



Enquirer Photos BY ALEX BURROWS

NEW HOME ON THE HILL: The \$5.5 million corporate headquarters of the Taft Broadcasting Co. is oriented to take advantage of one of the most spectacular views in the city. Each of the newly occupied offices in the hill-hugging structure at 1718 Young St., Mount Auburn, is designed so its occupants may look upon downtown Cincinnati, Union Terminal, Music Hall, Northern Kentucky and portions of the Ohio Valley. Silhouetted against the view in one of the glass-fronted offices, below, is Martin Weinberg, vice president of finance for Taft's Entertainment Group, Los Angeles, left, and

George Castrucci, executive vice president and chief financial officer of Taft. Visitors to the stunning, multi-storied reception area in another part of the building, left, are confronted by overhanging balconies, banks of hanging plants and a fountain wall with water trickling over bronze panels. The modernistic structure with 50,000 square feet of office space dwarfs neighbors below on Boal and Milton Streets, proving that old and new architecture can live side by side in comfort and harmony—a prime objective of Taft in planning for the newest addition to the city scene.

