A Descriptive and Pictured Story of 
MARIEMONT
A New Town

"A National Exemplar"
A Brief Outline of the Advantages of Mariemont

A NEW TOWN - CINCINNATI, OHIO

MARIEMONT will be a residential village, incorporated under the laws of Ohio, and constructed by The Mariemont Company whose entire capital stock is held by Mrs. Mary M. Emery, its projector and sponsor. Lying just outside the city limits, it will be governed, under a plan prepared after suggestions by the Rockefeller Bureau of Municipal Research, by an elected Mayor and Board of Aldermen, with a City Manager. For the time being, until this government can be set up, buildings are now being erected to be rented only, and the property will be managed by the officials of the Company which maintains an organization for surveillance, schools, care of streets, sewers, and parks. As all public utilities have been installed in advance, and substantially built, the taxes in Mariemont should not be a burden to the citizens.

THE PLAN (see Cover): Mariemont was planned by John Nolen, Philip W. Foster, Associate, town planners, Cambridge, Mass., on the most modern principles and is probably the most comprehensive real estate development of its kind in this or any other country. Provision is made for housing about nine thousand people, although the Town Center will cater to at least twenty thousand because of its strategic location. There will be around it every sort of shop, market, a theatre, hotel, office building, banks, post office, public library, museums, and a town hall, all within easy walking distance of every residence. Its inhabitants will enjoy 30 acres of parks, playgrounds, village greens, and a Concourse on the two-mile long Miami Bluff Drive. The Stadium, Recreation Field, and Parks will provide every sort of amusement and outdoor exercise, all free to the people as Mrs. Emery’s gift to her fellow-citizens.

NOT A PHILANTHROPY: But Mariemont is neither a philanthropy nor in any sense paternalistic. It is an ordinary real estate development on normal American lines, except that everything has been scientifically planned in advance and that the owner limits profits and will share the town’s success with those who live in it. Mrs. Emery is simply showing in a very practical way her interest in the proper development of home life and home ownership by providing an ideal place for home building. The town when completed will illustrate the advantages of “Better Housing” and how well people of moderate means can live near great cities.

“A National Exemplar”

MARIEMONT—A NEW TOWN

SEWER SYSTEM: A separate or “double system” of sewers, planned to take care of the entire area about Mariemont, with direct connection to Cincinnati’s system for both storm water and domestic sewage, has been installed by Fay, Spofford & Thorndike, consulting and construction engineers of Boston.

WATER SUPPLY: Two independent main lines from Cincinnati’s own water system have been brought to Mariemont assuring full fire protection and good water.

SEWER AND WATER PIPES have been brought to every lot in Mariemont, so there will be no digging up of streets afterward.

UTILITIES: The Union Gas & Electric Co. and the Cincinnati & Suburban Bell Telephone Co. have contracted to supply at city rates gas, electricity, and telephone all underground (no unsightly poles, no dangerous and disfiguring wires), in advance of home building. Even the Long Distance wires that pass through Mariemont will be placed in conduits to help make Mariemont “a National Exemplar.”

STREETS AND SIDEWALKS: These are being built, in advance, of the most modern materials and suitable character, and planted under the direction of the Company’s own Landscape Architect, with an assurance of continuous maintenance. A contract has been let for the lighting of the entire village at Cincinnati rates.

HEATING: A steam heating plant, with mains run in specially protected conduits at the back of lots, will be in operation in the fall of 1925. This will supply all of the buildings East of Plainville Pike, the buildings and homes to the West to be heated by small independent plants and hot air furnaces. Thus the smoke nuisance in Mariemont will be reduced to a minimum.

SCHOOLS: The Public School District of Mariemont will be created, under control of the County Superintendent, teachers have been engaged and school will open on time in a temporary building until The Mariemont School, capacity 400, is finished about June 1, 1925. This school, kindergarten, and the eight grades will be operated free by the Company.

“A National Exemplar”
MARIEMONT
The New Town
“A NATIONAL EXEMPLAR”

Now under development and construction by

THE MARIEMONT COMPANY
Incorporated under the laws of Ohio

Authorized Capital $5,000,000

President, Charles J. Livingood    Secretary, Thomas Hogan
Vice-President, John R. Schindel    Treasurer, F. J. Schlanser

DIRECTORS

Frank H. Nelson, Rector Christ Church    Thomas Hogan, with Thomas Emery’s Sons
John R. Schindel, Attorney-at-Law    Bleecker Marquette, Director, Better Housing League
Charles J. Livingood, Personal Representative of Mrs. Mary M. Emery

THE MARIEMONT CO.
1 Baker Court    328 Walnut Street
Cincinnati, Ohio, U. S. A.

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(with privilege to print extracts)
OWNERSHIP

This is my house — I hold the key,
I may go in and be alone,
The homeless smile derisively,
Ah, but this house is all my own.

Live trees I chopped with flashing axe,
And crossed their bodies firm and square;
With muscled clay I seamed the cracks,
And laid the chimney stones with care.

Shingles I hewed from fragrant wood;
Traded for glass and set the pane;
I swung the door and there I stood,
Watching a stranger in the rain.

The claim, the dream, the painful task,
Belong to me — and then my brood,
Like wine that ages in a cask,
Steeped its remembrance in the wood.

This is my house. I built it here,
Of wild things by my strength and brain.
I am content. I have no fear.
This is my house and my domain.

after Hubert Kelley
THE VERY FIRST Settlers

ON the site of Mariemont were, of course, Indians. Indeed, there are maps extant showing that a village, large for the times, occupied the southwest section near Dogwood Park, as is evidenced by a famous Indian burial ground which still can be traced on the wooded property known as the Harvard College or “Ferris” tract on Wooster Pike.

But it is not known, even after a very comprehensive study of over fourteen hundred skeletal remains excavated by experts from the Peabody Museum at Harvard just who these first settlers were. Certain it is that they are not the so-called “Mound Builders” nor the later Miami or Shawnee tribes, who occupied the country for many years before being driven out by the Algonquian stock found here by the white man in the middle of the eighteenth century when he first passed down the Ohio.

TELLTALE BEADS OF FIRST Settlers:

Judging from the artifacts found and from the telltale beads and bits of European iron and brass lying alongside burials, these “first settlers” were not prehistoric nor even pre-Columbian. The size of the village, which numbered perhaps five hundred souls, and the varying types of burials in the cemetery, which show that it had been occupied for about a hundred years, would seem to indicate that our “aborigines” were simply a tribe, as yet unidentified, of American Indians, who lived here continuously in peace and plenty about four centuries ago. What became of these people no one seems to know, but we fortunately have remaining many proofs, soon to be displayed in the Mariemont Indian Museum, of the culture, prosperity and peaceful character of these first inhabitants.

TRUE Settlers AND NOT Nomads:

THAT they were true settlers and not nomads depending upon warfare is shown by the large and well-constructed fort which was still recognizable, preserved by a heavy forest, fifty years old. It stood near our Concourse. From this highest point on the embankment the Indians could command the entire valley as far east as Milford, miles distant, and west even to the junction of their own river, the Little Miami, with the great tawny Ohio. Thus to the south they could see the enemy whether he came by land suddenly from the hills of Kentucky, “the dark and bloody battleground,” or by the historic waterway from the east or west. The north was our Indian’s own. Here he was born and hoped to be buried. Here was his permanent home.

MARIE MONT’S SITE WELL CHOSEN:

FOR the advantages of this location were early seen by the red man — a well drained plateau where he could hunt buffalo, deer and small game; rich alluvial soil for corn in the “bottoms,” the haunt of wild fowl; a small, easily navigable river still stocked with fish. But that he wandered far when food became scarce or crops failed is evidenced by the foreign character of his personal adornments, found in his grave with him, after the fashion of all Indian burials, and from the cache-pits or underground storehouses which he filled against his coming back empty-handed.
A MAP SHOWING THE LOCATION OF MARLEMONT IN RELATION TO CINCINNATI

THE TWO HEAVY LINES INDICATE THE ROUTES FROM FOUNTAIN SQUARE TO MARLEMONT.
ITS LOCATION AND LOCAL ADVANTAGES:

MARIEMONT, Columbia Township, Hamilton County, Ohio, just outside Cincinnati, lies on a slightly undulating plain, formerly rich farms and woodland, extending from the base of the still-forested slopes of Indian Hill, which protects it from the sweep of north winds, to the very edge of a wooded bluff that overhangs the peaceful Little Miami and its broad, level valley one hundred feet below. Across this valley may be seen other Ohio hills; to the east and south rise those of Plainville, Terrace Park and the very old town of Milford; to the west in the far distance are the steep Kentucky hills seen across the first sweep of the Ohio as it begins to encircle Cincinnati. The prevailing winds in this section of the country being from the southwest, there are always cool breezes drawing up the Little Miami Valley over the plain of Mariemont. Surrounded thus on all sides by distant hills, the streets of Mariemont everywhere end in vistas of green and sunny slopes with incomparable lovely views between. Where the two rivers join, not many miles away, lies the new city water works — one of the most modern in the country, from which Mariemont is supplied. At this point General Washington located a military claim to 10,000 acres, which, in his will, he instructs his executors not to sell in a hurry as “it will doubtless be the site of a great city.” This was before the importance of Cincinnati, slowly developing further down the Ohio, could have been known to that astute operator in real estate.

SELECTED FIRST FOR ITS BEAUTY:

THE site for Mariemont was primarily selected for its natural beauty, near a great city yet out in the country and away from factories, where there was sure to be plenty of fresh air, sunlight and healthful surroundings on a good loam and gravel soil. Its projectors appreciate that the inhabitants will not want to be cut off by distance and inconvenience from Cincinnati’s splendid cultural opportunities, which have made it sought after as a place of residence ever since it was named “the Queen City.” Because of the hills about it and the river, Mariemont cannot become a large city nor in any way rival Cincinnati. But its people will enjoy what Cincinnatians enjoy — the May Festival, Symphony concerts and music generally for which Cincinnati is famous; the city’s municipally-owned University, its Mechanics Institute, the Art Museum and Art Academy; its Zoo, theaters, National League ball games; and lastly, but especially important, the General Hospital and Medical School; all of which it would be impossible and indeed unnecessary to duplicate.

ONLY TEN MILES FROM FOUNTAIN SQUARE:

MARIEMONT is but ten miles from Fountain Square, about which centers Cincinnati’s business life, and only from two to five miles from its vigorous, already important and now over-crowded suburbs, such as Oakley, Hyde Park, Walnut Hills, Norwood and Avondale. Communication with these hilltop beauty spots, almost wholly residential, with little that is unsightly between them and Mariemont, is made easy by good roads and trolleys and two railroads. When Cincinnati’s subway is completed, one will be able to take a Rapid Transit car in Oakley, only two miles away, and be at Fountain Square and the Courthouse or the factory district of the Mill Creek Valley, in less than twenty minutes. A direct route to Fountain Square, not crossing any hills, is by Eastern Avenue, which follows the Ohio River, a continuation of the State
An aerial view, looking east, of a large portion of Mariemont as it appeared in July, 1925. The Dale Park Section, in the lower left foreground with some 300 homes, a school and a church; parks and playgrounds; was in April, 1924 a rolling field. Beyond this is the double roadway of Wooster Pike leading thru the Town Center. At the foot of the hill (in the upper center) are the white farm buildings and on the hillside, the partly completed Hospital. At the right may be seen the McGoodwin group and Howe & Manning group described elsewhere. In the lower right corner is the Elzner and Anderson group partly completed.
MARIE-MONT IN RELATION TO CINCINNATI

A "close-up" aeroplane picture of the project as it appeared in 1924. The bright dotted spot in the center is Dale Park Section already largely occupied. All the streets and parks are plainly visible; the semi-circular Concourse; the Floral Way to the Town Center; the Market Place; giving one a clearer view of the "plan" of Mariemont which is in distinct contrast to the "gridiron" system prevailing in Cincinnati. The thriving suburb of Madisonville, already largely occupied, is seen almost encircling the new town. On the extreme right of the picture is Indian Hill with "Resthaven" creeping up its side.
The buildings indicated on this map were erected by the Company during 1924-1925. The housing, most of which is already occupied, will accommodate over three hundred families.

As will be seen, many desirable home sites are still available and will be sold or built upon on order by The Mariemont Co.
Highway that runs through Mariemont town center. There are five boulevards through the village to avoid congestion and facilitate convenient circulation. One of these, the two-mile-long Miami Bluff Drive, on the southern edge of the properties, will eventually connect with Observatory Road in East Walnut Hills. Thus this Boulevard will become a further outpost of Cincinnati's splendid park system which now terminates at Ault Park, a promontory view-point and playground, only a mile distant from Mariemont as the crow flies. Indeed, from the heights in Ault Park, the village can be seen as on a relief map, the streets, concourse, lagoon and houses even all plainly visible.

RESIDENTIAL DEVELOPMENT TENDENCY IN CINCINNATI:

MARIEMONT, it should be noted, is on the line of Cincinnati's present residential development. The great industrial movement that began with Norwood and Bond Hill to the north is now extending eastward to the “factory colonies” in Hyde Park and Oakley, all satellite cities employing many thousands of operatives who have built homes for themselves. Following in their wake, in the endeavor to get out into the country, are the newer residential centers of Pleasant Ridge, Kennedy Heights, Silverton and Madisonville. In this remotest suburb, which adjoins Mariemont on the north, it is said that one-fourth of the carpenters of the Cincinnati district already have their homes. And just over Mariemont, on the highest location in Hamilton County, a new settlement known as “Indian Hill” is rapidly coming into being. It embraces thousands of acres in a great country club district and will be the future home of the coming generations of Cincinnati's successful citizens. “Eastward the course of Cincinnati's empire takes its way.”

PRIMARILY A PLACE FOR HOMES FOR THE PEOPLE:

MARIEMONT is intended primarily as a place of residence for a wide range of families of different economic degrees. Its projectors believe that artisans, operatives, workers generally for whom it is principally intended, would prefer not to live “under the shadow of the factory” so long as they are not too far from their work. For this reason there are to be no industries within the village. Trolleys, the motor bus and private automobiles will enable the factory hand to reach Norwood and Oakley in a very few minutes. The “Loop” will convey one to all parts of Cincinnati in half an hour for it is believed that many workers in the city, railroad and postal employees, clerks, stenographers, especially women who are supporting families, will be willing to journey to Mariemont for the sunshine, better air and happier environment of the country. For these reasons a site was selected, although at a high cost for the land, within the metropolitan district.

LARGE INDUSTRIAL SECTIONS THERE ALSO:

BUT Mariemont has itself two large industrial sections, both of which will be provided with all the public utilities and conveniences, such as sewers, water, gas, electricity and telephones, as in the town proper, and under the same control. Sites will be allotted to large enterprises, of suitable character only, and employing many hands. MARIEMONT SOUTH is directly on the Pennsylvania R. R. and the Norfolk & Western, in the “bottom lands” along the Little Miami River.
THE PROPOSED VILLAGE OF MARIEMONT
NEAR CINCINNATI, OHIO
AS CONTEMPLATED BY THE COMPANY IN 1921

First suggestions for architectural treatment of important sections of the development: The town center showing an arced portion of the chief shopping district with theatre in the middle and offices and apartments above; on the left of it the inn and more shops; on extreme left, facing the park, a view of the town hall.

Through this town center square, which is 200' x 300', pass the main thoroughfares into Cincinnati.

Upper left hand picture discloses the artist's sketch of the town hall, the village bank and additional shops; that to the right his idea of a memorial church and buildings about the little village green in the Dale Park Section.
Mr. Ripley's rendering of the Company's ideas for single houses seemed very successful as types for the homes that should be built by purchasers of lots near the parkways and opposite the Village Green which is densely covered with forest trees. Such houses, if well designed, whether of frame or brick or stucco, will give the pleasing effect so often met in the old New England village.
ARTIST'S SKETCH OF DALE PARK CENTER GROUP
Corner of Oak & Chestnut Sts.
RIPLEY APARTMENTS AND SHOPS
Ripley & Le Boutillier, Boston, Mass.
Architects

These substantial and picturesque brick buildings, on the small town center and marking an entrance into the Village, face the triangular village green about which are also grouped the Memorial Church, Dale Park School and Playgrounds.

There are twelve shops, already supplying all the neighborhood needs of this first community of some three hundred homes created in 1924 by the Company.

Above the shops and flanking them are most attractive apartments of one, two, three and five rooms, with every modern convenience, including steam heat, gas range, refrigerator (iced from main hall), kitchen cabinet and broom closet. All of them have at least one room overlooking the Village Green and the Parks beyond.

Alongside, on the left, are shown the Ripley & Le Boutillier cottages.

This Dale Park Center is but one block from Murray Avenue, on which runs the Kroger trolley, and only a few blocks from Mariemont Town Center. It is therefore destined to become one of the “busy corners” of Mariemont.
WESTOVER, the more important section, of 40 acres, is on the same level with the town, though somewhat distant from it, and separated by a forest growth that will screen the residents from smoke and noise. It lies alongside these two railroads, while near-by are the Baltimore & Ohio and the Chicago Division of the Pennsylvania. Both Westover and Mariemont South are level tracts, with sidings from the two former railroads, and have access by good roads to the main arteries into Cincinnati. When the proposed new railway terminals for Cincinnati are completed, it is hoped that rapid train service will be supplied to commuters at low, monthly ticket rates. This will be a great boon to those who work down-town.

GOODS CAN BE SHIPPED WIDELY:

WITH the new Chesapeake & Ohio Railroad bridge built over the Ohio River, connecting directly with the Pennsylvania and the “belt line” around the city, at Undercliff near-by Mariemont, goods can be shipped direct to all parts of the United States from these two industrial centers. To the South by the Louisville & Nashville and by the Southern (over Cincinnati’s own municipal railroad to Chattanooga); to the North and Northwest by the Chicago division of the Pennsylvania system right at Westover; to the West by the Pennsylvania and the Baltimore & Ohio Southwestern; and to the East, with great coal fields intervening on all three roads, by the Norfolk & Western, the Pennsylvania and the B. & O.

MARIEMONT IS NOT MERE EXPERIMENT:

MARIEMONT is not an experiment, but the application of the town-planning principles, adapted to American methods, that were used in such successful “garden cities” as Port Sunlight and Letchworth in England. It should be explained, though, that these were essentially attempts to counteract the disastrously rapid growth of large cities and with varying results, due to local conditions. Mariemont was not so intended, and does not have to combat those conditions. Its promoters believe in a Greater Cincinnati, being convinced that the tendency toward life in cities still persists in the United States. Mariemont, therefore, is simply another jewel suburb in the crown of the “Queen of the West.”

NOT “LABORATORY” ON HOUSING PROBLEM:

NOR is Mariemont to be a laboratory for sociological experiments in the problem of housing. It, therefore, does not follow the English plan of co-partnership building and ownership, such as prevails at Harborne, the best example in England, and such as has been attempted in certain places in America. The people in this country are still individualistic in their attitude and action, and do not readily take to cooperative housing schemes.

Neither should Mariemont be considered merely as “an industrial village” or a “company” enterprise. It is not designed for any special class of workers, nor for workers solely.

NOT A PHILANTHROPY:

MARIEMONT is not a philanthropy or in any way paternalistic. Its sponsor, Mrs. Mary M. Emery, herself a lifelong resident of Cincinnati, is simply showing in a very practical way her interest in the proper development of home life and home ownership by providing an ideal place for home building. The Mariemont Company will do part of the building, and when all the lots and buildings have been disposed of,
These substantial brick houses of 4, 5 and 6 rooms were built to be in harmony with the very important blocks of apartments and shops in the center of Dale Park section. When covered with vines and set with their formal hedges, they will give character to the whole neighborhood.
it will dissolve, so far as the village of Mariemont is concerned. It is anticipated that, a good start having been made, the public, seeing the advantages, will make Mariemont one of the most thriving of Cincinnati's suburbs.

THE MARIEMONT IDEAL:

THROUGH her personal representative, Charles J. Livingood, Mrs. Emery found the location and by slow degrees acquired the necessary acreage for a complete town, which, had it not been for the World War, would now be standing as an illustration of how well people of moderate means can live. By planning in advance, by thoughtful attention to the installation of the public utilities so that they will last at least a generation, by setting aside parks and beauty spots, and by providing a business center, Mrs. Emery sets an example for other individuals and other communities, that all may see and the residents may have at once the benefits of a finished place of local happiness without waiting a lifetime for them to come in the usual course of events. Mrs. Emery is convinced, being for many years interested in housing, that “congestion,” the result of bad city planning, cannot otherwise be corrected without the tedious and often seemingly impossible task of rebuilding an entire neighborhood.

SOME FACTS ABOUT CITY CONGESTION:

CINCINNATI is the third most congested city in the United States.

On January 1, 1924, some 28,000 families—one-third the entire population—were living in tenements.

The housing shortage, so far as the wage-earner is concerned, has not been materially relieved by the feverish building activity noted everywhere in recent years. During the war, the shortage had been very acute, for few homes for the people were built for that period, except “War Emergency Houses,” many of which were not of a permanent character.

In 1920, the accumulated shortage of houses in the United States was put at over a million and a half homes; in Cincinnati, it was estimated at four thousand.

Of the many houses built since the war, only ten per cent were for the wage earner.

There had been no inducement to the builder to erect homes for the people even before the war. There was no money in it. The speculator and the “profiteer,” who simply remodeled old properties, have taken advantage of this condition which has not yet changed.

Municipal and Governmental “housing schemes” in this country have seen their day. The cost is too staggering.

The only solution of the housing shortage in America is cheaper quantity production and a limitation of the excessive profits being demanded by home builders. But Mariemont is not intended merely to meet a housing shortage. The Company, in planning and building, is looking ahead twenty-five years, so that its work will not have to be done over again.

MARIEMONT IS A BETTER PLACE TO LIVE:

MARIEMONT, “a better place to live,” was in the minds of its projectors long before there was any housing shortage, and today is not merely an undertaking to build more houses. It is a real estate development, pure and simple on normal American lines, except that there is a limit put on the profit to the owner to give force to the idea that the maximum of return should not be extracted from the man who earnestly desires a home for his own use. In an incidental
Of Colonial design, consistently developed throughout, these cleverly-planned homes overlook the parks, school and village church, at once giving a cozy, homelike atmosphere to the neighborhood. Though the rooms are small, they are very compactly arranged: living-room, dining-room, kitchen and two bedrooms with bath, with a large, fenced-in garden at the rear. The groups are tied together by small, unobtrusive garages, each heated from the house furnace.
The five rooms of this house were completely furnished for $500 under the personal supervision of the architect, Mr. Dana, to show how much can be obtained through careful buying.
MARIE MONT MEMORIAL CHURCH
Dale Park Section

This small English-Norman church has been erected alongside an ancient burial ground as a memorial to the first settlers in this part of Ohio, a sturdy, God-fearing people who would have built it themselves had they not been too busy raising crops and repelling Indian marauders.

Other churches will doubtless be built about Mariemont. Meanwhile Mrs. Emery, the donor of this memorial, expresses the hope that the building will be used for “union” or undenominational services, for christenings, weddings and funerals by all, irrespective of sect or creed. Here should be found a quiet place where resident and stranger passing by may rest and pray.
way, it is to furnish to Cincinnati a more pleasant place to live than in the crowded down-town districts.

To accomplish this speedily, the first "homes," built to show the type and character desired in certain neighborhoods in Mariemont, will be rented only, but eventually, following the building of homes by others and the full development of the business center to insure permanency, all the properties will be disposed of and the operation of Mariemont repeated elsewhere. There is no obligation on the part of tenant or owner to take stock in the enterprise, however. The Company is amply financed, and has been incorporated to do everything necessary to make the enterprise a success.

MARIEMONT, A NATIONAL EXEMPLAR:

MARIEMONT is thus intended to be "A National Exemplar," a study field for individual home builders and the projectors of towns and sub-divisions near great cities, not only by its plan of procedure and city planning principles, but in illustration of the advantage of modern methods in building, cost-saving and the value of beauty both in placing and designing a home. Careful accounts have been kept which will enable developers to foresee with certainty what they are letting themselves in for; the cost of street improvements of varied character has been ascertained; the advantages of parks and "breathing spots," isles of safety and floral gardens demonstrated.

A MUNICIPAL MUSEUM:

FOR this purpose a museum has been established in the Ferris House on Plainville Pike, a fine specimen of the type of dwelling erected by the well-to-do pioneers in the early years of the 19th century. It is built of brick made in the vicinity, with hand-hewn native timber. Here will be displayed all the plans of the Mariemont development, with an illustrative installation in cross section of streets and lots showing street materials, underground pipes, contours of the original and finished land. Architects' drawings, with plans and specifications, will hang on its walls for quiet study.

PLAN OF THE TOWN WELL CONSIDERED:

THE Plan* of Mariemont was made by the well-known firm, John Nolen, Philip W. Foster, Associate, Town Planners, of Cambridge, Mass., who quickly caught the ideas and aims of its projectors and who have designed what is said to be the most comprehensive scheme ever attempted for creating a "garden city" suburb. To Fay, Spofford & Thorndike†, consulting and constructing engineers, of Boston, was entrusted the first development work which has fully occupied more than two years. For the design and erection of typical homes and the public buildings, the services of some twenty-five architects,‡ all of nation-wide reputation, were enlisted by the company. In this way, many men of many minds, yet all being directed under a common purpose, will produce a pleasing variety with harmony, thus avoiding the monotonous appearance that often is noted in specially planned housing developments. An efficient corps‡ of practical men, all imbued with the spirit of the enterprise, has been engaged for the prosecution of the many operations involved in the making of a complete town.

* See appendix. † See names in appendix. ‡ See organization chart in appendix.
DALE PARK PUBLIC SCHOOL

The first of the several buildings to provide for education and entertainment in Mariemont. Erected in 1925, absolutely modern in planning and equipment, of strictly Colonial architectural design to harmonize with the quiet character of the model homes facing it, this school stands ready to receive the 400 pupils estimated to come from the neighborhood. It has been strategically placed so that the children can easily in a few minutes and with safety walk to it, for there are no trolley lines to cross, and very little traffic. A balustraded terrace affords an isle of safety for kindergarten children, while on either side are recess platforms for the older pupils who will be instructed through the eight grades. Near-by there is a large play field. Between this school and the Memorial Church there is a special green for pageants and outdoor entertainments.
TOWN WILL START FULLY EQUIPPED:

FOR Mariemont will start fully equipped, everything new and up-to-date, yet with the advantages of a long-settled community. It will have its wooded Village Green, its Squares and Public Gardens, its Town Center with every kind of shop and a theater, public buildings, recreation halls, a stadium and ball fields, public markets even, all within easy reach from every residential neighborhood, and a widely scattered system of small playgrounds and a park, so that the dwellers will find at their doors the opportunities for country life.

TOWN CENTER IS EASY OF ACCESS:

MARIEMONT Town Center, as the general plan discloses, can be reached, by short cuts, through attractive streets, in a few minutes from every direction. Here will be found the throbbing, busy life of the community as in a city, but on a small, less sordid scale, with ample parking space, thus avoiding the congestion that soon makes these centers “hopeless” and unattractive when not properly planned. For the tourist and those wishing to pass through the town quickly, there are roads avoiding this center. The center has been planned principally for the inhabitants, its theater, inn, shops (some 50 in number), town hall and public buildings, such as the library, post office, making it unnecessary to journey to the city except for the unusual. It is anticipated that even the department stores of Cincinnati will establish branches in Mariemont, as is being done in many sections of the country. In view of the large developed territory around about Mariemont, wholesale shops and a market have been provided for on side streets near the town center so that business should thrive as in any well-to-do, aggressive American village.

AS TO BUSINESS AND AMUSEMENTS:

BUSINESS and amusements over for the day, the citizens can sit about the fountain in the Town Center square and under the trees in their village green, or passing down Center Way find further rest or recreation on the Concourse overlooking the valley. Here in the mornings and early evening, when the weather is fine, mothers can gather with their young children or watch them at play on the public lawns and sand piles of this great Terrace overlooking the broad Miami Valley and its winding river. Here on the 4th of July and other holidays there will be ample space for public gatherings, band-concerts and fire-works displays, away from the noise, danger and congestion of the more crowded districts. It has been estimated that half the population of Mariemont can be accommodated on the Concourse and the grassy, sloping terraces along Miami Bluff Drive. Here it is hoped that in the evenings the villager will lounge or lie at his ease on the lawns, away from the crowds and enjoy his pipe after the day’s work is done. As the Concourse faces South, he will have the setting sun at his back and thus be able to contemplate the peaceful quiet and deepening shadows of the rich fields of grain, hemmed in on all sides by hills, that lie like a panorama at his feet. It has been said that nowhere is there more beautiful, restful country scenery than right here in the Little Miami Valley not ten minutes from the center of Mariemont. Though the Bluff Drive is an extension of the Parkway from Cincinnati, this especial section of the development of Mariemont has been “reserved for the people.”

In other parts of the village there will be similar “reservations,” insuring for all time, without initial expense to the property owners, tracts of woodland, little parks, open spaces
THE SHORT HOUSES
Oak St., between Elm and Chestnut Sts.,
Dale Park Section

These very artistic and important stone houses, with garages and ample grounds, were specially designed for this high-class, residential location and to be in keeping with the English church opposite them as well as to harmonize with the imposing shopping center near-by. Of warm brownish-yellow field stone and rough-hewn timber-work, the delicate greens on shingled roofs and trim add a cheerful note of color to the neighborhood.
that will be used for the common welfare. These tracts were
acquired for the purpose, treated as part of the development,
with cheap land costs, so that the Company looks upon them
as "publicity expense," while incidentally they add value to
the neighborhoods in which they lie.

It is also Mrs. Emery's plan to present many of these places
now to the citizens of Mariemont, and eventually to Cinncin-
nati, as an evidence of her interest in the welfare of the com-

dunity as a whole: not only the land (shown in green on the
colored plan on the back of this book) but all the buildings
therein indicated: the Boat House on the Lagoon in Dogwood
Park, the Field House near the two base ball grounds, the
Recreation Building with its Stadium and Swimming Pool,
the Memorial Church in Dale Park, and finally the Hospital,
Convalescent Home and Workshop, with the Demonstration
Farm in Resthaven, all as a Memorial to her husband, a
"builder of hearths and homes" as some one has called him,
Mr. Thomas J. Emery, whose whole life was spent in helping
to develop the prosperity and well-being of Cincinnati. The
maintenance of these places, it is anticipated, will in no way
become a burden upon the taxpayer, the machinery for their
upkeep having been provided by The Mariemont Company
as an earnest of its belief in the permanence of the village.

MARIEMONT TO BE AN INCORPORATED VILLAGE:

IT is planned to incorporate the village of Mariemont, under
the laws of Ohio, with its own town government, a Mayor
and small Board of Aldermen, on the City Manager plan, the
These eight attractive stucco houses, with their large porches and low bay windows give a substantial and pleasing aspect to this neighborhood. One enters immediately into the living room with its open stairs and cozy fireplace. An unusually bright dining room looks out upon the Allotment Gardens. Upstairs there are three bedrooms. This picture was taken early in 1925 when no shrubbery or trees had been planted on the lawns.
charter for the village being based upon suggestions and safeguards arrived at by special studies made by the Rockefeller Bureau of Municipal Research.

In the meantime, Mariemonters will be subject to the officials of Hamilton County who have from the very beginning shown the liveliest interest in the development of this new community and whose steady co-operation has enabled the projectors to proceed speedily towards its realization. As almost all the village improvements have been supplied of best materials and permanently constructed under the very latest scientific practice, it is believed that the burden of taxation, for local purposes, will be very light in Mariemont.

SCHOOLS AND CHURCHES:

The School District of Mariemont, under County control, will be established. For the present, to accommodate the first occupants of the rented homes, The Mariemont Company is providing complete public school education, from kindergarten through the eight grades, in the beautiful new school building that has been erected in Dale Park. This brick structure, of the most modern design and fully equipped, was erected as an exemplar of what the other school buildings must be to conform to the Mariemont ideal. As the population increases, additional school buildings will have to be supplied, from public funds and supported by taxation, for which suitable strategically placed sites have been reserved, even to a High School (see Stadium on town plan). High School education, free to Mariemonters, is now provided by the County at Terrace Park, a beautifully situated village, also on the Little Miami, about four miles to the east of Mariemont. Those who wish to enjoy the nearer Cincinnati High Schools in Hyde Park and Walnut Hills must pay a special fee, as Mariemont is outside the Cincinnati School District limits.

The Mariemont Memorial Church, also already built in Dale Park, is intended to be a community place of worship, undenominational, and open to all. In due course the people themselves will build their own churches, of all denominations, as the need for them arises, as in every thriving American town. There are no religious distinctions in the plans of Mariemont.

DALE PARK DISTRICT

OCUPYING about 40 acres in the northwest section of Mariemont proper, has its own little green, playgrounds and park system, clustering with a few shops about the village church, the nucleus of one of the many neighborhood centers designed to meet the varying economic conditions of the inhabitants as in every normal American community. Here the Company on April 1, 1924, began its first practical demonstration by building “homes for the people,” yet leaving about sixty lots for those who wish to build for themselves in this particularly low-priced section of Mariemont. Within less than two years three hundred of such homes were erected and occupied.

While the projectors of Mariemont stand four-square for home ownership, they appreciate that this is not at once within the reach of everybody. So these first homes are being rented, as cheaply as possible. The land was easily developed. It adjoins Madisonville, which enabled the Company to secure city water without excessive cost, as well as gas, electricity and telephone service at city rates.
Simple but well-proportioned, these groups demonstrate the advantages of skillful design, careful planning and quantity production to keep down costs. Of pleasing brick, with white trim and shingle roof, these "homes for the people" were rented as fast as they could be completed.

The houses are protected from the heat of the afternoon sun by a dense forest at the back. Here on a concrete paved lane there are garages as substantial and attractive as the houses, so placed as to be inconspicuous from the front.
CELLARIUS GROUP HOUSING

A typical example of the popular “duplex” or St. Louis flat, that is, two complete houses, one above the other. The middle structure contains four houses. Standing at the head of Chestnut St., these verandas command a fine view of Dale Park Section.
DALE PARK FIRE STATION
Oak St. near Chestnut

This substantial structure, in the very heart of this section, is planned to house the men and apparatus needed for emergency in the neighborhood.
REALLY CHEAP HOMES AND MANY SMALL FLATS:

To insure really cheap homes, many small flats, of a single room even and “group-houses” — that is, a number of houses attractively grouped together though in a row — and duplex houses have been built for immediate occupancy. But these “cheap houses” are by no means poorly-built houses. They were skillfully planned, well constructed of durable materials, mostly brick, everything absolutely sanitary. There are to be no dark rooms in Mariemont. There can be no slums. Every home will have a bath. Every home will have electric light and telephone, with natural gas for cooking. All the work at Mariemont has been done under the control and rigid inspection of the State building authority just as all the public utilities were installed under the supervision of the Ohio State Board of Health, so that the humblest dweller in Mariemont can feel sure that his every interest has been amply safeguarded.

THE “PLACES” OR GROUPS OF SINGLE HOUSES:

To show its faith in Mariemont as a place of residence, The Mariemont Company is itself planning to create other residential districts around such spots as Denny Place, Albert Place, etc., that is, specially-designed groups of single houses with large grounds about them, to establish standards of excellence up to which individual home builders must measure, and to which all may aspire. In this way, the buyer of a lot will know in advance the character of his neighborhood. For the Company believes it is just as important that a man’s cherished, though modest, home should not be overshadowed by a pretentious, inappropriate structure next door as that the builder of a fine house should not have his values depreciated by a building out of harmony. As in every American village there are always neighborhoods, superior locations, more elevated sites, manifestly more valuable for homes than others, so Mariemont will be seen to have special beauty spots which will command higher prices for the land and be occupied by more costly houses. These will be eagerly sought after by skilled artisans, foremen, heads of departments, and others able to build for themselves.

THOUGHT IS GIVEN TO FIRE HAZARD:

In the laying out of these various sections of Mariemont, much thought has been given to fire hazard. Three story flat buildings, brick and stone group-houses, all strategically placed, will act as a fire stop against the many frame houses occupying the land to the north and west of Dale Park District. Nearer the parks and along broad highways of Mariemont will be placed the frame houses of cheaper construction. And so in the town center, the substantially built mercantile structures will prevent a fire from sweeping the entire village. An efficient fire fighting force has been established. The water pressure at fire plugs stands at 150 lbs. to the square inch.

ALLOTMENT GARDENS:

Attention should be called to a further advantage of living in Mariemont: the “Allotment Gardens” and small farms where Mariemonters, even those who dwell in flats, may raise crops and flowers. The soil about Mariemont, a sandy loam, has been proven especially adapted to the raising of vegetables and berries, while there have been for years very successful orchards under profitable cultivation. Some of these still stand and will be for rent.
Gathered about a grassy circle and picturesque neighborhood garage, with shady lanes leading to street and boulevard, these pretty frame cottages, with their rose-covered porches, will be the first to greet people entering Mariemont from Cincinnati by the State Highway, Wooster Pike.

Linden Place is intended to be a typical residence development for people of moderate means. The houses were erected in 1925 by the Company on easily graded, cheap land and therefor approach the lowest cost-ideal consistent with large lots and attractive planting. It is hoped here to demonstrate how a little skillfully placed shrubbery lends charm to the simplest home.
Twelve *Special* Reasons for Living in Mariemont

MARIEMONT AS BEAUTIFUL AS ANY RESIDENCE SPOT:

1. Because it is in the country, and a countryside as beautiful as any in America, where every care has been taken to preserve the charm and inspiration of life out of doors. To insure this Mariemont was “planned,” city-planned by experts of long and varied experience. As a village, it cannot be spoiled, as so often happens in American home developments. For by “zoning” its property in advance, by fixing the business centers, by certain reasonable restrictions*, the Company has given fair warning to the speculator that he can not make himself rich by real estate operations at the expense of his neighbor or in any way interfere with his comfort and happiness. An investment in Mariemont is thus a *safe investment*, if for this reason only, and gives one assurance of a permanent home.

NOT A “TOY TOWN,” BUT PRACTICAL:

2. But Mariemont will not be a “Toy Town,” set prim and precise as a child’s plaything, nor on the other hand a pretentious “Subdivision” marked only by elaborate gateways at the head of a “Floral Garden.” It will have no elaborate winding roads and similar “frills,” planned solely for effect and often impractical. The projectors of Mariemont have adopted the best ideas in modern landscape architecture, but only such as can be carried out. Unlike many real estate developments of the type mentioned, it was designed for the permanent well-being of its inhabitants, with ample provision for its proper care as a complete town.

MAINTENANCE PLANS:

3. Indeed, one of the novelties of Mariemont will be a maintenance organization, not merely to sweep streets and remove garbage, with incinerators operated by the Company, but to see that all things of a public nature, such as the parks, gardens and planting strips, are kept up. There will be full fire and police protection from the very outset.

ALL OF THE WIRES ARE UNDERGROUND:

4. Another unique feature of Mariemont is that all wires, electric light, telephone, telegraph (for fire and police alarm) have been put underground†. Even the long distance wires were so installed by the Telephone Company, where they pass through the village on their way to New York and the East, to show its interest in this way of providing such service. So there will be no unsightly poles, no damage to trees and houses, and no tearing up of streets. The wires cannot be brought down by storms or tampered with by burglars. All connections from the property line must be brought into cellars by conduits. Each home will have its own meters, for all services. The telephone, gas and electricity rates will be the same as in Cincinnati. Water rates will be somewhat higher. *All these services, as well as the sewers, have already been brought to every lot in the village.*

*See special brochure on restrictions. †See appendix.
THE MACKENZIE APARTMENTS
AND GROUP HOUSES
Cor. Murray Ave. and Beech St., Dale Park Section

Set askew at a corner on Murray Ave., an 80 ft. wide boulevard, this imposing development of flats and houses of varying style of architecture forms a gateway into Dale Park Section.

The apartments will meet the needs of the small family desiring compact quarters yet all modern conveniences, while the group houses on either side will provide more ample accommodations, with a garden, so that this same family, grown larger, will not be obliged to move away from neighborhood and friends.

As these apartments are but two rooms deep, they assure sunshine in abundance and a cross current of air, while the Allotment Gardens in the rear lend a touch of country.
THE CENTRAL HEATING PLANT:

5. For the public buildings and those homes that are to be steam heated, that is, all east of Plainville Pike, pipes from a central heating plant, away from the village, have been run at the back of lots, with accessible manholes and properly insulated, steam to be supplied on meter to those desiring this great convenience. It is thus hoped to reduce the smoke and ash removal nuisance to the minimum in Mariemont. The "vapor system" of steam heating will be used. Houses west of Plainville Pike and apartments in Dale Park District will be heated by hot air furnaces and by steam from individual plants operated by the Company.

STREETS AND SIDEWALKS MADE IN ADVANCE:

6. The streets, curbs and sidewalks of Mariemont have been constructed in advance, after the latest modern practice, but not with the deadly uniformity and inappropriateness of the usual "grand scale" subdivision. There will be a variation of character and materials for all of these essentials according to the architectural and economic importance of the neighborhood. For example, about the town center, where property values are highest, the street surfaces will be of asphalt, the curb steel-protected, the cement sidewalks laid up to the street line to meet the requirements of business. But in the residential sections, especially in the side streets, there will be wide setbacks and planting strips, and cheaper and more suitable materials for street and sidewalk, to secure the effect found so charming in the New England village. There will be no "boulevard lighting" and standardized lamp post imposed upon the whole of Mariemont, but quiet, suitable light on the most scientific principles designed to make such neighborhoods pleasant places to live in. Everything in Mariemont has been thought out for the comfort of the residents, nothing has been done by the rule of thumb or in a hurry.

PUBLIC CONVENIENCES ALL LOOKED OUT FOR:

7. As all these vital public conveniences have been provided by the Company in advance of building construction, the inhabitants of homes and purchasers of lots can count on their immediate use. Nor will their neighborhood be upset by the arrival of every newcomer, for there will be no tearing up of streets for any purpose.

The streets of Mariemont will be lined with especially selected trees, the parks and planting spaces filled with shrubbery and plants from the Company's own nurseries near-by where they have been growing for several years under the care of an expert. The builder of a home or the lot buyer anticipating his needs can thus secure in an hour, fresh from the ground, materials known to be suitable for beautifying his property. The Company intends to maintain these nurseries as an aid to "better homes."

SPECIAL ADVANTAGES IN MARIEMONT:

8. The main advantages of Mariemont are apparent: Its nearness to Cincinnati, yet with better air, more sunshine and the absence of city noises and smoke. All these appeal to those who value home life in good surroundings. That such places are ideal for children can be illustrated by examples from other similar enterprises. In Letchworth, England, the height of children has been increased inches over the average of those brought up in crowded centers. At Port Sunlight, near Liverpool, closely resembling the environment of Mariemont, the
MAPLE STREET CLOSE
Dale Park Section

Edward H. Kruckemeyer & Charles R. Strong, Cincinnati, O.
Architects

Seen through the archway of Gilchrist Apartments from Plainville Pike, these gray stucco houses with their gables and brown roofs seem to be a little village all to itself, or a row of private houses set in a garden. There is no thoroughfare intended through Maple St. to endanger the children at play or to disturb its quiet, nor stiff curbs and glaring sidewalks to spoil its charm as a village street. Each house has a projecting porch insuring plenty of fresh air. In the rear are gardens for vegetables or flowers; and many individual garages reached by the cement-paved lanes encircling the houses and affording access to all parts of the development. The rooms of these houses are exceptionally large.
weights of children have been improved in a remarkable manner, by removal to this sunny spot. But certain portions of Mariemont possess other distinct advantages especially for the aged as well as children. In Dale Park District for example, there are no trolleys and no thoroughfares, thus assuring safety whether in going alone to school or shop or church. About Mariemont Public School and the Memorial Church there are parks and playgrounds directly at one’s door. Across the way lies Dogwood Park, with its brooks, ravines and safe picnicking grounds, with opportunities for long walks on shady lanes and through natural forests. At its entrance, right by the roadside where parents can sit and watch from Dale Park Garden, there is a lagoon for boating and skating. Just beyond this, on a great plateau, are two ball fields, with a field house for minor sports and club purposes.

Directly opposite Dale Park Section on Plainville Pike, all within easy walking distance, is the Stadium for football and races, with a concrete grandstand and grassy slopes as “bleachers,” space enough for thousands of spectators, and ample parking for automobiles. Fronting it, there will stand a Recreation Building for community service and meetings. It will contain a large “agora” or assembly hall for theatricals, lectures, music and dancing, club rooms for men and for women, with libraries and headquarters for Boy Scouts and Girl Scouts. In the basement will be baths and bowling alleys. Alongside, tennis courts and a swimming pool.

VILLAGE GREENS AND PARKS:
9. In other parts of Mariemont there are village greens for outdoor entertainments, and floral gardens, parks and public squares where people can sit in safety with their children and feel that they are really out in the country although in fact but a short distance from their homes. There will be no need to “go away for a vacation.” Back of Mariemont on Indian Hill lies the great open country, woods and farmlands, with growing settlements to which one may walk in perfect safety, while below it is the picturesque Miami with its camps and fishing, the prettiest part of Hamilton county, where many Cincinnatians now spend their holidays.

HOSPITALS NEAR THE NEW TOWN:
10. Near Mariemont there will be hospitals, with maternity wards and a branch hospital for the lighter contagious diseases, which assures attention and close care of the children in this entire section of the country, by prompt medical service and trained nurses for the prevention of sickness and control of epidemics.

NO SLUMS POSSIBLE, NO CONGESTION:
11. Great care has been taken that there shall not develop any slum district in Mariemont, no matter how thickly populated
GILCHRIST GROUP HOUSE ELEVATION AND GENERAL PLAN

Apartments and 4, 5 and 6-room houses

DALE PARK SECTION

Edmund B. Gilchrist, Phila., Pa.,
Architect

An illustration of how the so-called "Philadelphia row" may be broken up into pleasing units by varying setbacks and irregular roof-lines. The style of architecture is early Georgian, the motives being those found in early Pennsylvania and Maryland home building conceived to be the most original and pleasing that has been evolved in this country.

The Apartment House
built over Maple St.

A quiet, paved lane leading past a typical single home

An interesting group. Single house alongside a group of three whose garages occupy the ground floor

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ideal suburban development, but the projectors of Mariemont, studying closely the problems involved, have also provided a method of “living in the country” for those who frankly cannot afford the luxury or are unequal to the task of looking after property, however small. For the wage earner who comes home tired to his wife, weary from her household cares, flats have been built that have all the advantages of such a home. For these, the “Allotment Gardens” have been set aside, with soil ready for cultivation, tool sheds even, “where a man need tend but part of an acre.” “Group Housing,” that is, short blocks of homes, on ample grounds, spaced just far enough apart, with attractive broken roof-lines, offers another solution for this class. People are gregarious; they want to be neighborly, to be surrounded by life, movement, lights. The dullness and loneliness of the country is to some people deadly. Then there are those, the young couple, economical, thrifty; the aged; the lone worker without family, who are willing to make sacrifices to escape the hall bed room and the boarding house. For such, this “community living” has many advantages, especially if it can be obtained “out in the country.” There is a certain feeling of comradeship and safety in flat dwelling, especially for the wife or mother left much alone. The homes in the flat buildings and group houses of Dale Park Section are of various sizes, from one to six rooms. For it is assumed that the young couple will become attached to their first home, will want to stay in the neighborhood, so they will not have to move very far as the size of the family increases or changes.

Mariemont then certainly will be “a better place to live in.”

LIVING IN THE COUNTRY:

12. Lovely cottage homes, set each in its own large lot, with flowers and vegetables and fruit trees, it is admitted make the

it may become. The long yards in the rear of all habitations, the set-backs, and the many parks, public squares and “allotment gardens” are warrants of perpetual air and sunshine. The lots are large, the space between buildings fixed. With but few exceptions, no building over two stories high will be erected in Mariemont.
ALBERT PLACE*

Twelve 6-room brick houses on Miami Road

Set about a private floral garden, with especially large front lawns, this attractive group of single houses has a distinctive feature in the private service-drive. Upon this open the built-in garages so placed that no unsightly "gaping mouths" will greet those entering by the central driveway.

*— There are five of these "places" skillfully located in different sections of Mariemont, all differing in lay-out, planning, style of architecture and landscape treatment.
Town Planning for Mariemont

Statement by John Nolen, Town Planner

THE GENERAL PLAN FOR MARIEMONT WAS BASED ON:

1. A careful consideration of the purposes of the new town in the minds of the founder, Mrs. Mary M. Emery, and her personal representative, Mr. Charles J. Livingood, the President of The Mariemont Company.

2. A study of the site itself and the region in which it is located and to which it should be conveniently oriented.

3. A proper regard for the principles of town planning because upon them success must finally depend.

The root and basis of the whole work of planning Mariemont was a clear conception of the kind of community that Mariemont was to be when fully built up. This conception was outlined thoughtfully and in considerable detail by Mrs. Emery and Mr. Livingood. It did not picture Mariemont as a “model” or “ideal” community. It was not to be a new Utopia. But it was to be a convenient, practical and beautiful town; practical from the point of view of use; beautiful from the point of view of appearance. It was not to be a suburb for the rich, nor for the very poor alone, but for a wide range of workers of different economic grades. Modern life and remuneration are now such that a worker who is industrious and thrifty may occupy and own a good home.

The social purposes of Mariemont included not merely the house for the family, but the whole of the family’s social life — schools for children, indoor and outdoor recreation for all, shops, entertainment and amusement. All this was conceived and planned in definite terms of community life to be shared by every one.

The contribution which the founders of Mariemont hoped especially to make to the solution of the modern municipal problems of congestion, high costs of living and low standards of housing, were the advantages that attach automatically to the building of a decentralized town; a complete, self-contained small community or satellite town on the outskirts of the city, employing skill in every form of planning, modern methods of organization and construction, and capital adequate for the use of up-to-date methods of doing business economically. Mariemont was thus an attempt not only to help the local situation in Cincinnati, but to do it on terms and conditions that could be duplicated wherever initiative, capital and sound planning could be combined to support the building of new towns and suburbs, virtually complete communities, providing not only suitable homes but also schools, recreation, museums and shops for people of small means. It was to be a National Exemplar. Once demonstrated as an object lesson, it was believed that this plan would not rest with one example. It would not be confined to Cincinnati, but would spread through the country, bringing benefits wherever it took root.

A second consideration in the town planning of Mariemont was a study of the site itself and the region in which it is located and to which it should be conveniently oriented. The original area comprises about 365 acres, to which has since
DENNY PLACE
Overlooking Dogwood Park

Native field stone, warm in color, stucco and brown shingle roofs give these homes a singular charm, gathered as they are in friendly fashion about their tiny bit of a square where children may play in safety. Destined to be the quietest spot in the village for there are no thoroughfares through it, no business.

Howe & Manning, Boston, Mass.
Architects
been added the Westover tract and other parcels of land, making now a total of 420 acres. The planning studies began with the investigation of the region, because good planning proceeds from the outside in, taking into account as of primary importance the big factors of the landscape and of surrounding communication. The initial stages of the plan required a consideration of routes for through traffic and the disposition of the component parts of the scheme; namely, the center for local civic buildings and shops, subsidiary centers, areas for parks and playgrounds and related public buildings, church sites and pleasant neighborhoods for houses of different classes located on lots of different sizes. The town plan of Mariemont had a reverence for the site on which the town was to be built, and reflected in all its physical aspects the physical factors of the topography and of the controlling elements of circulation in the surrounding territory. The sheet was practically a clean one so far as important road or building developments were concerned, and it was found practicable and advantageous to make changes in the location of Wooster Pike and Plainville Pike so as to serve better both local town and regional county requirements.

The general street plan of Mariemont is attractive and economical, providing easy access to the main points of interest, and convenient circulation through the property. East and west circulation, which is of main importance, is admirably served by Wooster Pike, Murray Avenue, Madisonville Road, Mariemont Avenue and the Miami Bluff Drive. The backbone of the plan north and south is Center Avenue, extending from the Concourse overlooking the river to the Town Center, and from there connecting conveniently with Wooster Pike and the main diagonals leading to the northeast and northwest. These main streets have been located direct with regard to the trunk thoroughfare system of the Cincinnati district, and the street and block plan as a whole is an example of skillful civic design applied to the laying out of a new suburb.

The General Plan provides for a Town Center with its village green and public buildings, including Town Hall, Library, Club house, churches, community building, theatre, Post Office, bank, stores and public market. Adequate provision is also made for schools and playgrounds, athletic field, stadium, gymnasium, tennis courts, varied types of parks, bath houses, lagoon, field house, park shelter, and interesting public reservations on the bluffs overlooking the Little Miami River. More important than all are the complete and attractive housing accommodations for wage earners in the North-West Section. Even the lots of the smallest houses and groups in this Dale Park section meet the standards of such English garden cities as Letchworth, Hampstead and Port Sunlight, the density of the houses of Mariemont being about seven families to the acre. Group houses, semi-detached and detached houses are all provided. The houses are designed by some of the country's foremost architects and are mainly of brick, local stone or other permanent building material. They will be provided with all modern conveniences, and steam heat from a central plant for most of the houses and other buildings. All wires for telephone, electric light, etc., have been placed underground. The initial cost of sewage disposal, water supply, telephones, gas and electric light will be borne by The Mariemont Company cooperating with the public utility corporations. Provision will be made for the proper maintenance of the property as an independent suburb.

There are over 750 house lots in Mariemont. The normal lot sizes for the group houses are 16 ft. by 100 ft. The frontages of the detached house lots range from 50 ft. to 80 ft., and the
SHELDON CLOSE
on Lower Madisonville Road, opposite the Village Green

Elizabethan in style of architecture, these ten houses of timbered field stone and stucco are designed for families who are willing to pay for a valuable location on a main highway. Yet within the Close and their own hedgerows they will enjoy privacy, quiet and the delights of a garden. The interior of these homes, of six and seven rooms, will be found to be as attractive as their settings. Each has a steam-heated garage.
depth is approximately 120 ft. About one-half of the property is in lots, one-quarter in public property, and one-quarter in streets. The streets vary in width from 40 ft. to 80 ft. There are over 50 acres in parks alone, and more than 70 acres in parks and other public uses. Mariemont will provide directly for a population of nearly 10,000, with an immediate surrounding population using the main center reaching ultimately, probably, to nearly double that number.

Mariemont meets more successfully than any other American development the definition of the garden suburb as set forth by Mr. C. B. Purdom, Honorary Secretary of the International Federation for Town and Country Planning and Garden Cities; namely,

1. The area must be "town-planned."
2. There must be a limitation of houses to not more than twelve per gross acre.
3. Provision must be made for social amenities, including open spaces.
4. As far as possible the good natural features of the site must be preserved.
5. An element of cooperative or public ownership of the site must exist.
6. The return on capital must be limited.

The planning of Mariemont includes also a proper regard for the principles of town planning on which its success must finally depend. The principles of town planning are essentially the same as the principles of other arts, and the key words are organization, fitness and coherence. The plan assumes that at every point in the development of the town some sense of the form of the whole will be preserved. This applies to the streets and the utilities, to the public areas for recreation, and to the houses. It includes the engineering, and the architecture, the landscape architecture and the planting, and all other forms of construction or development. The general town plan has regard also to the economic costs, the elements of social welfare, and the problems involved in the upkeep of the property afterwards. Town planning is not merely the making of a general plan. Nor is it, as applied to Mariemont, a mere real estate subdivision or plat. Town planning is more comprehensive, more complex. It embraces everything in the physical sense, but is more than the sum of all. The economic and social considerations are fundamental, but the technical requirements of town planning science and art resulting from study, experience and skill, must be applied as the work proceeds if the largest measure of success is to be attained. Town planning is thus broad planning. It is broad from the point of view of time, or planning ahead; and from the point of view of the territory included, planning the whole of the area, and it is broad from the point of view of the work itself, embracing in the design all of the physical aspects, requiring engineering, architecture, landscape architecture, etc., in execution. In the last analysis, the success of the town planner depends upon his capacity for design and his ability to seize upon a mass of often apparently conflicting requirements and conditions, and through experience, to select the essentials, to subordinate the details, and to weld all the parts into an orderly and beautiful whole. To realize this ideal cooperation is essential in the execution of the work between the engineer, the architect and the town planner. Mariemont finally is to be tested in terms of human satisfaction for above all it aims to be "an interpretation of modern city planning principles applied to a small self-contained community to produce local happiness."

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HOPKINS PLACE
Nine 6 and 7-room villas, Mt. Vernon Avenue

In the Italian style, cool, roomy and comfortable, these brick houses with tinted walls and red tile roofs lend themselves to artistic landscaping. They are especially planned for those desiring a sizable home with every convenience including steam heat, and very spacious grounds.

The garages are for the most part reached by a private road.
Underground Utilities and Central Heating for Mariemont

FAY, SPOFFORD & THORNDIKE, Consulting Engineers, Boston, Mass.

THE building of an entire new town like Mariemont upon practically unoccupied territory provided an exceptional opportunity to plan a comprehensive scheme for the underground utilities and to carry out their construction in advance of other construction including street surfacing.

The systems of water supply and distribution, sewers, storm drains and central heating were designed by Fay, Spofford & Thorndike, of Boston, who have served as consulting engineers upon the entire project. French and Hubbard, of Boston, acted as advisory engineers on the heating system. These several utilities together with the gas, electricity and telephone have all been planned to meet both the immediate requirements of the community and its future needs when Mariemont and the adjoining territory have become well developed.

WATER SUPPLY:

WATER is obtained through two entirely independent supply mains connecting with the high pressure water system of the City of Cincinnati, the use of duplicate mains assuring a continuous supply of water. Near the junction of each supply main and the Mariemont distribution system a detector meter is installed to measure the volume of water supplied.

The distribution system for the town is built as a "gridiron" with practically no "dead ends" thus assuring a dependable and uninterrupted supply of water both for fire protection purposes and for the individual users. The water mains are constructed beneath the sidewalks on one side of the street only, hence a minimum amount of damage and inconvenience will result if leaks occur or if repairs are necessary. The mains are of heavy cast-iron pipe, past experience having shown that this material is the best and most permanent for general water supply purposes. Hydrants are provided at intervals of 300 to 350 feet. This spacing makes the use of pumping engines unnecessary even in cases of a serious fire owing to the very high water pressure of 150 pounds per square inch available at the hydrant.

Individual water services have been constructed from the water main to the street line at each lot so that it will not be necessary to tear up streets when houses are built in the future. The water services extending from the street lines to the street lines are brass pipe.

SEPARATE SEWERS:

THE sewage originating at Mariemont is discharged into the sewer system of the City of Cincinnati. As Cincinnati will probably find it necessary to provide sewage treatment in the future it was advisable to keep the volume of sewage at a minimum. To this end a separate system of sewerage was installed, the storm and surface water being cared for in conduits entirely independent of those carrying domestic sewage. This provision permitted the use of much smaller pipes to carry the sewage than would have been necessary if both sewage and storm water had been carried in a single conduit as is done
A. W. Jackson, Boston, Mass., Architect

Brick and stucco cottages designed to show the character of housing that will prevail in the higher-priced sections of Mariemont. These houses will be built by the Company. The houses in the upper figure are to be built at the corner of Pleasant St. and Mariemont Ave. Those in the lower figure are to be at the corner of Cachepit and Mariemont Ave.
where a combined sewerage system is installed. The Mariemont sewer system will serve a total area of about 500 acres including besides Mariemont proper the territory naturally draining into Mariemont. It is estimated that this total area may eventually have a population of about 10,000 people.

The sewers which collect the domestic sewage form a system which empties into a single outfall sewer, this outfall sewer in turn discharging into one of the main intercepting sewers of the Cincinnati sewerage system. Vitrified clay sewer pipe with "overfilled" cement joints has been used for all the sewers except in one case where a 10-inch cast-iron pipe siphon was used to carry the sewage under a deep gully.

STORM WATER DRAINS:

The storm water drains discharge into natural water courses at numerous points throughout the development. These are large enough to provide ample capacity to serve Mariemont and also the entire drainage area tributary thereto. By permitting the storm water drains to discharge at numerous points a considerable saving has been made in the length of conduits which would be needed for the storm water if both domestic sewage and the storm water had been cared for by a combined sewerage system. The storm water from the streets enters the drains entirely through street inlets, no catch basins being used. At Mariemont, the streets will be kept practically free from dirt and other material which might enter the drains and clog them and no trouble from this source is anticipated. Vitrified clay pipe is used for the smaller size of drains while reinforced concrete pipes are used for the larger drains because of their lesser cost and equal utility.

CENTRAL HEATING SYSTEM:

One of the distinctive features of Mariemont is the Central Heating System. A boiler house of fire-proof construction equipped with automatic stokers, overhead bunkers, coal conveyors and other modern devices for economical production of steam, is located under the Bluff at the southeasterly side of the town, adjoining the tracks of the Pennsylvania Railroad and at a level about 100 feet below that of the main portion of the town. Steam will be delivered at the boiler house to the main steam pipes of the distribution system at a pressure of fifty pounds per square inch and will be available for private consumers throughout the larger portion of the town. By the use of reducing valves at the individual buildings, steam at a low pressure will be provided to the consumers and the amount supplied will be determined by individual meters. The distribution system is located along the rear lot lines instead of in the streets.

ELECTRICITY, GAS, TELEPHONE, TELEGRAPH AND FIRE ALARM SERVICE IN MARIEMONT:

As already stated, a distinctive feature of Mariemont lies in the fact that all services are underground. For the accomplishment of this the Company was most fortunate in having to deal with but two public utility corporations, The Union Gas & Electric Co. and The Cincinnati & Suburban Bell Telephone Co. which cover the whole territory around Cincinnati in Southern Ohio and Kentucky, and whose officers heartily entered into the spirit of "the Mariemont idea."

As the work of grading and street development progressed the Companies closely followed with pipes and conduits, their
THE THEATRE BLOCK  
Mariemont Town Center

Jos. G. Steinkamp & Bro., Cincinnati, Ohio  
Architects  
Consultant

This imposing elevation, showing the central portion of the principal structure in the village, gives the key-note to the architectural scheme of the Town Center. Under the long arched sidewalk will pass the busy life of the commercial district, for in addition, there will be an Arcade, with shops, leading back to the theatre.

Here will be located the larger retail stores, with a variety of offices, a lodge room and numerous small apartments in the upper stories. To insure fresh air and sunshine the structure is shallow and in the rear gives upon spacious open courts.

Ample space has been provided for the natural extension of other business blocks to the right and left of this central building which is here only in part depicted.
MARIE MONT INN BLOCK

At the north-west corner of the Town Center, this half-timbered, brick building forming part of North Emery Row (the entire front elevation on Wooster Pike), will contain a small hotel with shops and offices overlooking the busy Square. In addition to the large dining room for permanent and transient guests, there will be a Tea Room and a Terrace giving upon the garden. A feature of the Inn will be the arcaded entrance where guests may sit and watch the world go by on the State highway.

On the Madisonville Road side of the inn there will be a cafeteria, barbershop and many small stores. Above, apartments whose best rooms will overlook the quiet garden. Just beyond, a large double-deck garage will meet the tourist's every need.

Eventually, directly across the broad grassy esplanade dividing Wooster Pike, will rise a similar group of business houses, to be known as South Emery Row, that can be expanded to include the entire block as indicated on the town plan. Until then this space will remain part of the Village Green, the east end of which is covered by a dense forest of beech trees.
ENTRANCE TO RESTHAVEN
adjoining Mariemont

This heavily wooded tract of 25 acres lies on the sunny slope of Indian Hill which overlooks the whole of the village of Mariemont and proves to be an ideal site for certain welfare work contemplated by Mrs. Emery as a memorial to her late husband, Thomas J. Emery.

Here among the forest trees will rise the Hospital Group, Convalescent Home, and Workshop for Convalescents; also a number of cottages and a clubhouse for retired superannuated employees of the Emery interests in Cincinnati.

On the level portion of the tract, which has been intensively cultivated for some years, and contains the Mt. Vernon Nurseries, supplying young trees and shrubbery for The Mariemont Company, a Demonstration Farm is already under operation, thus affording interest to the inhabitants of the Resthaven Colony and supplying the needs of the various institutions that will be erected by Mrs. Emery. The people of Mariemont will share in the advantages of this welfare station, but in no way is this project a part of the village of Mariemont.
trenches were promptly filled and tamped, with the result that everywhere throughout Mariemont there is “service” and has been practically from the beginning. This, with the completed installation of water mains and sewers by The Mariemont Co. itself, enabled construction to proceed rapidly and will continue to prove a boon to individual builders of homes, for the contractor finds at hand city water for drinking purposes as well as for building, electric power, gas and quick telephonic communication.

ELECTRICITY:

Electrical current for both domestic use and street lighting is delivered over a high-tension line by The Union Gas & Electric Co. of Cincinnati to a transformer station in a building expressly put up for the purpose by The Mariemont Co. near the corner of Murray Ave. and Plainville Road, one of the gateways into the Village. This building, designed by Richard Henry Dana, Jr. of New York, to be in harmony with the housing near-by, is of brick and concrete and contains the most efficient equipment that engineers have been able to devise. It is automatically operated from the Electric Company’s main power plants, among the most modern and powerful in America with two great generating stations on the Ohio River.

Going out from this sub-station are two circuits, lighting and power, and at short intervals along these lines there are transformers which reduce voltage for domestic use to 110 (A.C.). The entire development of this distribution is by underground conduits which lie in the street close to the curb-line. Five car-loads of conduit and over 125,000 feet of ducts for carrying lead-covered cables, one to four ducts to a trench, were required for this work.

STREET LIGHTING:

After a close study of the latest types of street lighting in and around Lynn and Boston and a visit to Nela Park, the “University of Light” conducted by the National Lamp Works in Cleveland, Ohio, the officials of Mariemont who had this very important matter in mind for years, determined upon the Novalux Form 12 lighting unit, with alabaster rippled globes and canopies, made by the General Electric Co., as the most suitable for the streets and boulevards of “the national exemplar.”

Thus Mariemont has one of the most scientifically worked out street lighting systems in the country. In the first place the town has been zoned according to best modern practice. In the Town Center there will be very great intensity of light, by twin-light standards 18 ft. high, each unit having one 1,000 c.p. incandescent lamp. These standards, which here are 100 ft. apart, and opposite each other, are of cast iron, simple and dignified in design, the same model throughout the village, though the type of lamp termination differs according to locality. They are the product of the King Manufacturing Co. of Cincinnati. Main thoroughfares and boulevards are lighted by single-light 600 c.p. units, 15 ft. high and spaced from 100 ft. to 150 ft. apart in staggered formation. Residential streets have 400 c.p. units, only 12 ft. high and approximately 175 ft. apart. The lanes in the rear of houses will be well-lighted with Form 25-A Novalux units equipped with a 250 c.p. lamp and dome reflector.

Current for street lighting is distributed by lead-covered cable sunk in the ground only a few inches, following the latest urban method.
VIEW OF THE FARM BUILDINGS
RESTHAVEN DEMONSTRATION FARM
near Mariemont

This photograph shows the front of the buildings, models of their kind, with dark shingled roofs and white sides, the shutters being green and trim quaker gray.

The Group comprises, from right to left, the farmer's cottage, the barn with hangars for implements, giving upon a court-yard; next, the cow-stables; and on the left a model dairy. In the rear are the silo, cow-yard and extensive chicken houses. Behind all are the runways and grazing meadows with a standing pool under the trees for the cattle.
THE RESTHAVEN HOSPITAL GROUP  
near Mariemont

The Central Building which actually rises amidst forest trees on a terrace is the only portion that will be finished for the present. It is a complete hospital in itself, with steam-plant, laundry, kitchens and all the rooms and wards necessary for the modern institution. There will be an Outpatient Department and Dispensary; public wards and private rooms for men, women and children; a surgery; and on the railed roof, space for Heliotherapy.

The building is absolutely fire-proof, of native limestone, brick and concrete. Access is wholly from the rear where there are no bedrooms, thus insuring quiet and unobstructed views to East, South and West for patients, nurses and physicians.
THE MUNICIPAL MUSEUM

This charming old house, perhaps the oldest in Hamilton County, for it was erected in 1812 and continuously occupied, will be carefully remodelled to preserve the original woodwork to show how well our ancestors built shortly after they were rid of the Indians.

Here in quiet reading rooms, on the walls and under glass, will be displayed all the sketches of town-planner and architect, with the progressive story of the building of Mariemont. There will be also a cross-section illustration of a street showing the installation of utilities, and actual samples of all that go into them.

[ 54 ]
THE INDIAN MUSEUM

Substantially built of native rock and timbers, this "outdoor" museum will display behind strong plate glass the "finds" that are constantly being made of skeletons and Indian relics which have made the "station" near Madisonville, Ohio, world-famous. The manners of life and burial and food-storage will be graphically shown as the remains were found, in situ.
A VIEW IN DOGWOOD PARK
from Wooster Pike

An old dam, no longer discernible, will be restored to make the Lagoon not only for its picturesqueness, mirroring the foliage on its banks, but to provide boating and ice-skating for the children. At the shallow end, easily reached by paths from the Ballfields above, there will be a Boathouse. In the center of the lagoon will rise a miniature "Treasure Island" where the youngsters may play Indians. Beyond can be seen the wild regions of the native forest which have been carefully preserved.
GAS SERVICE:

GAS is supplied by the Union Gas & Electric Co. from city mains, under high pressure, insuring ample supply for cooking uses, each home to have its own separate meter. More than 62,000 feet of mains were laid, with diameters ranging from twelve down to four inches, in the streets. This does not include the supply pipes which have been run to every lot in the village, and there still remains the house connection which must be paid for by the builder.

TELEPHONE AND TELEGRAPH:

To insure absolute absence of overhead wires, often so disfiguring to houses, the Telephone Company has installed a model distributing system of underground conduits in the streets. By this means a complete inter-communicating system, both for house telephone service and public telegraph uses, can readily be installed, conduits having been brought to every lot. It is anticipated that with the rapid improvement of the radio there will be no need for aerials.
THE CONCOURSE AND PERGOLA

Miami Bluff Drive

Selected and reserved for the use of all the people of Mariemont and forever insuring a view-point which cannot be obstructed, this semi-circular plaza overlooking the broad Little Miami Valley is one of the loveliest spots in the county of Hamilton. A part of the two-mile long Miami Bluff Drive which will eventually be included in Cincinnati's boulevard system, and connected with Mariemont Town Center by the Promenade and Floral Way, the location of the Concourse is ideal.

Under the leafy arbor encircling a great tree-planted level tract, large enough to accommodate half the population, the townsfolk may walk about or sit and quietly enjoy the breezes which always blow here and the delightful view of the river as it meanders down the long valley and finally tumbles into the tawny Ohio.

Alongside this great Pergola, four hundred feet in length, stretch public lawns to either side, part of the park system of Mariemont, where people may wander at will and enjoy the incomparable views.
The Little Miami, a lively stream further down, is seen running along the tracks of the Pennsylvania R. R. just below the Concourse embankment. In the middle distance of the broad valley, among the trees, is the village of Newtown, an old Post Road settlement on the Batavia Pike.

Another view of the Little Miami as it is beginning to meander down the broad valley, finally tumbling into the Ohio River. The hills, as shown, completely hem in this beautiful, highly cultivated plain.

VIEWS FROM MARIEMONT CONCOURSE

A view of the river looking east toward the green and gold hills of Milford, one of the oldest and quaintest villages in the countryside. Hidden among the trees in the foreground is the village of Shademore, a favorite summer camp.
THE BASEBALL FIELDS

This picture was taken on the first Fourth of July (1925) celebrated in Mariemont, just a little over one year from the starting of the first homes. Already one hundred families were living on the property, and an Athletic Association established. The twelve stores in Dale Park Section were doing business and social activities well begun.

In addition to the two "diamonds" on this field, which will have a Field House with tennis and a place for outdoor sports, there will be another site for baseball in the great Stadium near-by which, alongside its Recreation Hall, will have other tennis courts and a Swimming Pool, all within easy walking distance of every home in the village.

All these great open spaces, and the Allotment Gardens and parks, insure fresh air to the inhabitants of Dale Park Section for all time.
THE MARIEMONT CENTRAL HEATING STATION

A unique feature of Mariemont is this large, modern steam plant which will furnish steam for heating purposes to the houses and Public Buildings of the town. This plant will reduce the smoke nuisance to a minimum thru its modern smokeless boilers. The handling of dirty coal and ashes will also be eliminated from the homes of Mariemont, an added advantage.
## Statistical Statement

**by John Nolen - City Planner**

Data herewith is based on a total of 253.58 acres.

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<th>Percentages</th>
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**Length of Streets**

- 40' wide 2.2 miles
- 50' wide 3.7 miles
- 60' wide 1.7 miles
- 80' wide .7 miles
- 150' wide .3 miles

Total 8.6 miles
List of Architects Engaged on the Mariemont Project

Cellarius, Chas. F. .................. St. Paul Building .................. 115 East Fourth St. .................. Cincinnati, Ohio
Elzner & Anderson .................. 901 Denton Building .................. 7th & Race Streets .................. "  "
Fechheimer, Arch & McCoy .......... 1010 Schmidt Building .................. 5th & Main Streets .................. "  "
Garber & Woodward ................. 2803 Union Central Building .................. 4th & Vine Streets .................. "  "
Hannaford, Samuel & Son ......... Dixie Terminal Building .................. 4th & Walnut Sts. .................. "  "
Kruckemeyer & Strong ............. 404 St. Paul Building .................. 115 East Fourth St. .................. "  "
Short, Chas. W., Jr. ................ 1900 Taft Road .................. "  "
Spielman, Herbert ................. 1210 Mercantile Library Building .................. 414 Walnut Street .................. "  "
Steinkamp, Jos. & Bro. ............ 1212 Mercantile Library Building .................. 414 Walnut Street .................. "  "
Zettel & Rapp ..................... 1206 Mercantile Library Building .................. 414 Walnut Street .................. "  "
Howe & Manning ................... 101 Tremont Street .................. Boston, Mass.  "  "
Jackson, Allen W. ................. 25 Arch Street .................. "  "
Ripley & LeBoutillier .......... 45 Bromfield Street .................. "  "
Atterbury, Grosvenor ............. 139 East 53rd Street .................. New York, N. Y.  "  "
Dana, Richard H., Jr. ............ 330 Madison Avenue .................. "  "
de Gersдорff, George B. ......... 103 Park Avenue .................. "  "
Jallade, Louis E. ................. 129 Lexington Avenue .................. "  "
Mackenzie, Clinton .............. 119 Broad Street .................. "  "
Milliken, Henry O. ............... 154 East 61st Street .................. "  "
Reeves, Hubert E. ............... 4 East 39th Street .................. "  "
Cret, Paul P. ..................... 112 South 16th Street .................. "  "
Gilchrist, E. B. ................. 1618 Latimer Street .................. "  "
McGoodwin, Robert R. .......... 1600 Walnut Street .................. "  "
Wilson Eyre & McIlvaine ....... 1003 Spruce Street .................. "  "
Ziegler, Carl A. ................. 1012 Walnut Street .................. "  "

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MARIEMONT—A NEW TOWN

for the present. High School students must enroll and pay for tuition in Hyde Park and Walnut Hills awaiting the full development of the village.

CHURCHES: A small church, undenominational, is being erected in Dale Park near the first homes as a memorial to the early settlers of this neighborhood. Churches will be erected by the people themselves of all denominations, many very desirable lots being reserved for this use.

The above are some of the advantages of living in Mariemont, often overlooked by purchasers of lots and homes in the average Subdivision. The saving in money and worry must be apparent, and will be further explained by the Company's rental agent on the property.

TRANSPORTATION: For those who must continue to work in the city or "factory colonies," there are two railroads, with a station, CLARÉ, directly below Miami Bluff Drive. Time to Cincinnati only 27 minutes; by Pennsylvania to Butler St., by Norfolk & Western to Court St., via Oakley. Not far distant is the station of the B. & O. in Madisonville which reaches the city via Oakley and Norwood. The Milford trolley interurban (Kroger) line runs on Murray Ave., Mariemont's northern boundary, while a connection at Bramble Ave. nearby will be made to the Cincinnati Street Ry. There are several bus companies operating from downtown Cincinnati through Mariemont, time 30 minutes, fare, 20 cts. It is anticipated that feeder lines via Brotherton Road will eventually take passengers to a stop in Oakley that will enable them to reach Cincinnati's center or the Mill Creek factories by the Subway Loop in twenty minutes from that station. Wooster Pike, which will be diverted straight through Mariemont, is already one of the most popular auto runs out of Cincinnati because it follows closely along the summer camps on the Little Miami. All the neighborhood roads are good. The Company maintains a Tourist Camp on the property, near Crystal Springs.

HOW MARIEMONT WILL BE BUILT AND DISPOSED OF BY THE COMPANY: The projectors of the Mariemont idea believe in home-ownership, but realize that not every one can at once enjoy this privilege. The Company, therefore, stands ready to encourage it by loans, by selling lots on time, by erecting homes for applicants whose plans, however, must be approved, and is itself erecting now some three hundred homes for those least able to build for themselves, that is, the average wage earner, to be rented at a rate based upon cost. These homes will be "cheap" only in the non-essentials. They were skillfully planned, placed on reasonably-priced lots, but well-built, absolutely sanitary and forward-looking as to appointments. There will be no slums in Mariemont. No crowding. Every home in Mariemont will have a bath. Every home lighted by electricity, with gas for cooking. Positively no dark rooms. To keep down rents, group houses, four to six homes in a row, and flats of one, two, three and four rooms, have been erected by quantity production in Dale Park Section for immediate occupancy. These will stand about the Church and School, and, having shops and a village green, will form one of many attractive little neighborhood centers to be created about the property. Within two years the Town Center, which includes an inn, a theatre, large stores, and public buildings, will be erected by the Company, thus insuring all the conveniences of a city with the better air, sunshine, and open spaces of country life. To establish other "standards of excellence" of varying costs, the Company is also planning the erection of "Places," a circle of houses, each on its own large grounds, around which will gravitate buyers and builders according to their purses and prospects.

For the Company intends to sell its lots which will vary in price according to the neighborhood, as in any normal real estate development. Eventually all the buildings will be sold, except some of the business blocks on the Town Center which will be held as an investment or as security against the issuance of Preferred stock to those who wish to share in the prosperity of the enterprise. Thus finally Mariemont will be owned by its citizens who will assume control of its government.

For further information apply to

THE MARIEMONT COMPANY
Chas. J. Livingood, President
Thomas Hogan, Jr., Secretary
1 Baker Court, 328 Walnut St., Cincinnati, Ohio

"A National Exemplar"

"A National Exemplar"
General Plan MARIEMONT A New Town
Cincinnati District, Ohio, U.S.

The Village of Mariemont comprising 420 Acres, largely high-lying, slightly rolling, naturally-drained farmland overlooking the Little Miami Valley, lies nine miles east from Cincinnati's business center, just outside the corporation limits.

The main lines of the Pennsylvania R.R. and of the Norfolk & Western R.R. intersect on the property, while the Baltimore & Ohio R.R. and the Chicago Division of the Pennsylvania pass nearby. A State Highway from the capital city, Columbus, to Cincinnati runs east and west through the Town Center, and broad diagonal roads and the Boulevard lead to the hill-top suburbs and at grade to the heart of the metropolis.

The site was selected for its nearness to the city, in a clean, healthy locality, easy of access, with Norwood, Ohio and the "factory colonies" in Oakley and Hyde Park only two miles distant to the west.

Mariemont has a completed sewer system, city water, natural gas, and Cincinnati telephone and electric light by underground conduits, to every lot in the village.

A central Heating Plant with mains serving three-fourths of the property.

Nine miles of modern streets, paved and planted.
50 acres of parks, playgrounds, village greens and floral gardens.

On the Boulevard, two miles long, are recreation fields and a large shaded Concourse for public gatherings, with extensive views of the Little Miami River from Milford on the east to its junction with the Ohio River at the foot of the Kentucky hills opposite Cincinnati.

Mariemont is primarily a residential district intended for wage earners of different economic grades.

Its houses and buildings will be of stone, brick, stucco, and frame construction, single homes predominating.

For details regarding plan of development of Mariemont, advantages, restrictions, etc., see within.

An Interpretation of Modern City Planning Principles applied to a small Self-Contained Community to produce Local Happiness.

John Nolen, Town Planner
Philip W. Foster, Associate Cambrige, Mass.

The two Industrial Sections of Mariemont lie one on the upper, the other on the lower level of the Company's property, both with complete railroad and highway facilities and the advantages of a settled community of healthy, contented people. Because of the tendency of Cincinnati's growth, these industrial districts are destined to become another "Satellite City," like Norwood and Oakley near Cincinnati.

CINCINNATI, settled 1788, was incorporated in 1819. The Nation's most northern city, its most northern Southern city, lies on the Ohio River, midway between Pittsburgh and Cairo.

Until recently the center of population of the United States. Population 410,000 but is surrounded by its white population (86%) and the Kentucky towns across the Ohio who make a total of over 92,000. Nearly 82% of its own people are native-born Americans. Males aliens number only 8%. Negroes 7%.

Has (1924) 2,239 manufacturing establishments, of which 219 produce annually more than $1,000,000,000 of manufactured products.

89,000 wage earners in its factories. 185,000 are employed in some capacity. It is the terminal of 37 railroad divisions. A "path-breaking"

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