

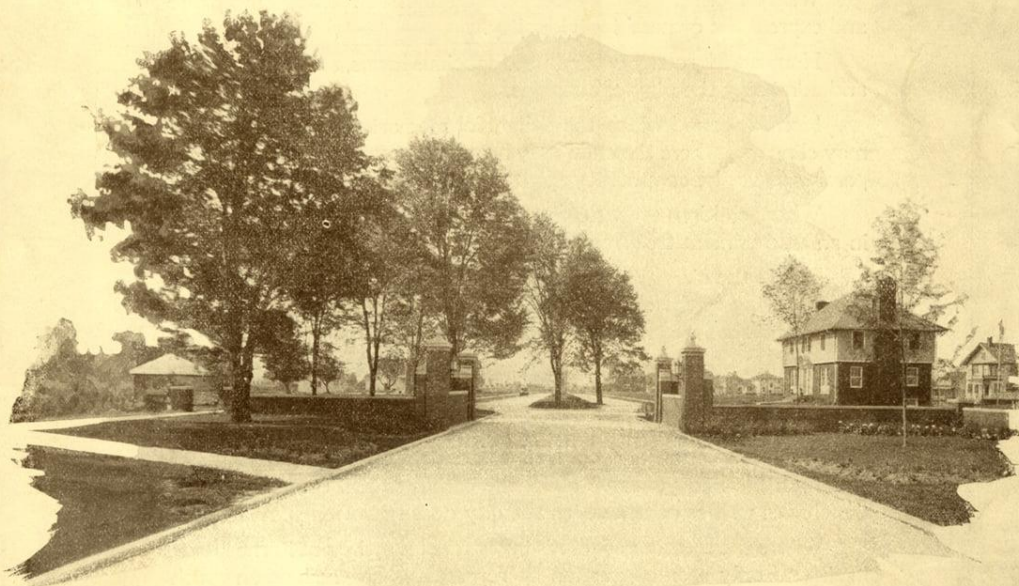
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# ROSEDALE PARK

"Out of the Smoke Zone into the Ozone"



Entrance to Ashton Boulevard

*Developed by*

**Clemons, Knight, Menard  
Company**

Cadillac 7266

725-6-7 Farwell Building

Detroit, Michigan

## What and Where is Rosedale Park

**R**OSEDAILE PARK is a Suburban Home Community located on Grand River Avenue. Ten honest miles from the Detroit City Hall. The property consists of 350 acres of land on the south side of Grand River Avenue, extending from Mill to Evergreen Roads. It is one mile in width and from one-half mile on the east, to three-quarters of a mile on the west, in depth.

Much of the tract is heavily wooded and many beautiful trees are found on different parts of the property. The soil is a rich loam—splendid for gardening or for lawns and flowers.

The ground is high and dry with no low or marshy places, and a gradual slope to the south furnishes excellent drainage. Facing us across Grand River will be another just such property as Rosedale Park—wide streets, large lots—all improvements and good restrictions. The same can be said of our neighbors on the east and also on the west.

On the south is heavily wooded property not yet subdivided, but where common sense would insure a continuation of our streets and our standards so far as possible. We are therefore protected on all sides from encroachment by anything detrimental to the neighborhood. In fact Rosedale Park has been termed "The Gem of a Thousand Acres of Homes."

Extending from Grand River Avenue to the rear boundry and paralleling Mill and Evergreen Roads, are Fourteen Boulevards measuring from 80 to 100 feet in width. The building line is 30 feet. The distance from house to house across the boulevards is therefore from 140 to 160 feet. Each boulevard has or will have wide park strips in the center or on each side of the paved driveways. These parkways will all be lanscaped and put in lawn as part of the general improvements. The lots are 50 and 60 feet in width, affording ample room for a side driveway. On Grand River Avenue will be an Ornamental Entrance to each boulevard, corresponding with the one now erected at the head of Ashton Boulevard.

There are no alleys. Pure artesian water is supplied from our own wells. An eight inch main crosses the property from east to west, supplying six inch mains on the Boulevards. Our main sewer line, extending from Grand River to beyond the rear of the property, is now installed and laterals extended to our first and second units.

The entire property, with the exception of business lots on Grand River Avenue, is restricted to single homes which must be at least two stories in height, or an approved type of bungalow, to cost not less than from \$4000.00 to \$7,500.00 depending on the location. No board fences are allowed on the side or rear of lots, and no fences whatever in front of the building line.

Every precaution has been taken to safeguard the interests of home owners as well as of those who purchase lots as an investment.

## A Development

**R**OSEDAILE PARK is a development — not just a subdivision. Desirable home property is where you can find it. It does not just happen. There must be a well defined plan. A foundation and a purpose back of such a development.

Much of the acreage along our main thoroughfares, where high-class home property could have been created, has been forever spoiled for this purpose by being laid out in cheap, unimproved subdivisions. Homes will not thrive on this class of property. The other extreme is where high prices, improvements and restrictions, alone are expected to attract the home builder. Such may be the result in time but it may take a long time.

The happy medium which assures immediate results, is to select the right natural location, lay the proper foundation, install the improvements, and then create the homes themselves.

These homes establish a standard for future building and serve to attract others of a like kind to the neighborhood.

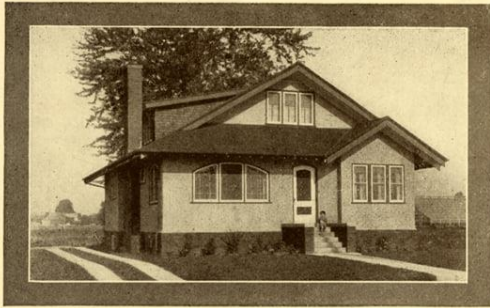
This plan has been followed in Rosedale Park. Living here is not a pioneering proposition. Our

community is already established. Fifteen beautiful homes are now on the property, and with the coming of peace a great many more will rapidly follow.

The improvements are installed—not on the entire property, but as far as progress could be made under war conditions and enough to provide for those who desire to build homes.

Additional improvements are being installed daily and the building of homes will continue until the entire scheme of development is carried through.

Rosedale Park is planned with an eye to the future. It is a big broad-minded proposition and one of the most attractive that will ever be presented to the people of Detroit. Back of it is a strong liberal company and a selling organization that "gets things done." The right kind of people will come to Rosedale Park because only these will be asked to come. Every effort will be concentrated on making it a success from the standpoint of the man who invests his money in the property. If mistakes are made, we are ready to stand corrected. But the intent, the purpose, the desire is to make Rosedale Park so attractive that sooner or later you who are reading this will want to join the community.



## Homes Like Jewels

TO BRING out their true value, homes like jewels, require a proper setting. A flawless gem should never be cheapened by being placed in a poor unsuitable setting. This you know to be true; therefore, if you are building an artistic home of faultless architecture, beautiful in line and correct in every detail, be sure to place it in an ideal spot, where natural beauty linked with the comforts and conveniences man has added: beautiful wide boulevards, trees, shrubbery, flowering plants, walks and lights, will make it a masterpiece, without a line out of drawing.

Rosedale Park as the place for your home cannot be excelled. Everything calls for you out here, where that effect for which you and your architect have worked may be obtained with a character and an added charm which cannot be found elsewhere.

Your home in Rosedale Park will be distinctive and the low prices for which our lots are being sold will enable you to provide a setting worthy of the home you have in mind.

When Rosedale Park was put on the market about two years ago, we announced that we would build one hundred homes on the property. The war has held us back but we have never stopped, never laid down and waited to see "how things were coming out."

The cuts herein show only a few of the homes already completed. In addition to our own building, several very attractive homes have been constructed by individual owners and many more are to follow. We shall continue building until the last of the one-hundred homes are completed. Three—beauties and moderate in price—are now under construction and will soon be offered for sale. Come out and see them in the making.



## Supplying a Want

**Rosedale Park** has been deliberately created to supply a want—A want that will become acutely manifest to the Home Builder of Detroit, within the next two years.

The want is here right now, and will be immediately realized by the man who goes in search of a lot fifty feet or more in width, in a location suitable for building a single home.

We refer to homes where the investment contemplated will range between \$6,500 and \$15,000, and where the owner would expect the privacy of at least fifty feet of space.

Examination of the city map will show that the territory contained within the extended city limits, is now about all subdivided and its character fully determined by reason of the location and the method of subdividing—the width of the streets, the size of the lots and the building restrictions placed on the property.

Much of the territory within the old city limits is still a wilderness for want of transportation and city improvements. Consider that Detroit is now a city of a million people and then draw a circle, not from the City Hall, but three and one-half miles from the center of population and you will find that over ninety per cent of Detroit is contained within that circle. In other words, over one-fourth of all of the people in the great state of Michigan are living within three and one-half miles from some point near Woodward Avenue and Grand Boulevard.

A survey of the situation today will show that the greater portion of the city map is subdivided in lots of 30 and 35 feet with a scattering small percentage of those of 40 feet or more in width. Much of this property is all of the same character and only a small percentage of the whole is restricted to single homes.

Some few very beautiful, and by reason of their location and plan of development, highly desirable, home sections, have been created. But these properties have all been sold and no more can be created inside the city limits because of lack of acreage suitable for the purpose.

Individual lots in these properties have often doubled in value in advance of any extensive development and as improvements have progressed an increase in value of three or four times the original selling price has not been unusual.

This increase in value can be attributed to but one cause—the old law of supply and demand—the scarcity of this kind of property.

It is too late to correct the mistakes of the past and too late to expect that a zoning system, or any other plan that can be devised, will create desirable home sections where the proper foundation has not first been laid, with this end in view, when the property was subdivided.

The home builder of today, who would live inside the city limits, must be content to live on narrow lots or pay the price in the few localities where larger lots are to be had. On these streets he will find that the lots alone will cost nearly as much, if not more, than the house he intends to build. He will learn that these lots have changed hands several times, and each time at a profit, before they are offered to him. He will then look around for something equally attractive as a place to live where he can buy at first prices and make this profit himself. This is when he will come to Rosedale Park and this is when he will see the truth of our statement that Rosedale Park supplies a want.

## Improvements Now in and Paid For on Rosedale Park

10,043 Sq. Yards of Paving.  
17,610 Lineal feet of Sidewalks.  
4,200 Lineal Feet of Trunk Sewer.  
14,270 Lineal Feet of Lateral Sewers.  
50,000 Gallon Elevated Water Tank.  
35,000 Gallon Cement Reservoir.

28,650 Lineal Feet of Water Pipe.  
24 Fire Hydrants.  
Two Deep Wells Drilled and Cased.  
Two Pumping Stations Electrically Equipped.  
One Reserve Gasoline Engine.

One Reserve 25 H. P. Motor.  
One Reserve Centrifugal Pump, capacity 350 Gallons per Minute.  
Ornamental Entrance on Ashton Boulevard, Trees, Flowers and Shrubbery.

## Homes in Rosedale Park Have

Steam Heat	Sun Parlors	Double Garages
Fire Places	Electric Ranges	Electric Automatic
Incinerators for Garbage Disposal		Refrigerators

**No Alleys, No Garbage Cans, No Profiteering  
Nothing Skimped, Nothing Shoddy,  
Nothing Cheap But the Price.**



A home recently completed on Ashton Boulevard.



## A Tale of Two Cities

THE above cut represents a map of Boston superimposed on a map of Detroit, drawn on the same scale and showing the surrounding area of each, contained within a circle drawn twelve miles from the City Hall.

Note the absence of suburban development around Detroit as compared with Boston.

The maps reveal a striking contrast and furnish an example of what must take place around Detroit, with the coming of better transportation and a comprehensive plan of city development.

Other cities would show a proportionate contrast with Detroit, but Boston was selected because of having many other features in common with this city.

Boston is an industrial center—so is Detroit. Boston fronts on a bay—Detroit on the river. About two years ago and before our recent annexations, each city had about the same area and population—fifty square miles and 750,000 people.

Boston, like Detroit, has many narrow streets and congested conditions in the business centers.

Boston at one time had a traffic problem to solve as Detroit now has.

The people of Boston solved their problem because it had to be solved. It will be done in Detroit for the same reason.

Detroit now has a population of one million and in this respect has gone ahead of Boston. But Boston and its environs has a population of 1,500,000.

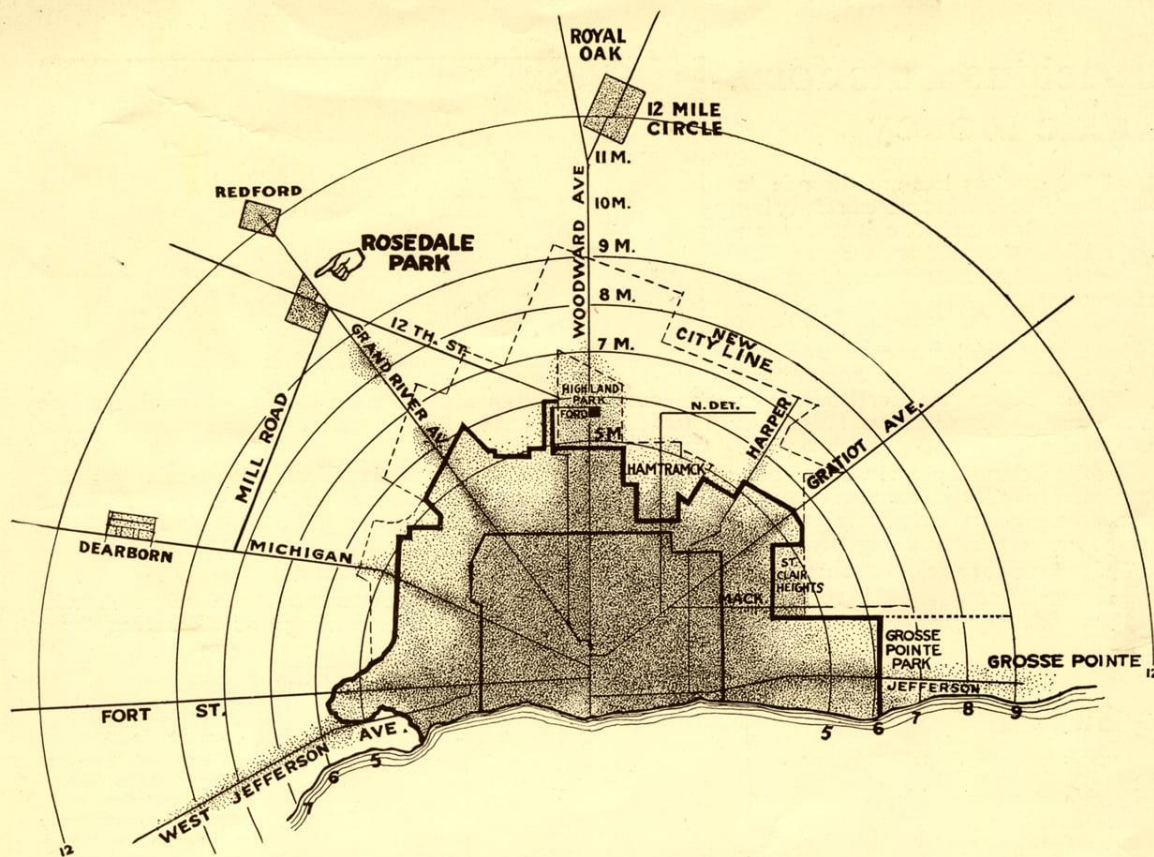
This greater city, known as Metropolitan Boston, comprises Boston proper and the thirty-eight other Cities, towns and villages within a radius of twelve miles from the Boston City Hall. Twenty of these are cities having a population of over 10,000 each. Each of the thirty-eight are independent political entities, but all are closely identified with the business and social life of Boston—As a whole, they represent Boston and its Suburbs—All are linked together by lines of transportation and a magnificent system of Parks, Boulevards and Highways.

Suburban Boston is famous for its atmosphere of intellectual refinement and wealth of home traditions.

The streets are wide and lined with stately trees, magnificent old elms, maples and oak dating from days of the revolution.

Flowers and shrubbery are seen on every hand. The homes have the atmosphere of Home. There is privacy, quiet and refinement.

The people of Boston have learned that a Home amid the right surroundings is the big thing in making life worth living, for themselves and their children, and they go out into the suburbs to find it.



## Why Detroit Has No Suburbs

A COMPARISON of the maps of Boston and Detroit at once suggests the question of why Detroit has no suburbs. One answer is that Boston has been a large city longer than Detroit and has had good transportation, both steam and electric, while Detroit has had—what we now have.

The growth of Boston and the surrounding suburbs has been gradual and steady. **Detroit has had a phenomenal growth within a period of a few years.** The City has not been able to keep pace with the increase in population. The absence, in the past, of anything resembling a comprehensive plan of City development, has resulted in a piecemeal method of installing city improvements which accounts for our present congestion.

The above map illustrates this condition. The darkened surface representing the "built up area" which, with the exception of Highland Park and small areas on East and West Jefferson, is practically all contained within our five mile circle.

This condition has not been brought about by any peculiarity upon the part of the people of Detroit or for their love of two-family flats on thirty and thirty-five foot lots. The home builder and the home buyer **have been forced to accept that which has been provided.** Where their means would not permit of building or owning homes on streets of fifty and sixty foot lots, they have **taken what they could get** at the price they could afford to pay.

The fact that high class Home Property in Detroit has shown a phenomenal increase in value during the past few years is sufficient evidence that **Detroit people appreciate and want this class of property.** As a matter of fact, people always did prefer fresh air and sunshine to smoke and congestion. They enjoy the privacy afforded by single Homes on spacious lots and they value the advantages of living and raising their children in a neighborhood of home-owning people.

Lack of transportation has been the bar to Suburban development in the past but **with the coming of the Automobile this problem is solved.** Now you touch the accelerator and life in the suburbs simply means a few minutes more in the fresh air between your home and the city.

**The real and only reason for the lack of suburban home development around Detroit is the fact that the right kind of property has not been provided.** City people, and suburban homes are built for city people, will not pioneer—they will not live on mud streets or go without city conveniences. However cheap the property, however large the lots or wide the streets, they will not live there until there is something to attract them to the neighborhood and that creates a desire to own a home and live in that particular place.

**Rosedale Park makes this appeal and supplies this want.**

## Spacious Lots for Little Money

LARGE spacious lots are the rule in Rosedale Park, but our extremely low prices make it possible to own several lots and still keep the cost below the prevailing price of small lots in the congested sections of the city.

Many of our residents are purchasing lots adjoining their homes and are exhibiting drawings of arbors and pergolas and making ambitious plans for landscaping their premises. Homes with less than 100 feet of frontage will be exceptional. Many will have 120 and even 180 feet. The result will be increased values and added charm to an already charming neighborhood.

Those substantial people who are not numbered among the wealthy or classed with the so-called working man, who have longed for a home among respectable and democratic people of their own kind, will find the kindly welcome and neighborly hospitality of Rosedale Park an agreeable change from the aloofness of city life. Here neighbors are neighborly and Homes are Homes.

The community spirit is catching among the dwellers in Suburban Home Sections.

As Home Owners they all have interests in common and naturally become interested in each other. A social life is constructed around the friendships thus formed, which goes far toward promoting good will and happiness.



## Garages

Garages in Rosedale Park are designed to conform with the homes in architecture.

These miniature houses add an additional touch to the "homey" atmosphere. Can you see their possibilities as a background for flowers? A crimson Rambler, for instance.



## Flowers

A package of Flower Seed and a small garden hoe, when properly applied to our soil, will produce more real beauty and give more genuine pleasure, for the least expenditure of time and money, than anything of which we have knowledge.

## Dream of the Home but Buy the Lot Now

COME out of the Smoke Zone into the Ozone. Make a choice of your future home site in Rosedale Park while values are way down within reach. Come out and look around. Let your eyes be the salesman and let your own judgment represent the purchaser. Visit us occasionally—watch the improvements and examine the homes under construction.

Note the workmanship and material, consult us about plans and costs—get better acquainted with us and with our business methods.

For a modest sum you can buy a lot 60 feet in width, which gives you breathing room on each side. It only requires a small down payment and the saving of a few dollars each month.

Homes will materialize and multiply on your street and around your lot. This will increase its value from day to day. The years soon go by and before you realize it your lot represents a substantial sum. A little forethought, a little patience, a little economy and a Home is within your grasp. Your dream has come true.



Consider the economy of Building a Home in Rosedale Park. For a 60 foot lot on a 100 foot boulevard you will pay \$1,500.00 to \$2,000.00; less than for a 40 foot lot, say, on Longfellow Avenue. The money so saved will buy an Automobile—the saving on city taxes will pay for the gasoline and there you are.

## The Park in Rosedale Park

**T**HIS cut represents Rosedale Park itself from which the property derives its name. The grove is a five acre forest of stately trees preserved in its natural beauty. Several acres of ground including the park have been reserved and dedicated to the Home Owners of Rosedale Park as a site for schools, churches, tennis courts and play grounds.



*An insane man once left a famous will in which among other bequests, were the two following items:*

ITEM: I give to children exclusively, but only for the term of their childhood, all and every, the flowers of the fields, and the blossoms of the woods, with the right to play among them freely according to the customs of childhood, warning them at the same time against thistles and thorns, and I devise to children the banks of the brooks and the golden sands beneath the waters thereof, and the odors of the willows that dip therein and the white clouds that float high over the giant trees. And I leave to the children the long, long days to be merry in, in a thousand ways, and the night, and the moon, and the train of the Milky Way to wonder at but subject, nevertheless, to the rights hereinafter given to lovers.

ITEM: I devise to boys jointly, all the useful, idle fields and commons where ball may be played, all pleasant waters where one may swim; all snow clad hills where one may coast; and all streams and ponds where one may fish, or where, when grim winter comes, one may skate, to have and to hold these same for the period of their boyhood. And all meadows, with the clover blossoms and butterflies thereof; the woods with their appurtenances, the squirrels and the birds and echoes and strange noises and all distant places which may be visited, together with the adventures there found. And I give to said boys each his own place at the fireside at night, with all the pictures that may be seen in the burning wood, to enjoy without let or hindrance and without any encumbrance of care.

*In this spirit the Rosedale Park Land Company bequeath the Park to the children of the future "Village of Rosedale."*

## Pure Artesian Water

**A**N AMPLE supply of Pure Drinking Water is a blessing to any community. Los Angeles spent 20 millions to bring a mountain stream to their city. Detroit spends thousands of dollars annually for bottled spring waters. Many cities, where the supply is obtained from lakes and rivers have constructed filtering basins

where the water is passed through layers of sand for purifying and rendering it suitable for domestic use.



The Artesian Water supplied on Rosedale Park comes from Nature's Reservoir—100 feet under the ground. It has passed through many a layer of gravel and through many a mile of stratified sand before coming to the surface in our wells. It is not only perfectly pure—it is also soft—and there is an abundant supply.





A Boulevard in Rosedale Park

## Why Boulevards

**D**ETROIT has a few very beautiful streets and only a very few wide Boulevards. The price of property on these Boulevards excludes the man of moderate means. But why the price? Why must you pay from \$50 to as high as \$500 or more per front foot for lots on these Boulevards and avenues, than for lots on other streets in the immediate vicinity. Of course the answer is that people are willing to pay to live on wide boulevards.

Come to Rosedale Park and see something you have never seen before and probably never will see elsewhere.

**Fourteen Wide Boulevards**, one after the other—all from one-half to three-fourths of a mile in length and all from 80 to 100 feet in width. All landscaped and all laid out in wide lots and restricted to single homes. Can you see what it will be like when completed?

Shut your eyes and test your powers of imagination. Can you visualize **One** Such Suburban Home Community near to a city the size of Detroit—near to "The Wonder City," which is growing and expanding at a rate such as few cities have ever experienced. There is now a real demand for Rosedale Park. At this time, March, 1919, over one-half of the lots have been sold. They were sold during the war and without advertising other than the appeal which the property itself makes to those who have seen it.

The trend of home building is toward the north west and it is conceded by those who know the city that Grand River Avenue is the natural and logical artery from which will radiate the streets, avenues and boulevards of the better home sections of the future.

It is the only main thoroughfare which does not run through a factory district. This in itself will bring homes to this part of the city, but there are other reasons for their coming here.

The residence sections along Grand River represent a later development than those on our other streets. The views of Detroit have broadened in the past few years and a vision of the Greater City has been vouchsafed to those who have laid the foundations for these new and better home communities.

They have taken thought of the Other Million—the million that is yet to come but who will soon be crowding among us and demanding homes. The best of these will not stay unless suitable homes can be found. We cannot crowd them all inside the five mile circle. Nor will they all consent to live in flats and apartments.

Those who know what living from day to day can be made to mean, will want single homes in a neighborhood of home owners, where their children may romp and play "Out of doors" with others of their own kind, and where their lives are not endangered by traffic. They will demand homes with breathing room and at least a little privacy.

The artistic homes in Rosedale Park, the wide boulevards, the spacious lawns, the thousands of trees, the flowers and shrubs, the pure water, the sunshine, the air from the southwest, bringing no factory smoke, the park, the birds and the people they find here will make the same appeal to them that they make to all who have seen the property.

They will want a home in Rosedale Park and so in time will you.

## Too Far Out

**B**ECAUSE of lack of Suburban development and inadequate street car service, the people of Detroit are still thinking in the terms of a country village in respect to distance from the City Hall. Young people will recall the time when some of the property now constituting our choice residence sections was away out in the woods. It was a journey and an adventure to visit these localities only a few years ago. It was only yesterday when Polish women were weeding the onion beds on the Ferry Farm, when much of the East Jefferson district was a low swampy marsh, the Boston Boulevard section a tangled mass of briars and underbrush and the thought of living beyond Palmer Park was ridiculous. These changes have seemed like miracles to the observer, and yet they are only the natural and inevitable result of an increase in population. The difficulty is to realize that this growth and expansion must continue and that the "far out" property of today may be highly desirable as a place of residence tomorrow. Study the city map, if you have none we will mail you one upon request, and see if you could place Rosedale Park, if you were developing it as we are, in a more desirable location than it now is. Consider the streets and avenues through which you must pass to reach it, if in some other locality. Note the position of Railroads and consider whether or not there is danger from encroaching factories. Study the situation thoroughly and you will agree with us that Rosedale Park is exactly where it should be.

Too far out is small town stuff. The question is why should you pay the price and be penalized in other respects for living close in and what are the advantages in going out? Why are people building homes in Grosse Pointe and in Grosse Pointe Farms and Grosse Pointe Shores from eight to fifteen miles or more from the City Hall?

Is it not perfectly obvious that being OUT is the desirable feature and do you not see that the same thing applies to Grand River Avenue as well as to East Jefferson. It is only a matter of time until you will be compelled to pay for the privilege of living in Rosedale Park as you must now pay to live in Grosse Pointe.

It is downright disloyal to our city and a knock at our chief industry to suggest that a paved suburb on a paved main highway ten miles from the home of the automobile is "too far out." Especially when this distance is measured from the City Hall. Only a few of us work at the City Hall.

It is only six miles from Rosedale Park to Highland Park. Only eight and one-half miles to Woodward Avenue and the Boulevard. Only eight miles to the heart of the big West side factory district. Only forty-five minutes from down town on the street car and less than thirty by auto.

Men who boast that distance is now measured by time and that the automobile takes the place of rapid transit should put the soft pedal on the "far out" stuff.

Why do people buy automobiles if not to escape from strap hanging and what does a few minutes more or less or a few miles more or less mean to the driver.

## Do It Now

**T**HE man who waits for his ship to come in somehow never gets very far—buckle in and do things is the motto in this day and age.

How would you like to own a home such as you see pictured in these pages.

It's possible—we have them.

All that you require is a little nerve and a little money.

Based on the new city directory the population of Detroit is 1,000,000. In a very few years the city will grow right over Rosedale Park and the intervening property—eat it up as we often express it, just as it has the many other localities which even a few years ago were considered as being "far out."

The man who has the vision to anticipate the growth of the city is the man who will make the money, in the future as he has in the past. Real Estate offers the means—Rosedale Park the opportunity.

In any event come out and look it over. We will take you in our own machines if you will but let us know a little in advance. To see Rosedale Park is an inspiration and will create a desire that every home loving man should have.

**Clemons, Knight, Menard Company**

Cadillac 7266

725-6-7 Farwell Building

Detroit, Michigan

# Rosedale Park

represents a dream made real

A dream wherein was visualized three hundred and fifty acres of land all laid out in Wide Boulevards and all embellished with parks, trees, flowers and shrubbery. The foundation for a community of home owners.

Where Homes would possess the distinctive Home Atmosphere and express the owners' individuality.

Homes with roomy grounds and spacious lawns, affording privacy and admitting the play of sunshine.

Homes around which the delightful memories of young and old may cling and where the child may be reared among playmates whose parents have the community spirit and neighborly good will.

Where children are welcome and where they may romp and play in an environment free from all objectionable features.

Where the air, the sunshine, the birds, the flowers, the earth and the sky bring to the child a realization of the charm and mystery of nature and the lure and thrill of the great out doors.

Where Homes mean health, happiness and the joy of living from day to day.

Where the "down town man" may escape for a few hours from the city's congestion and confusion and enjoy the restful charm of suburban life and yet have all of the comforts and conveniences of the city as well as others which the city does not often provide.

Where the greater part of his investment may be put in the Home itself and only a small portion be represented by the land on which it is erected.

Where values will constantly increase from year to year and where people will eventually be willing to pay down town prices for the privilege of living in the community.

*Such was the dream—Such is Rosedale Park.*

**CLEMONS, KNIGHT, MENARD COMPANY**