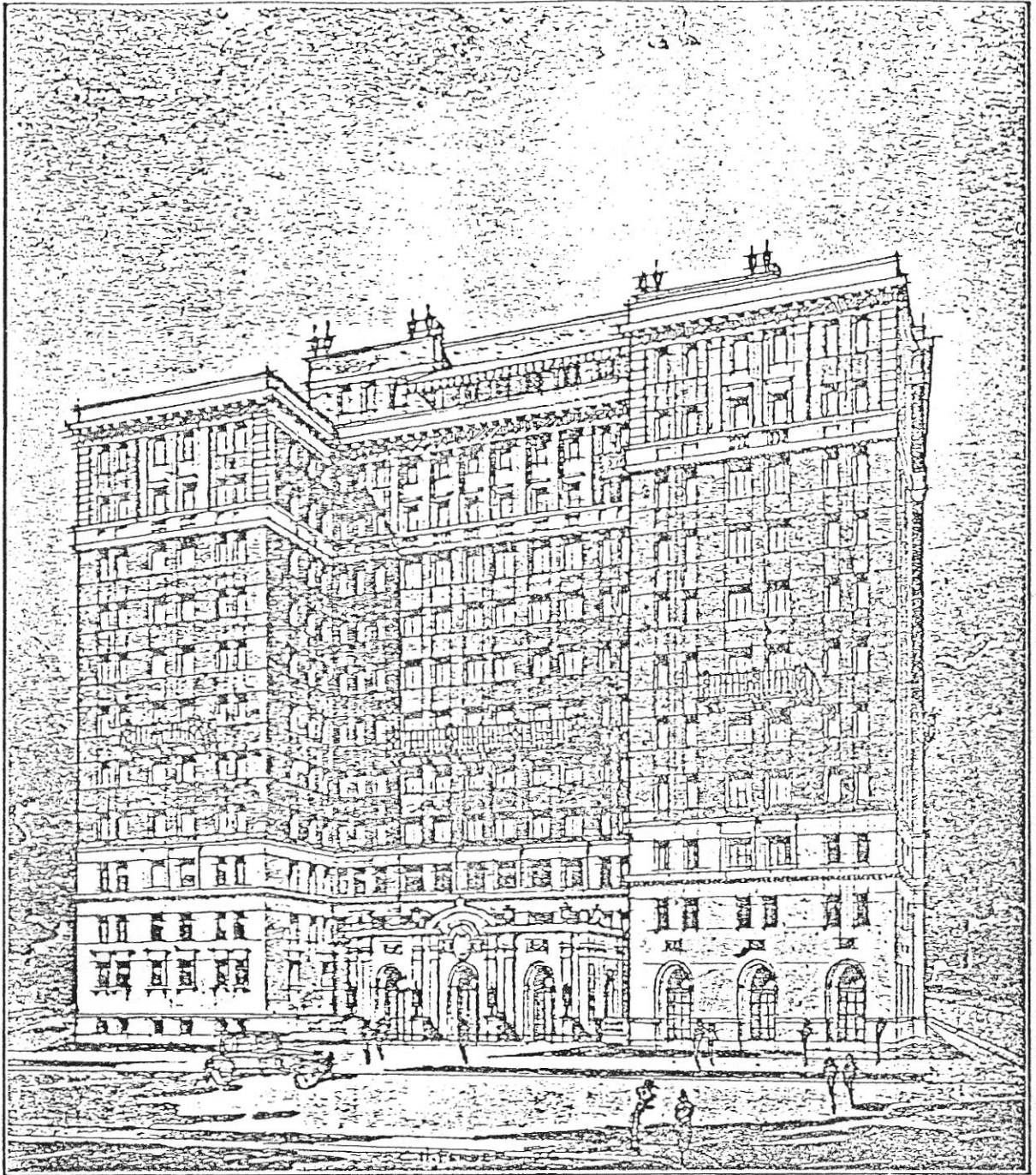


THE ORIGINAL BELVEDERE
APARTMENT BROCHURE

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A NEW day dawns — the rising sun casts its first rays on freshly laid shingles, newly painted siding, and streams through windows flooding floors that glisten. A building has found its place on the neighborhood landscape and the setting for a home has taken form. The eternal fascination of the new home

will be found in *The Belvedere*—a place to live your life, see the realization of ideals long cherished—a home of charm and modern comforts is the essence of cheer. Thus follows a short description of the ideal fire-proof residential apartment building, wonderfully located, possessing charm, distinction and desirability.



The
BELVEDERE APARTMENTS
As a Permanent Home



LET us start from The Esplanade, the great shopping and theatrical district of the city of Cincinnati, by way of the broad expanse of either Gilbert Avenue or Reading Road, past the attractive shops of Walnut Hills or Avondale and into Rose Hill, the garden spot of Cincinnati. A new world awaits you — green trees, shrubs and velvet lawns, flower gardens of glorious multi-colored blossoms which change with the changing seasons, magnificent homes and estates, where a home is really a home, and noise and business and cares are forgotten in an environment of peace and beauty. And reposing in this beautiful setting of platinum like a diamond of the purest quality — *The Belvedere*.

What a location in which to live! The broad panorama of The Avon Fields Golf Links, the rolling hills of Clifton, Bond

Hill and Paddock Hills, the unlimited expanse of the entire city of Cincinnati unfolding itself to you as a permanent picture which can never be taken away; accessible to all the country clubs; Avon Fields and the riding clubs but a few blocks away; be it golf, tennis, baseball or riding, these are within easy access to you. *The Belvedere* — a fitting name indeed! Webster's definition — *In Italian Architecture a building commanding a fine prospect.*

What a location in which to greet friends! What a feeling of safety and assurance, housed in this monolith of masonry, stone and steel, where every partition, wall, floor, and door and window frame are constructed of fire-proof materials. What a feeling of pride in the possession of such a home! Here you can relax. None of the grinding, clanging down-town noises —

The BELVEDERE

just the calm inviting ease of a magnificent home.

Let us consider *The Belvedere* for the enjoyment it holds in itself, let us say a word for the placid life you will find in its beautifully proportioned rooms, wide lounges and foyers.

One enters this building through the exquisite Italian Foyer rearing its stately lines in huge monumental stones, with its floors and walls of the finest selected marbles arching themselves into ceiling lines and groins and decorated in the form and color so wonderfully executed by old Italian masters, a canopy of the purest gems and the finest laces, an introduction to a guest breathing taste, refinement and culture.

One is led, with curiosity, through arched doorways into the Lounge, as beautiful a room as can be found anywhere. Its walls and floors of marbles selected in harmony with its decorations, yet subdued as a frame and background for its lovely appointments, furnishings, oriental rugs, tapestries, Circassian walnut trimmings, wrought iron grilles and fixtures, a veritable treasure house for the lover of art and beauty.

Partially screened from the Main Lounge, yet immediately adjoining, one is led through vaulted passages to the elevators beautifully finished in Circassian walnut and bronze, their very appearance breath-

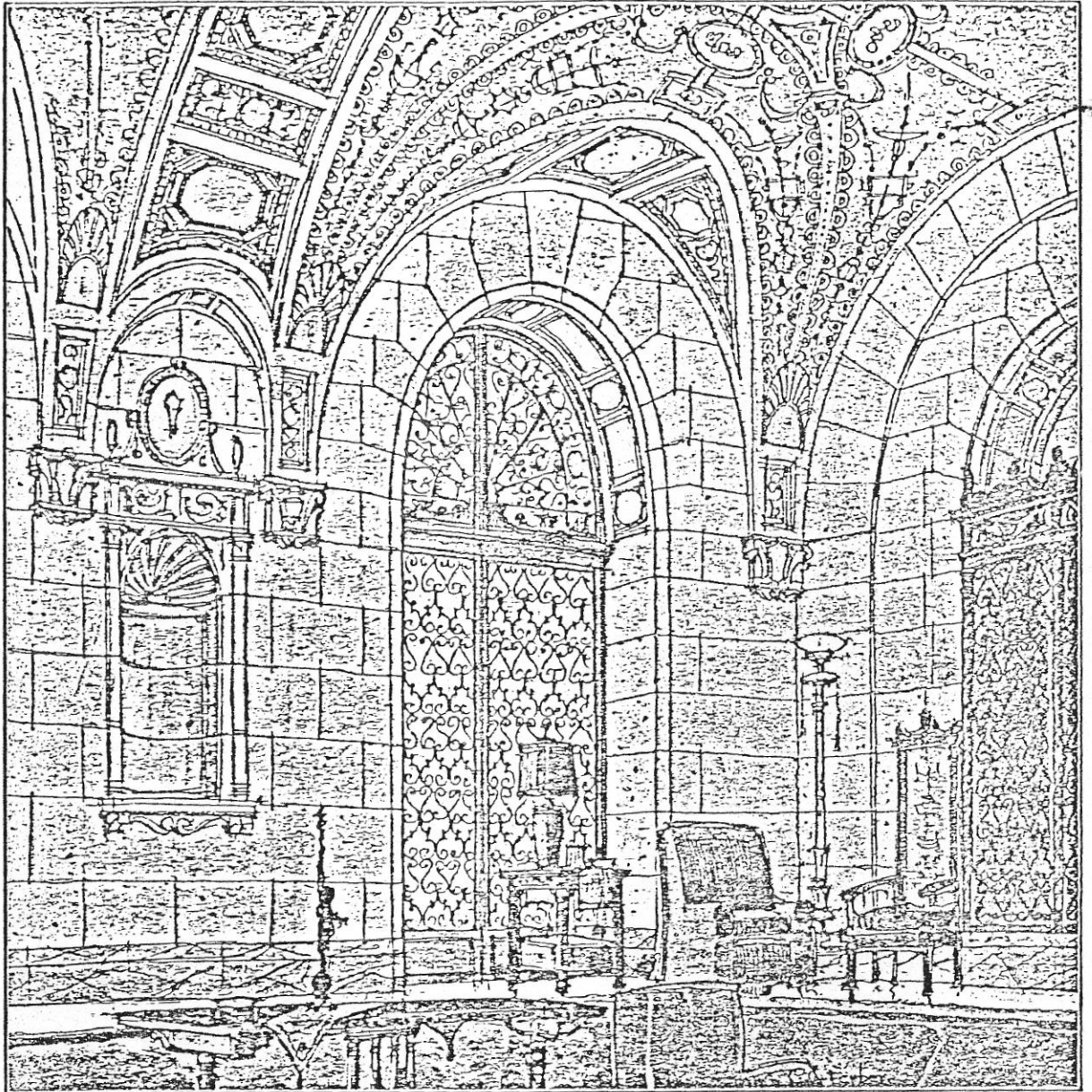
ing substantiability, safety and service. And no flight of fancy, no detail of inventive genius has been neglected or overlooked in these, the most costly bank of elevators ever erected in this vicinity; their spaciousness, ease of operation, absolute noiselessness represent the last word in the manufacturer's art.

Quietly, with the power of a giant yet the gentleness of a babe, one is transported to any one of the ten apartment floors, which contain the suites ranging from three to eight rooms, each apartment a home complete, its walls and ceilings awaiting the final decorations as may suit the individual taste of the tenant.

In arranging for the typical apartment floor plan, exposure and natural ventilation were given the greatest consideration with the result that all the apartments in the building have two and three exposures. How delightful! With what heart-felt contentment and happiness can one enjoy cool summer breezes and health-giving floods of sunshine.

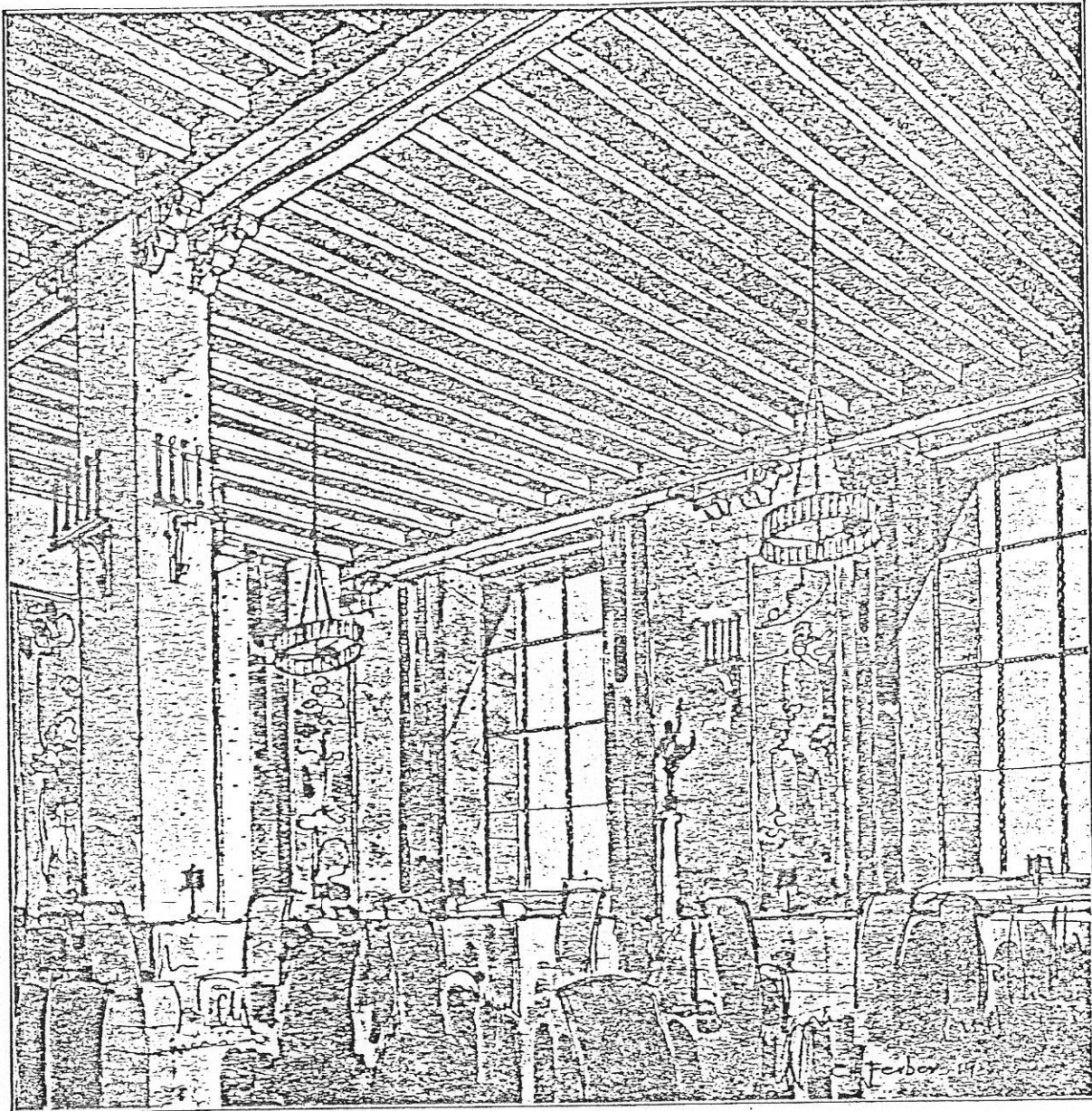
Throughout the suites the wide knowledge of the designer and builder has found its expression in large and small refinements, many of which are rarely found in apartments and the most of which are found only in the most elaborate houses and highly modern hotels.

This thoughtfulness extends, for example, to such details as concealed radiators



FOYER

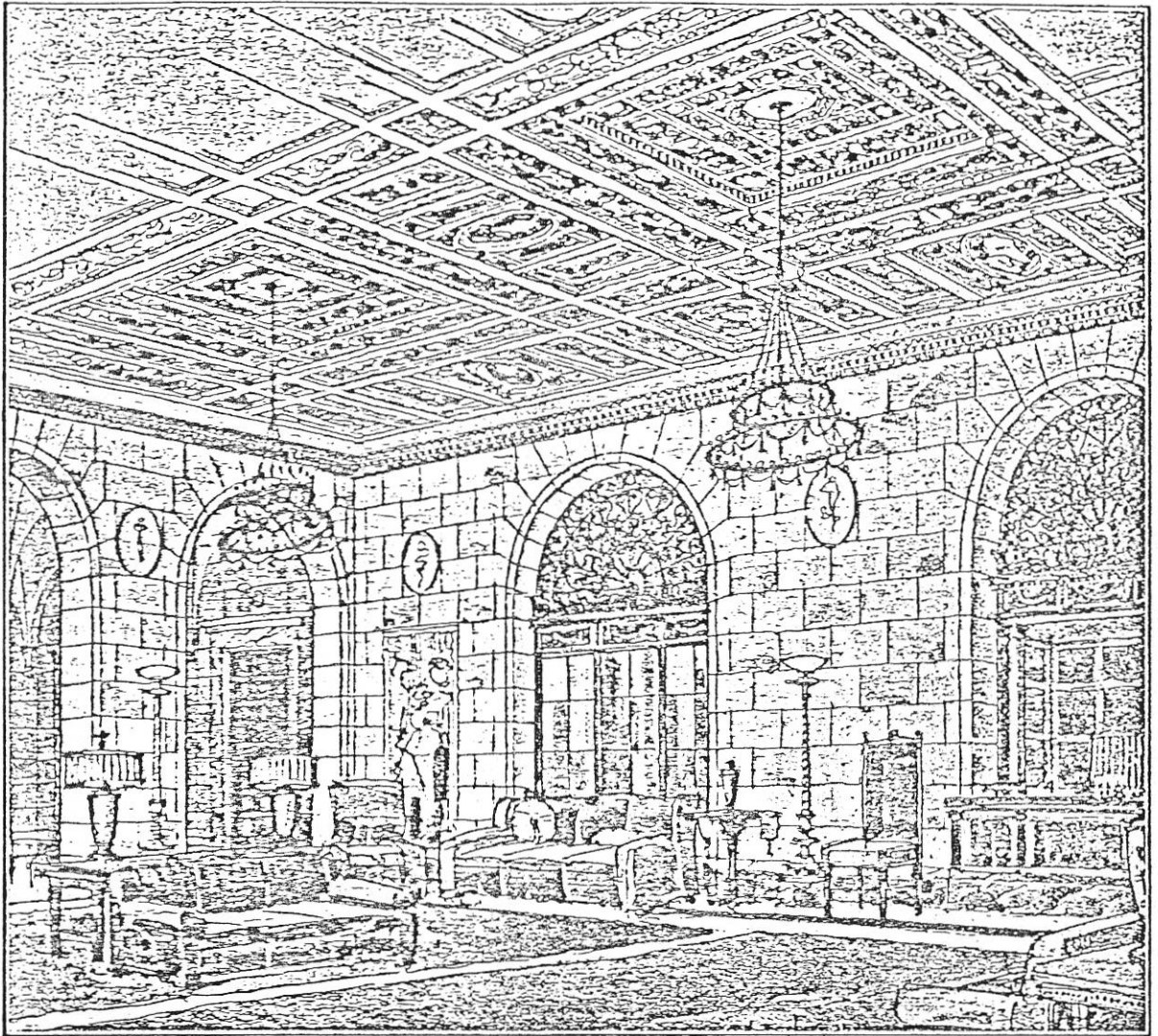
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MAIN DINING ROOM

FAMILY life in the Belvedere, while entirely independent and self-centered, is facilitated in all its daily details. The unexpected guest, or a dinner party too large to be accommodated in the apartment does not mean an expedition to a strange place. The lovely Italian Dining Room on the ground floor offers the congenial atmosphere of the place in which one lives.

The BELVEDERE



LOUNGE

As beautiful a room as can be found anywhere. Its walls and floors of marbles selected in harmony with its decorations, yet subdued as a frame and background for its lovely appointments, furnishings, oriental rugs, tapestries, Circassian walnut trimmings, wrought iron grilles and fixtures, a veritable treasure house for the lover of art and beauty.

cleverly encased in the walls, faced with metal grilles in exact imitation of cane wicker, designed to blend with any period of furnishings and appointments; the steel casement windows that provide the maximum amount of ventilation and create the necessary touch of residential atmosphere; the roll up screens, furnished not in ugly coppers, brass or black, but in a soft aluminum, screens of the finest weave, screens that are built into the structure, that protect the costly draperies, that, in winter, at the touch of a finger are out of sight, but ever ready to the housewife's command; soundproof floors, walls and partitions; innumerable refinements that can only be appreciated by personal inspection.

To add to the tenants' privacy and to eliminate the usual long hotel and apartment house public corridors, the building has been divided into two units, each unit with its separate service and elevators, with the result, that each public corridor on each typical floor serves not more than five apartments and in most cases not more than three.

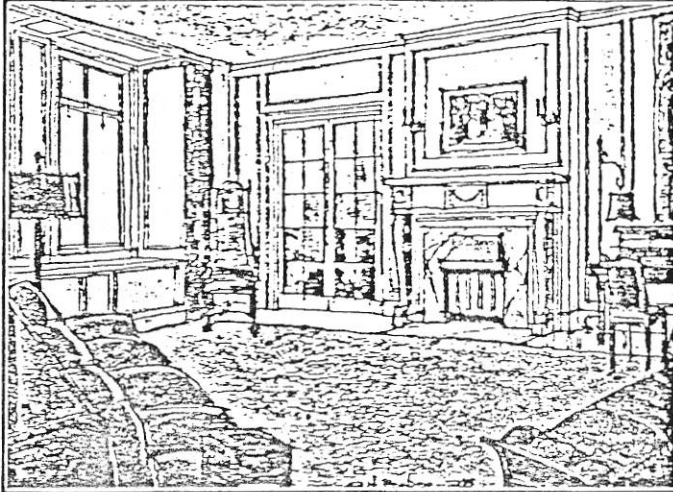
The average room in a modern hotel contains approximately two hundred square feet. Visualize, entering a living room seventeen feet wide and twenty-seven feet long, or an area two and one-half times greater than the average hotel room. Visualize the spaciousness, the proportions,

the beauty of the typical Belvedere Living Room, walls prettily panelled, its fireplace of travertine stone as the predominating spot of architectural interest; and through wide casement doors into the Dining Room and Solarium where walls are panelled with the daintiest mouldings framing exquisite electric wall fixtures.

With a feeling of reluctance one is transported through silent doors to the more practical features of every-day apartment life, and yet to say "Every-day apartment life" is truly a misnomer. Light and airy bedrooms, each window framing a living picture of natural beauty, each door leading to spacious closets and wardrobes, each wall a background prepared to receive its dainty furniture, each bedroom with its individual private bath or shower, walls gleaming spotlessly in their mantels of ceramic, porcelain, tiles and mirrors, and the cute dressing rooms adjoining with their individual large closets and mirrors. The little surprises that greet you at every turn, towel, linen and storage closets, full length triple mirrors with soft overhead lighting, a joy forever.

The designer's leading thought, that of eliminating all disturbances of privacy, has been applied among other things to the matter of delivery of goods and supplies. Through the house receiving rooms on the ground floor, supplies, packages and sundries are quietly and systemati-

The BELVEDERE

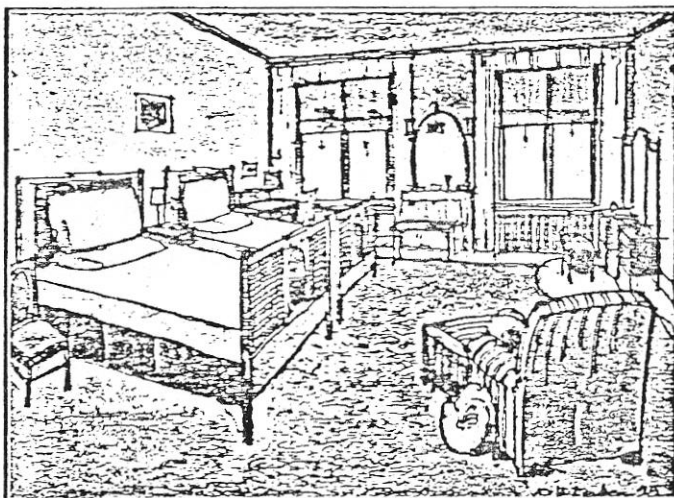
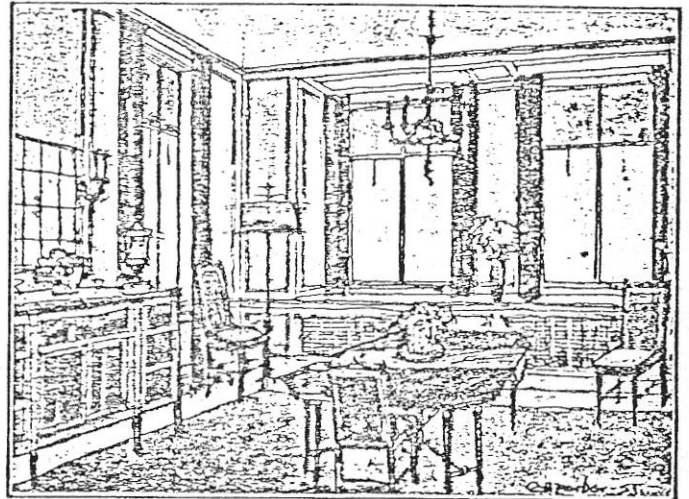


TYPICAL LIVING ROOM

Visualize the spaciousness, the proportions, the beauty of the typical Belvedere Living Room, walls prettily panelled, its fireplace of travertine stone as the predominating spot of architectural interest.

TYPICAL DINING ROOM

Through wide casement doors you enter the very attractive Dining Room, where walls are panelled with the daintiest mouldings framing exquisite electric wall fixtures.



TYPICAL BED ROOM

Light and airy bed rooms, each window framing a living picture of natural beauty, each door leading to spacious closets and wardrobes, each wall a background prepared to receive its dainty furniture.

The BELVEDERE

cally delivered to your kitchen door by house employees only.

"Dreaming dreams no mortal ever dreamed before." As you enter into the culinary department of your apartment, every modern convenience has been considered in the planning of the kitchen, pantry and service, incinerators, individual maid's room and bath, service corridors — planned as a complete and efficient workshop surrounded by soundproof walls and ceilings.

Sanitary floors of linotile, always clean and fresh looking, attractive patterns delicately tinted, walls and ceilings of washable oils, storage closets, a compact closet for brooms and vacuum sweeper.

Particular housewives and happy servants find the newest way the best and easiest way, a place for all things.

What more could one wish for than built-in china cabinets completely equipped with double glass doors, serving shelf, silver and linen drawers; noiseless electric refrigerator; large electric range and gas plate; metal hoods artificially ventilated eliminating all cooking odors; double drain enameled sink; these varying requirements add harmony to the domestic side of every-day life.

Family life in the Belvedere, while entirely independent and self-centered, is

facilitated in all its daily details. The unexpected guest, or a dinner party too large to be accommodated in the apartment does not mean an expedition to a strange place. The lovely Italian Dining Room on the ground floor offers the congenial atmosphere of the place in which one lives.

And of an afternoon, you and your guests at tea or bridge can enjoy cool breezes and magnificent views on the delightful roof, eleven stories above the street, the very highest elevation in Cincinnati, either in the covered pavilions, or under the brilliantly colored awnings shading wide terraces of tile.

And your babies, your little ones, bring them with you, we welcome them, surrounded as they will be by taste and refinement, their hearts filled with happiness, their faces radiating the health that only fresh air, sunshine and contentment can bring, their play hours spent on their own roof playground, high above the swirling traffic of the streets, where provisions have been made for their pleasures, their care and safety.

And so we weave fact and fancy with the architect's shuttle of dreams. Though of our world, the families, accommodated in these apartments, will live, breathe and move in a setting of Italian splendor, color, form and unusual charm.