

*Architect's Rendering of Eden Roc Gardens  
Luxurious Condominium Apartment Home Development*

# Twin Towers

... the two 9-story buildings seen in the original rendering above (now expanded to 15 stories as a result of accelerated sales), climaxes the unique Eden Roc Gardens development of B. M. (Bert) Olden — and mark the realization of his lifetime dream born of experience and many years of personal research and planning. An adult living concept with "built-in" peace of mind through a specific combination of protections, services and facilities — it is like nowhere else in the world."

A new High Rise complex will be comprised of 200 apartment homes designed to take full advantage of Tucson's magnificent mountain views as well as the city panorama. Each and every apartment boasts this unobstructed view advantage due to the unusual arc-angle design of the twin buildings — which — although located opposite each other, do not face each other. Crowning the complex will be eight magnificent, luxurious, Penthouse apartments — each with a private roof garden. The High Rise apartments are in addition to 150 garden apartment homes in the development — none of which are still under construction, many already completed and fully occupied.

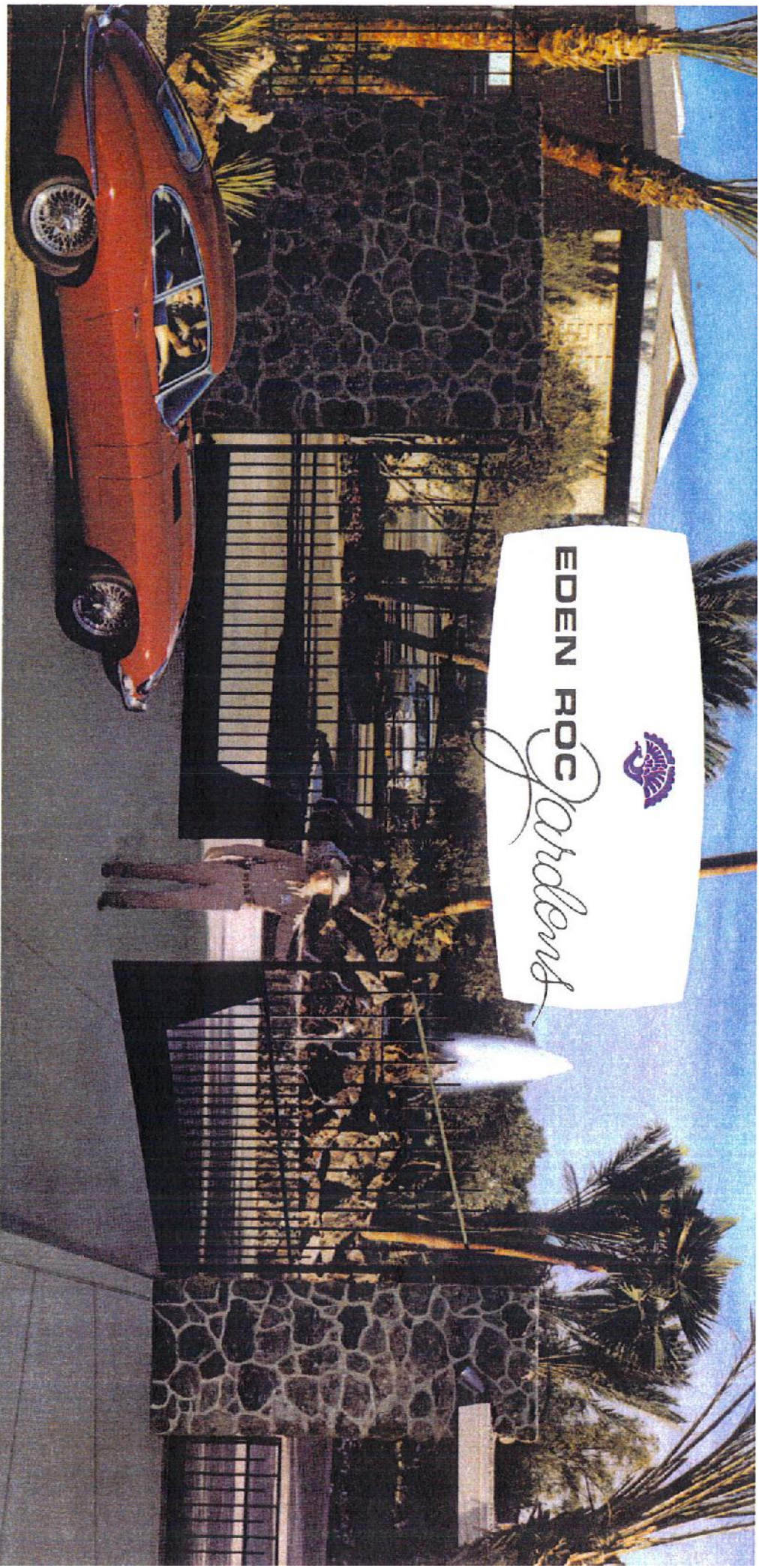
sage parlors; hobby rooms; card and billiard rooms; gymnasiums for both men and women. An olympic-size swimming pool with cabana dressing rooms (one of four swimming pools in the development), will top the 4-floor garage building — from which spectacular waterfalls will flow over lava rock to the ground level, between the twin buildings.

Ground level administrative offices will house executive officers, manager, social director and a private staff of security deputies. There will also be auto valet service, and parking for 600 cars.

Pridefully, only Tucson can offer such a wondrous combination of features and facilities for luxurious, protective, fully carefree living. A combination providing comfort, convenience, security, privacy, pleasure and prestige . . . "Expensive" advantages, certainly . . . but presented in Eden Roc Gardens with pleasing and surprising economy. A wonderful way-of-life already being enjoyed by an impressive roster of residents!

*Addition To The Many, Already Existing Facilities, The*





- A unique and exciting new concept of luxurious, carefree living □ featuring □ a secluded, eleven-acre tropical setting, fully enclosed, in the center of Tucson □ with its own private complement of official uniformed deputies to assure the security, serenity and privacy of all residents around the clock □ with lavish recreation paladiums to enhance a reciprocal social environment and the pleasures of sun-wonderful living □ and with a trained staff to provide every thoughtful service of maintenance, comfort, convenience and gracious living finesse
- **THE ONLY ESTATE APARTMENT-HOME CONCEPT OF ITS KIND ANYWHERE** □

**ESTATE  
APARTMENT  
HOMES**

*Imagining,  
research,  
and many years of experience  
worked hand in hand . . .*

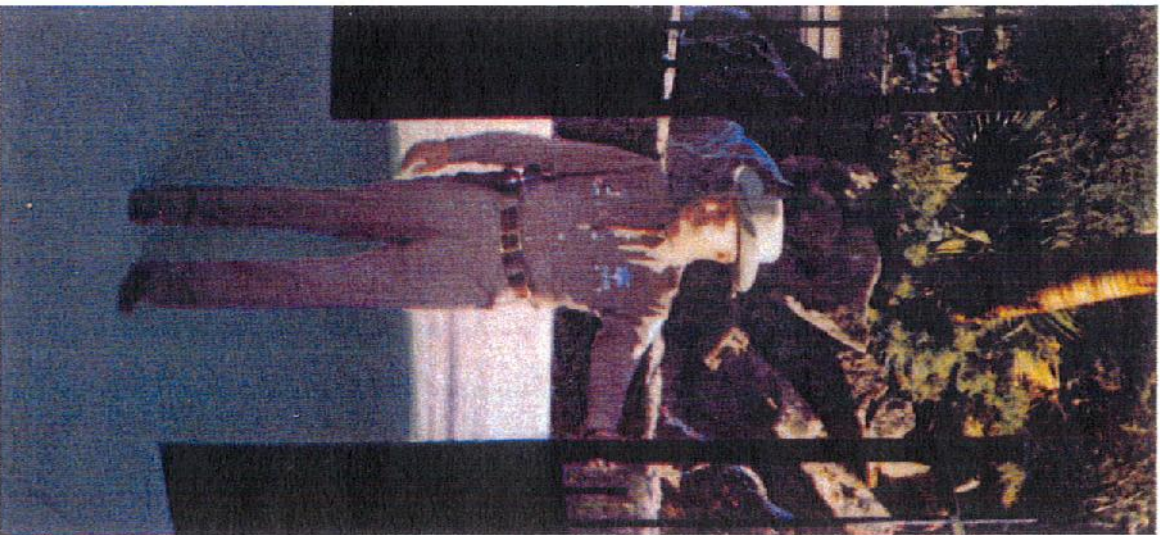
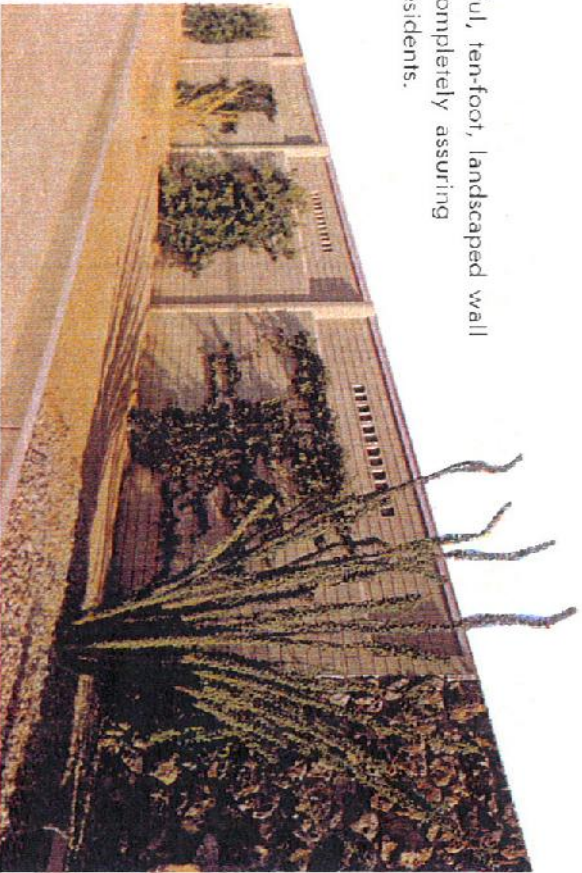
A handwritten signature in cursive script, appearing to read "P. M. Allen". The signature is written in black ink and is positioned above the printed name.

**Founder and Developer**

Entre . . .  
the gateway interlude . . .

On arrival at Eden Roc Gardens you are greeted by uniformed deputy — one of a privately employed staff of official deputies — to assure your personal security and serenity, and the protection of your treasured possessions 24 hours a day. The Gateman verifies your own identity. The arrival of a guest or any caller is verified by phone from the gatehouse your apartment, prior to admittance. When the visitor's call is inconvenient or inopportune, he need not be aware you are even at home. ☐ And when you want to go on a trip — overnight or around the world, just turn the key and let the security staff take over. Every service continues every moment your absence . . . security, maintenance, landscaping and all others. ☐ Even your apartment will be at in readiness for your return with an advance request by phone or letter to the Executive Manager.

Featured at right is a portion of the beautiful, ten-foot, landscaped wall surrounding unique Eden Roc Gardens — completely assuring a security, serenity and privacy of all residents.



. . . one of the uniformed deputies . . .

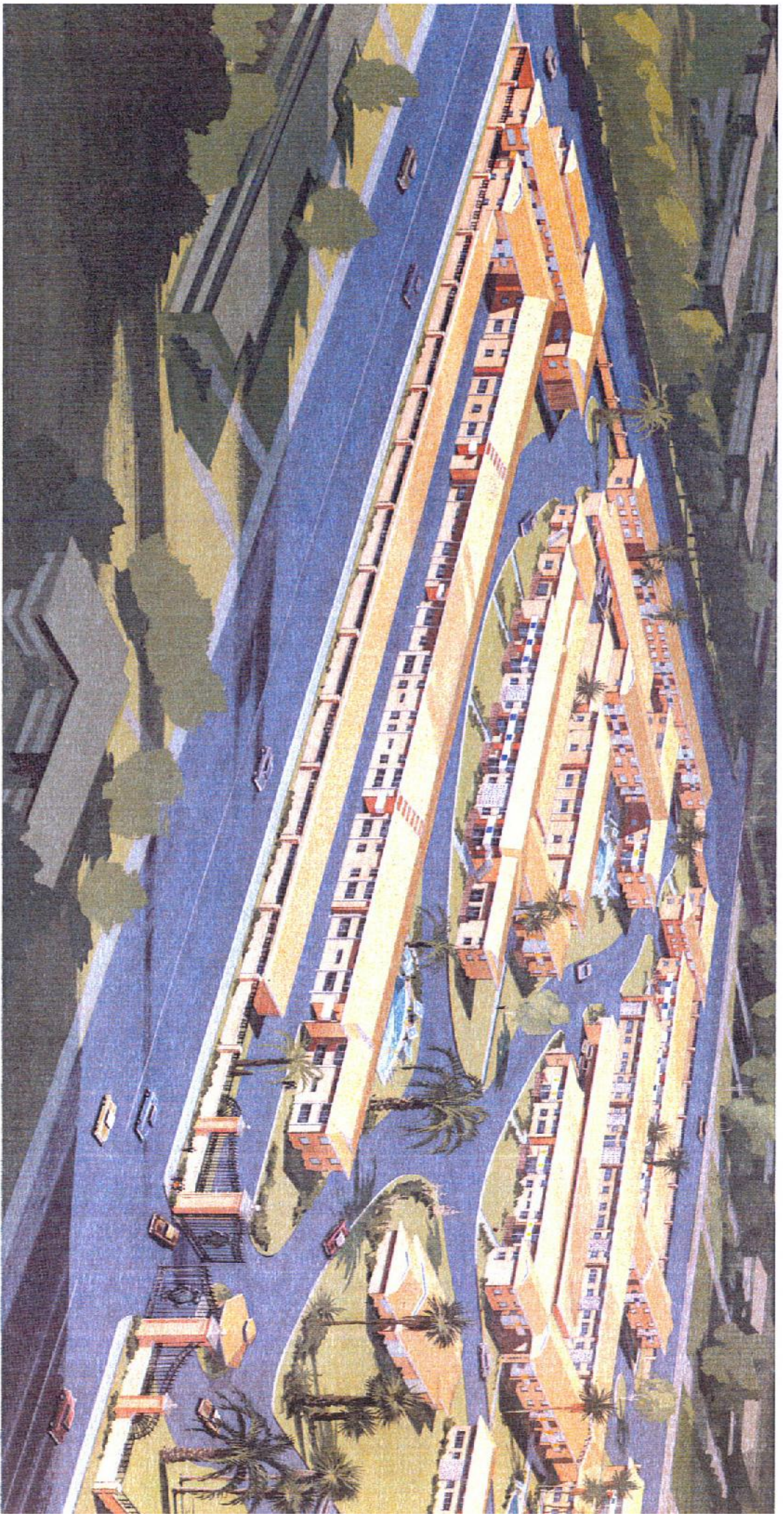


# SUDDENLY.....YOU'RE...

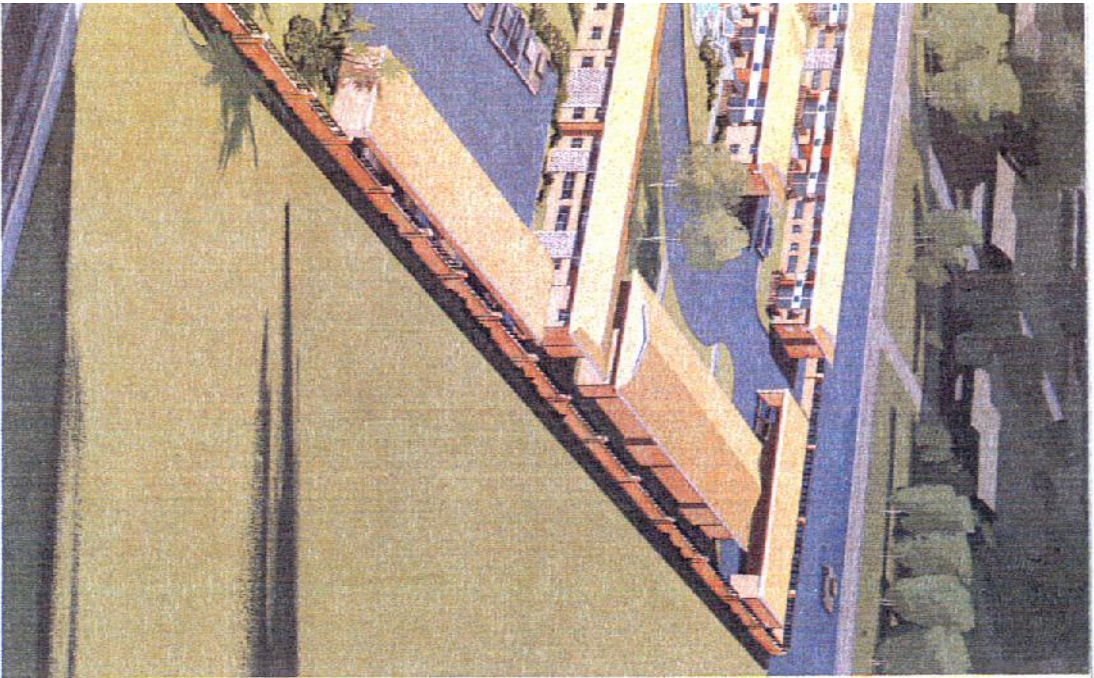
Now you have time to sit in the sun . . . paint a picture . . . read a book or write one . . .  
To give parties and go to parties . . . see more of your family and friends . . . assist your  
favorite club, church or philanthropy . . . To gratify important little personal whims.  
Now you are free to enjoy life as never before in whatever way you please — and Eden  
Roc Gardens sets the tempo for sun-wonderful living with a variety of exciting facilities.  
At right is just one of the Eden Roc Gardens' "Recreation Paladiums" . . . designed with  
tropical flair around a lovely, heated pool accented by a cascading rock fountain and fea-  
turing . . . a giant built-in Chef's Barbecue with outdoor kitchen service facilities . . . dress-  
ing rooms, lockers, and lavatories to accommodate up to 70 guests . . . semi-sheltered  
club deck for games and lounging — everything to help you make the most of Arizona's  
three hundred and thirty-seven annual sunshine days — to enhance the compatibility  
of congenial friends and neighbors accustomed to the most gracious way of life.  
And a Social Director will be available to assist you in planning parties and special enter-  
tainment — anything from arranging a simple bridge foursome to a formal dinner-dance.

A large, stylized handwritten signature in yellow ink, appearing to read "K. Hill".





# THE GARDEN



Literally, a world set apart — by location and particular design. A green, tropical oasis covering eleven acres in the center of the city of Tucson . . . beautifully secluded from its noise and bustle by a landscaped ten-foot wall. You drive or stroll along private, winding paved streets — with a lovely view in every direction . . . rolling green lawns, graceful palm trees . . . exotic flowers and shrubs . . . cascading rock fountains . . . pools of sparkling, “sky-blue” water. Altogether, a place enchanted by serenity and beauty . . .

**THE ONLY ESTATE APARTMENT-HOME CONCEPT OF ITS KIND**



**ANYWHERE**

From Eden Roc Gardens it is just a few minutes drive to several of Tucson’s finest country clubs . . . to one of its largest and finest shopping centers . . . to good restaurants, and cultural and religious centers. And Eden Roc Gardens is directly across the roadway from beautiful 148-acre Randolph Park, one of the largest in the state — featuring two 18-hole golf courses, tennis courts and the winter training park of the Cleveland Indians Baseball Team.

*in the Paradise Enclosure*

a charming enclosure in the great Southwestern tradition

**OF EDEN ROC**



**PICTURE YOU IN THIS LOVELY, PAMPERED SCENE . . . WITH YOUR OWN TREASURED FURNISHINGS ALL IN PLACE . . .**

. . . planning a sunny breakfast on the terrace, or dinner by moonlight. . . or coaxing the growth of an orchid or other favorite plant in your own lovely patio or private balcony.

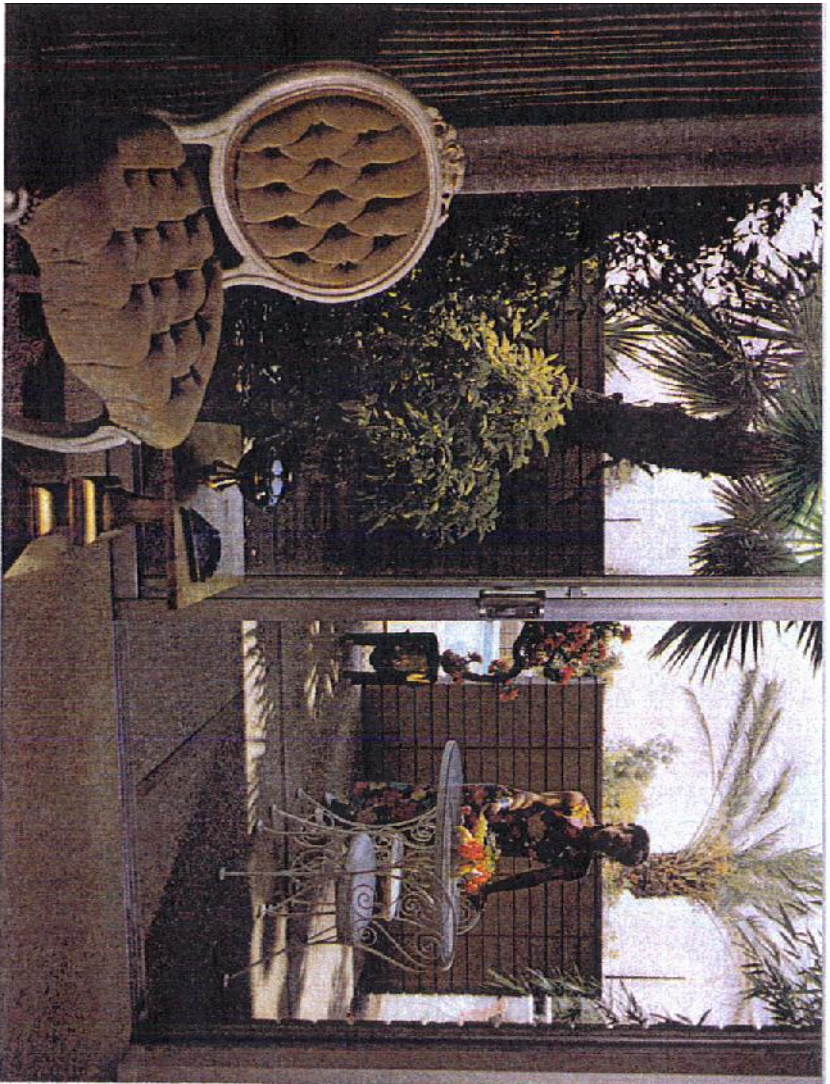
All EDEN ROC Garden Estate Apartments are spacious and free-flowing in design . . . feature full insulation, soundproof construction, elegant appointments, king-size walk-in closets, and heating and air conditioning systems with individual controls. General Electric Kirchengs include range, two ovens and rotisserie, dishwasher, disposal, and especially designed cabinets with beautiful decorator sliding panels and durable Formica counters.

(And an advance call or letter to the Executive Coordinator Manager will put your apartment in complete readiness after any absence.)

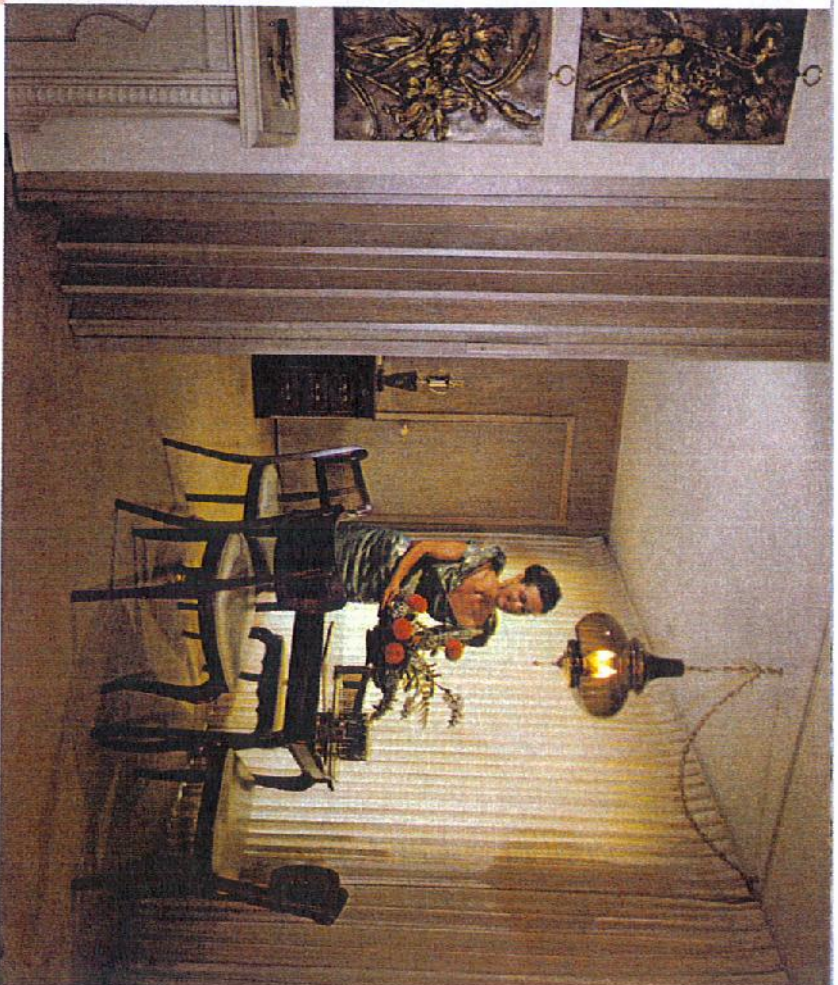


**SPACIOUS AND BRIGHT, TO PLEASE THE INFORMAL OR FORMAL MOOD**



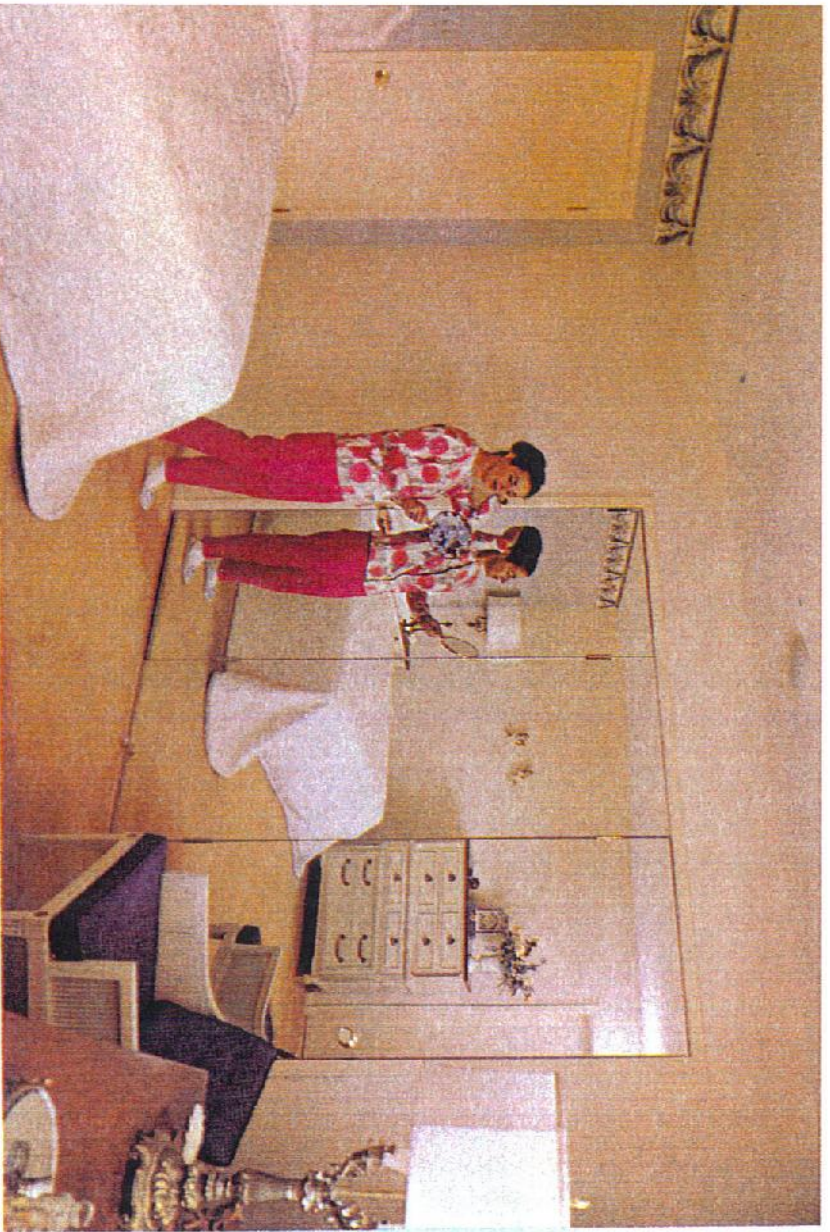


... JUST OFF THE LIVING ROOM, A LOVELY LANDSCAPED PRIVATE PATIO



FOR REFRESHMENT OR GAME TIME, STILL ANOTHER PLEASANT SETTING





Beautiful master bedrooms accommodate king-size furnishings and feature a full wall of three-way dressing mirrors . . . spacious walk-in closets with built-in accessory cabinets . . . and deluxe appointed master baths. Storage facilities can only be described as abundant — for each and every apartment home. Adjacent facilities include an additional storage room for bulky personal items, laundry rooms and garages.

You choose from three apartment-home designs: one bedroom; 2 bedroom; and 2 bedroom and den. Each complex is especially oriented to its desert-tropical setting, integrated to indoor-outdoor living factors by: sand-toned masonry construction, tropical landscaping, the individual sun and shade exposures, the choice of private landscaped patios or balconies, and the spacious, free-flowing design of the interiors. Even rear areas of the buildings are paved and artfully landscaped.





*Nowhere else in the World*

Ownership is by recordable, transferable warranty deed issued under Arizona's new property law — Condominium — complete with a policy of title insurance. Administration is by a Board of Governors elected from and by the group of owners. Common element taxes, insurance, maintenance of buildings, grounds, private streets, pools, laundry rooms and maintenance equipment — are paid from the common maintenance fund. Owners are responsible only for individual electricity, telephone and personal taxes.

If you are one of those who has ever — even facetiously — said: "I don't want to be a millionaire, I just want to live like one!" — EDEN ROC Garden is for you because — FOR ALL OF THE MYRIAD SERVICES OF SECURITY, PROTECTION, COMFORT, CONVENIENCE, MAINTENANCE, SOCIAL PLEASURE . . . YOUR ANNUAL COST IS A MERE 3 1/2% OF YOUR TOTAL INVESTMENT! FOR EXAMPLE: FOR A 2-BEDROOM ESTATE APARTMENT AT \$32,750, YOUR MONTHLY MAINTENANCE COST WOULD BE ONLY \$95.52! FOR A LESSER INVESTMENT, THE COST WOULD BE APPROPRIATELY LOWER. THIS IS HOW EASE, ELEGANCE AND ECONOMY GO HAND-IN-HAND AT . . .

**EDEN ROC**

*Gardens*

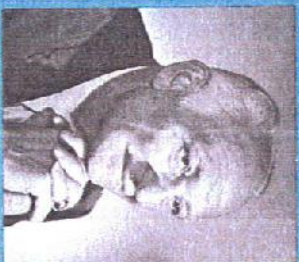
...IN THE SUN COUNTRY...A LIFE OF EASE & ELEGANCE





## A SEVEN MILLION DOLLAR REALITY

Only foresight, ingenuity and years of experience could have provided the background for unique EDEN ROC Gardens — and the man behind it all is internationally known B. M. (Bert) Olden, founder and president of the multi-million-dollar Congress Inns, International and the Congress of Motor Hotels — throughout the United States, Canada and Mexico. He sold the Congress corporations to devote full time to the Eden Roc Gardens concept, in which he spent four years of research and planning. Following are just a few of the highlights in Mr. Olden's 48-year successful business career, beginning in the 1920's: pioneer builder and developer throughout Los Angeles and the Bay area; Real Estate liquidator for the Bank of America and Syndicate Mortgage Co., subsidiary of Investors Syndicate Co.; In 1939 built the William Tell Motel (world's largest at that time) in Santa Monica, California which he still owns and operates; Lecturer for the Motel Hotel interests throughout the United States and Canada; and founder and president of "ECHO" — the Executive Coordinated Housing Organization. EDEN ROC Gardens is wholly owned by Olden Enterprises — of which Mr. Olden is president — and is completely free of financial encumbrance of any kind. He and his family are in-residence here a major portion of each year. MR. OLDEN WILL PERSONALLY ASSIST IN ARRANGING FINANCING TO SUIT YOUR CONVENIENCE, IF DESIRED.



Please write:

**Mr. B. M. Olden**

**Eden Roc Gardens**

431 South Alvernon Way, Tucson, Arizona

or phone: 327-6011



# THE SEVEN MILLION DOLLAR REALITY

EXCLUSIVELY YOURS AT

EDEN ROOF



Here is just a partial list of the services and advantages to assure your distinguished, gracious way of life day by day, in a reciprocal social environment . . . and to free you from all burdensome duties and obligations but that of enjoying life in its fullest sense —

1. **Board of Governors**  
(selected from and by the residents, and vested with full operational authority)
2. **Executive Coordinating Manager**
3. **Security Service**  
(by uniformed official deputies including Gate attendant, 24 hours a day)
4. **Applicant-Buyer Approval by the Board of Governors**
5. **Emergency Limousine Service (to and from airport, etc.)**
6. **Social Director (including social secretarial service)**
7. **Automobile Valet Service**
8. **Landscape Gardening Service**
9. **Maintenance Engineering Service**
10. **Building Maintenance and Repair Service**
11. **Maintenance and Repair of Private Streets**
12. **Maintenance of Recreation Facilities**  
(including use by guests and other members of your family)
13. **Daily Refuse Removal (by Eden Roc Gardens' own sanitation crew)**
14. **All Exterior Lighting**
15. **Water Use, inside and outside**
16. **Gas Use**
17. **Property Taxes (all common elements of community property)**
18. **Fire Insurance (all buildings)**
19. **Liability Insurance**

— ALL THIS AND MORE IS YOURS AT EDEN ROC GARDENS AT AN ANNUAL COST OF ONLY 3½% OF YOUR INVESTMENT

**EDEN ROC**  
*Jardens*

431 South Alvernon Way

Tucson, Arizona



SECURITY