the expanding population, makes 1 property an excellent investment. There are more families today intending to buy a new home near or on a lake than ever before, and the number is growing daily.

You will be well to take advantage of this pre-development offering at Lake Somerset. You get first pick of the choice lots—before you're part of its growth from the very start—before this beautiful community takes shape. A lot at a very low initial investment!

See more of what YOUR private homesite on Lake Somerset will offer

The sponsor of this folder will let you see yourself the beauty and the outstanding recreation potential of the lake living we've just started. Look through it, you'll like what you see. You'll be convinced, as thousands of families are, that this is where you want to spend every minute of your spare time.

Clip the coupon

An easy way to find out more about your lot at Lake Somerset is to clip the coupon on back cover, fill it out, and get it in the mail. You'll receive pictures, maps, plot plans, etc. help you start planning your fun-filled year at Lake Somerset. The sooner you act, the sooner you'll begin enjoying your place away from home at Lake Somerset!

LL AUTOMATICALLY BECOME A MEMBER OF THIS STANDING BEACH AND GOLF CLUB!

Building of the Somerset Beach and Golf Club is on the beach of a beautiful spring-feeding lake. The excellent white sand Equipment Room where you may check out sports equipment—olley balls, archery supplies, croquet sets, rackets and other game equipment. Also available to members are barbecue and horseshoe riding areas. At the convenience of special events and family activities are posted for participation by all members of the community. The Golf Course presents a new hole challenge to the most avid golfer.

SOMERSET...SURE WAY TO A FILLED FUTURE!

At Somerset you'll always be something exciting happening—something to enjoy! Family activities will abound, and they'll all be within easy reach of your Lake Somerset home.

The original clear waters of the spring-fed lake will provide the perfect setting for swimming, boating and fishing. It'll be the ideal spot for weekend relaxation... for summertime activities... and for your annual fishing! Your private lot in this newest leisure community will give you and your family the "room you've always wanted for your favorite activities.

All this makes your investment in happy living the best decision for the future you'll probably ever make. Lake Somerset—the fun community for fun living families!

ACT NOW! GET FIRST CHOICE OF THESE BEAUTIFUL VACATION SITES!

At Lake Somerset in within an easy drive from your home. Let us send you all the information you'll need to plan at Lake Somerset. There's a coupon on the back cover—fill it out and get it in the next tonight! You'll receive prices, plans, etc. And there's no obligation!

IMMEDIATE OFFICE ON U.S. 12 WILL BE OPEN EVERY WEEK, MONDAY THROUGH SUNDAY, 9:00 AM 'TIL DARK!

Your private lake lot will be within minutes of these outstanding recreation facilities.

Get ready for fun!

Get all types of boating!

LAKE SOMERSET... A DIFFERENT WAY TO HAVE FUN WHILE WATCHING YOUR INVESTMENT GROW!

At Lake Somerset, there'll always be something exciting happening—something to enjoy! Family activities will abound, and they'll all be within easy reach of your Lake Somerset home.

The original clear waters of the spring-fed lake will provide the perfect setting for swimming, boating and fishing. It'll be the ideal spot for weekend relaxation... for summertime activities... and for your annual fishing! Your private lot in this newest leisure community will give you and your family the "room you've always wanted for your favorite activities.

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LAKE SOMERSET
another planned leisure community by American Colonial Communities

LAKE SOMERSET

CLIP THIS COUPON AND MAIL AT ONCE! (There's no obligation!)

YES, I WOULD LIKE YOU TO SEND ME PAMPHLET, MAP, FLOT PLANS AND OTHER INFORMATION CONCERNING MY FUTURE AT LAKE SOMERSET!

NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 TELEPHONE NO. (AREA): _____
 MAIL TO: _____
 Columbia Realty Inc. 2017 SOUTHFIELD ROAD, WASHINGTON, MICHIGAN 48787

Courtesy of Peter and Denise Tochman

Since Lake LeAnn and Columbia were part of this development, eventually there were so many lake properties being sold, the campground became highly utilized. The story is that the campground ran out of space. Somerset Centre Estates was provided for people who wanted property and also mobile of manufacturer homes. This is located along US 12 across from McCourtie Park.