Lakeside Place
3510 ALEXANDRIA PIKE, HIGHLAND HEIGHTS, KY.
IN CAMPBELL COUNTY

The finest contemporary living in a self-contained community . . . combining sociability, independence and security with comfort and economy for persons of retirement age without the responsibility of maintaining a house. 144 rental units, kitchenette apartments and rooms with meals.
FIRST IN THE COUNTRY

... in its concept of retirement living rendering "the old people's home" obsolete. Providing a gracious and rewarding atmosphere of self-reliance and dignity, coupled with companionship when you want it, privacy when you want it.

... so much more than just a place to lay your head. Lakeside Place offers facilities for all your living needs ... spiritual, mental, physical. You need not look elsewhere for entertainment, companionship or "something to do."

FIRST IN DESIGN

... a giant wheel with eight wings as spokes permitting a maximum of light and air for all accommodations and a panoramic view of lake and countryside from successive windows.

Lakeside Place is a three-story, fireproof structure built around a central lobby and service area on the ground floor.

Broad corridors connect the wings. Floors are reached by elevators and easy-rise, six-inch, safety-tread steps.

Lakeside Place has its own inviting cafeteria and modern kitchen.
different types of rental unit: single rooms with board • double rooms with board • one-room efficiency apartments • two-room apartments with kitchenette.

Each unit has the following:
1. Full tile bath with tub and shower.
2. Spacious, closets.
3. Completely furnished.
5. Door chimes.
6. Preferred temperature control. Each unit has its own thermostat. Cool or cozy, tenant may select the temperature he desires for his own comfort.

FOR THE APARTMENT DWELLERS
In addition to all the above features, each apartment also has a fully equipped kitchenette including:

Range with oven
Refrigerator with freezer compartment
Custom-crafted cabinets for storage of dishes, silver and utensils.

One-room efficiency has fold-away Murphy bed for sleeping comfort at night, sitting room elegance by day.
Two-room apartment has large bedroom with twin beds, kitchenette with dinette table and chairs and living room complete with folding table, divan, chairs and lamps.

Apartment wing has separate entrance with adjacent parking.
Tenants may come and go with as much privacy as they desire.

MONTHLY RATES

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single room and board</td>
<td>$120 to $135</td>
</tr>
<tr>
<td>Double room and board (twin beds)</td>
<td>$110 each</td>
</tr>
<tr>
<td>Efficiency apartment (kitchenette)</td>
<td>$75</td>
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<tr>
<td>Two-room apartment (kitchenette)</td>
<td>$80 and $100</td>
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</tbody>
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ONE-ROOM EFFICIENCY
For comfort and convenience. Bed, left foreground, folds back into wall. Folding door, left, may be closed to conceal kitchen unit.
ON THE PREMISES

all those extras which elevate mere existence to comfortable — even elegant — living:
SOLARIUMS — at the end of each corridor in the single and double room wings. For reading, relaxing, visiting with neighbors and entertaining friends.
RECREATION ROOM — for games, TV and larger social gatherings.
CHAPEL — services for all faiths.
SUNDRIES SHOP — selling personal articles and basic necessities, gifts, cards, candy, tobacco and ice cream.

CAFETERIA (left) serving a variety of fine foods, temptingly prepared under the supervision of a dietician. Your guests may dine here, too. Also equipped with a portable stage for live entertainment.

LAUNDRY — home-type washers and dryers available at no cost.
HOBBY AND CRAFT SHOP
TV SNACK AREAS
BEAUTY SHOP
BARBER SHOP
LIBRARY

Each resident has his private mail box at the desk by the administrator’s office. There are mail chutes on each floor, drinking fountains and 14 public telephones.
Located in Campbell County, six miles south of Newport, just off U.S. Highway 27. Stores nearby. Convenient bus transportation to other Northern Kentucky communities and to Cincinnati, Ohio.

Operated by Campbell Housing, Inc., a non-profit organization.

For further information and application form, call or write:
Administrator, Lakeside Place, 3510 Alexandria Pike, Highland Heights, Kentucky.
Telephone: 441-1100.

HELP AND HELPERS WANTED

If you, as a resident, want to add to your income by doing part-time work on the premises, discuss your qualifications with the administrator. A variety of light and interesting jobs is usually available.

If you, as a resident, would like extra domestic services performed FOR you, ask the administrator. Such services are usually available at exceptionally reasonable rates.

CONVALESCENT AND SPECIAL CARE — Convalescent care and other special services are provided in designated areas apart from the regular rental units. Rates for these specific accommodations and services are in accordance with the nature and amount of care required and are available on request.

ONE OF 11 INVITING SOLARIUMS
QUESTIONS

YOU MIGHT ASK ABOUT LAKESIDE PLACE

Q. Must I be 62 to live at Lakeside Place?
A. No. But preference will be given those 62 and older.

Q. Must I be retired or may I go on working and live at Lakeside Place?
A. Some residents may wish to continue outside employment. Individual arrangements may be made such as rate adjustments for those not wishing to take all their meals on the premises.

Q. Do I have to make a gift of all or any of my property in order to live at Lakeside Place?
A. No. Residents of Lakeside Place will be required to pay only rent (or rent and board) just as if living in an apartment or hotel.

Q. If I come to Lakeside Place will I obligate myself to spend the rest of my life there?
A. No. But we hope you will want to stay.

Q. Are residents restricted as to when they can leave the premises?
A. No. Lakeside Place is not an institution. It is a place where elderly people can make their homes. They may come and go as they would anywhere else. There is no attempt to regiment or interfere in the lives of residents.

Q. May residents retain their automobiles?
A. Yes. Ample parking space is provided for all residents who own automobiles.

Q. May residents entertain guests in their apartments or rooms?
A. Yes. Residents will be the masters of their quarters and may entertain guests at their pleasure.

Q. May residents have telephones, television sets, radios and other appliances in their quarters?
A. Yes. Residents may have private phones in their quarters by contracting with the telephone company individually. Residents are in complete control of their quarters and may operate whatever appliances they could have in any other rented room or apartment.

Q. What may I bring with me?
A. Personal possessions, appurtenances and the like, may be brought into Lakeside Place only if they do not exceed storage capacity and meet the necessary standards of health and safety.

Q. May I have pets?
A. No.

Q. Will I be entitled to free medical care?
A. No. The resident is expected to rely on his own private physician just as he does elsewhere. However, the resident and his physician may avail themselves of the fine medical facilities available at the cost of the service provided.

Q. Will the resident boarder have a choice as to what he eats?
A. Yes. Lakeside Place has the most modern equipped kitchen in the county. Meals are served cafeteria style with a wide selection of wholesome food.

Q. May I complain if I don't like the food or the quarters?
A. Of course. Residents are guests. Management will listen to complaints and make modifications and alterations wherever possible just as would be expected in a first-class hotel.