

## "MIRALAGO" NEWEST DEL LAGO ADJUNCT

**"No Man's Land" to Witness Formal Opening of Model Ballroom Friday, July 12**

The Del Lago district, that area along the lake shore between Wilmette and Kenilworth, familiarly known as "No Man's Land," since it belongs to no incorporated town, is to witness the formal opening of one of the finest and most unique ballrooms in metropolitan area Friday, July 12, when beautiful Miralago "Lake-view" welcomes its initial contingent of devotees of the dance.

Miralago occupies the entire upper floor of a two-story building which also contains ten shops, now being completed for a syndicate headed by William J. Murray on the west side of Sheridan road in the Del Lago district.

### Entertainment Center

The property is in the center of a rapidly developing theater, shops and apartment section which comprises the only business frontage on Sheridan road over the distance of twenty-five miles between Howard street, Chicago and Waukegan, and is an additional step in making this section an outstanding commercial and recreational center of the north shore.

The plans of the architect, George Fred Keck, provide for a motor arcade through to the rear of the building where there is parking space of 16,000 square feet—and a uniformed chauffeur, retained by the shops, will take the patrons' cars and park them in the rear, bringing them back when the business of the purchaser has been transacted—thus obviating the usual difficulty in parking which frequently perplexes the shopper in business sections. A special system of flood lighting will illumine the whole building.

### Accommodates 1,200 People

The ballroom space of 3,500 square feet will accommodate 1,200 people. It has been leased to the Miralago Corporation, headed by Richard Penney, formerly vice-president of DeWolf and company. It is being developed by Tobey in the most modern motif with silvered ceilings, green draperies, black marble columns and specially designed murals by DeWitt, and by Davis and West—with multi-change of colors effected by special systems of electric wiring.

Music in the ballroom is to be under the direction of Dell Coan (N. W. U. '23) who originated and directed the Royal Purple orchestra of Northwestern university, more recently gained distinction with his orchestra in Washington diplomatic circles, and who now comes to Miralago directly from two years' leadership in composition and instrumentation at the Montmartre in Hollywood, Cal.

### Stipulate Regulations

Emphasis is placed upon the fact that Miralago is to be a wholesome as well as a delightful place for the dance. To aid in maintaining an atmosphere that will be in conformity with the high standards of the surrounding communities, President Penney has set forth the following specific regulations, coupled with an appeal to the north shore public for co-operation in supporting them:

"Couples, trios or groups of men and women are most welcome—but no admission of men alone nor of women without escorts.

"After-theater dancing parties are invited—but no single admission dances. The charge is for the evening—and not for the dance.

"Delightful cuisine and delicious fountain service—but no ginger ale, ice or service for set-ups, and no use or disposition of liquor."

Miralago, it is pointed out, is especially designed to cater to the young people of the north shore area who seek social diversion under most whole-

some auspices. It has already received the endorsement of leading college and school authorities in the vicinity.

Bills Bros. Inc., are the general contractors of the building. H. M. Sloan of Bills Realty, Inc., negotiated the sale of the property.

Mr. and Mrs. Philip Huguenin of 506 Lake avenue are spending two weeks in Grand Rapids, Mich., as guests of their daughter and her family, the William Lowrys. They left last Sunday by motor and stopped on the way to visit Mr. and Mrs. M. B. Skinner of South Bend, formerly of Wilmette.

Mr. and Mrs. J. Nye Macalister entertained their club at dinner and bridge on Wednesday evening at their home, 918 Ashland avenue.



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