

# THE BEACH MANOR PROJECT

by  
**Sam Atkinson**

Some time ago there appeared in the columns of the Lake Shore News mention of the "BEACH MANOR" project, contemplating the erection of a residential hotel owned and operated upon the multiple home ownership plan. The announcement has just been made that Beach Manor is to be completed by May 1st, 1924. The Hotel is to be located on Sheridan Road and Lake Michigan, between Wilmette and Kenilworth, and will contain 120 homes of four, five and six rooms. The difficulties in the way of its erection because of the location upon "No Man's Land" have been removed. These difficulties were in regard to water and sewage, and the contract has been signed by the Sanitary District of Chicago agreeing to connect the Hotel directly with the North Shore Channel.

Artesian wells have been sunk which after analysis by one of the most prominent Chicago chemists are reported to furnish cooler and purer water than taken from Lake Michigan.

Beach Manor has been designed by Mr. N. Max Dunning, an architect with a national reputation, vice-president of the Architects' Association of America, Chief Adviser of the City Beautiful Plan Commission of Chicago, and one of the Associate Architects of the Furniture Mart which will be erected upon Lake Shore Drive and will cover one and one-half million square feet and cost approximately \$10,000,000.

An unusual feature of the Architect's work lies in the fact that he has been assisted by his wife, Mrs. Anna Dunning, who has designed the layout of the apartments and drawn the pictures of the Hotel as it will appear from the Sheridan Road side of the Lake Shore frontage upon completion.

The members of the syndicate promoting the Beach Manor project are W. C. Davis, President of Davis-Watkins Dairymen's Mfg. Co., whose business was recently sold for over three million dollars; Hermon S. Blaich, of Mutual Trust Life Insurance Co., Chicago; Patrick J. McCordle, of Counsel for Chicago Surface Railways; A. E. Wells, Wells Bros. Construction Co., Harold C. Dix, of Cline & Dixon, Realtors; and Omar C. Harris, prominent engineer and originator of the project. The cost is placed at two and one-half million dollars and already thirty-five apartments have been disposed of.

This is a novel home owning plan originated by a group of business and professional men who desire to secure exclusiveness and seclusion in the home which the ownership of an individual home does not always guarantee.

Very careful arrangements both in the building plan and in the selection of owners, have been made, so that these requirements shall be preserved. To secure the best ideas regarding the management of such an establishment, they have covered this country and continental Europe. From the Parisian Falansteries and the best equipped hotels in Europe and America they have secured ideas upon arrangement and management which will guarantee a combination securing all owners the advantages of city, suburban and resort life combined.

The main building will contain 120 apartments of four, five and six rooms, with hotel, restaurant, grill rooms, coffee shops, commissaries, drug store, physicians' and dental offices, gymnasium, garage facilities accommodating at least 120 cars, with a perambulator and playroom for the children during the months they are prevented by the weather from making use of the sand beach.

It is estimated that the multiple ownership plan will save about fifty per cent of the cost compared to leasing a like apartment building or owning a private home with the same beautiful surroundings. It is certain that more than fifty per cent of the annoyances, inconveniences and hard work needed to manage a private house will be eliminated.

More floor space is given with greater accommodations than can be found in any other hotel in the Chicago district. The servant question is settled for all time by the purchase of a home in this establishment. The greatest objection the individual home owner has to face, that of a possible change in neighborhood, has been removed by the selective method which the Company are putting into effect.

A committee formed from those who have already purchased apartments will handle future applications and pass upon the desirability of the applicants.

Our ideals of home life are changing. A representative of the Company who has been in Europe has made the statement that fifty years from now there will not be a castle in Europe occupied as a residence. The British aristocracy are living in hunting lodges and town houses in preference to having the trouble of handling a great retinue of servants. The real aristocracy of America are the business and professional people. Changing conditions have made it impossible to secure the right kind of help in managing a home.

Beach Manor will remove all these difficulties. All the seclusion of a country home is guaranteed, yet just outside your door you will find all the social pleasure needed to make life

happy and complete. So many claims are made upon the society woman of today that she is likely to become a nervous wreck if she has the care of an individual home upon her shoulders. Beach Manor does not take away from her the joy of housekeeping, but removes all the petty annoyances and gives her freedom to run her home in any manner she finds most suitable.

The sound proof walls insure quietness. The electrical ranges, mechanical refrigeration, and all modern devices make it possible for her to dispense with any help if she so desires. If not, the management will make arrangements for the rendering of any service necessary. Should she require to entertain a larger number of guests than she can accommodate in her own apartment, there will be at her disposal guest rooms of various sizes, so that any kind of reception or any form of entertainment can be furnished her guests.

The building and grounds will cover a four hundred foot frontage with a stretch of sandy beach equal to anything to be found along the lake shore. The owners will have their own yacht club and the boating facilities and accommodations will be complete; as well as the privilege of bathing in the lake, a large swimming pool will be built adjoining the gymnasium.

The location of Beach Manor is most picturesque. Located between Kenilworth and Wilmette, within

easy access of almost fifty country clubs, with dozen of large private homes in the neighborhood backed by a most wonderful arborescence of trees, gardens and lawns, with a view of the lake for miles from practically all apartments, constructed so that there will be sunshine in each for the major portion of the day, nothing could be more desirable. From a practical standpoint, the easy access by road and rail, with the fact that Chicago telephone service without toll will be installed, makes Beach Manor an ideal location for the busy executive, professional or business man, who desires to spend the greater portion of the year near his interests in Chicago. At the same time, the careful selec-

tion of owners insures the protection of his family socially.

The Company under the firm name of Beach Manor, Inc., have opened offices at 11 S. La Salle Street and will be glad to furnish further information to those desirous of understanding "the multiple home ownership plan." They are not in the real estate business, but a group of earnest people who are interested in securing an ideal home and are willing to back their ideas with their dollars.

Adv.



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## Announcement

NORTH SHORE CATERER is now ready for business at 350 Washington avenue, Glencoe. High class catering at moderate prices. Will prepare and serve lunches, dinners, etc. for parties of five or more.

First Class References. First Class Work.

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## An Appeal

We have been told by a customer who is well known on the north shore that when securing estimates to recover his roof with asphalt shingles a competitor called and made several false statements about our company and some of our officers.

Several ways have been suggested by which this thing can be stopped but we know that this sort of salesmanship will prove not only tiresome but repulsive to our neighbors on the north shore. So we ask as a favor that if you are approached in the manner above stated give us an opportunity to prove that our Company and every one connected with it is reliable. We can refer you to hundreds of satisfied customers on the north shore, to local banks and we can show that our present volume is approximately \$50,000 per year and increasing rapidly.

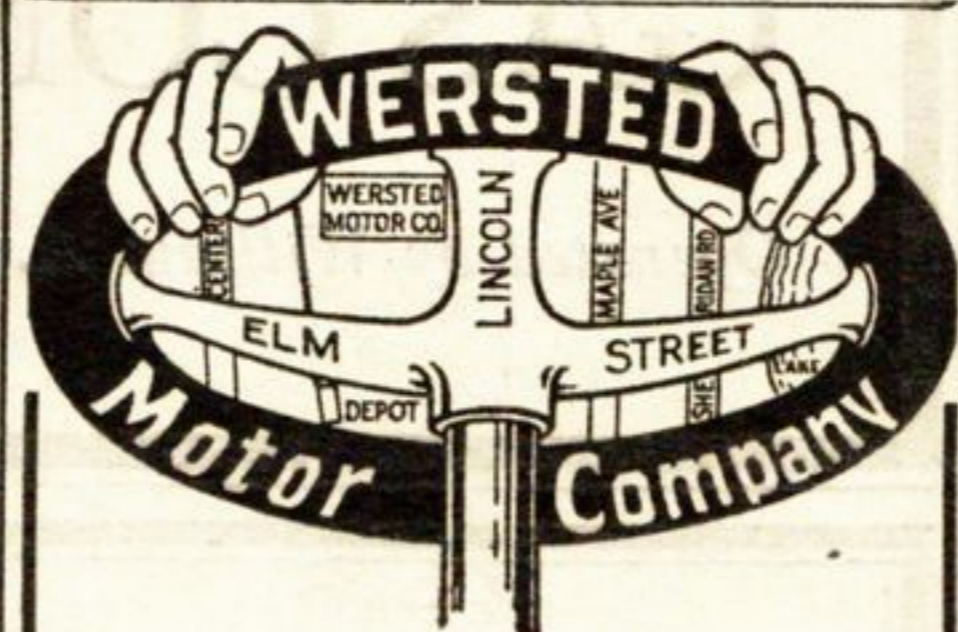
We are the north shore distributors of Flint-kote roofing, one of the largest roofing manufacturers in the United States who guarantee their shingles not to curl for ten years.

Our officers are: Vincent Dudick, Harold Behlke, E. J. Keil and S. J. Dudick, all residents of the north shore.

# NORTH SHORE ROOF CRAFTERS Incorporated

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## Kenilworth Happenings

Mr. and Mrs. J. H. Prentiss, 201 Cumberland avenue, entertained thirty friends at dinner at the Edgewater Beach hotel, Monday evening in celebration of their twenty-fifth wedding anniversary.

Mrs. Frank W. Ketcham, 329 Sheridan road, gave a surprise dinner party for Mr. Ketcham last Saturday night at The Buccaneer's Club, aboard the Santa Maria, anchored in the Wilmette harbor.

Mr. and Mrs. Charles Mock who have been staying with Mrs. Charles Meyer, 423 Cumnor road for the past month are now at the Evanston Hotel.

Mr. and Mrs. Owen T. Reeves, Miss Hellen Reeves and her guest, Miss Lois McMonies, motored to Lake Geneva to spend the Fourth at Sidney Smith's summer home.

"Steve" Kenyon, 304 Cumnor road and his friend, Jack Smith, spent a week visiting Miss Miriam Shattuck at State Line, Wis., arriving home yesterday morning.

Mr. and Mrs. J. H. Newport, 620 Abbottsford road, and Mr. Herbert Newport, Miss Florence Newport and Mr. Charles Rockcastle motored to Seneca, Ill., this week.

Miss Elizabeth Hannah returned home Friday from a trip in the East.

Mr. and Mrs. Robert S. Smith, 324 Cumnor road, and Miss Dorothy Smith left Thursday to motor to Erie, Pa., where their daughter, Mrs. Leslie Taylor resides.

Miss Alice Wessa, of Oxford road, left Tuesday for New York city where she will continue her graduate work at the Teacher's College, Columbia University.

Mrs. Gilbert Kelly, 412 Cumnor road, is entertaining her sister, Miss Riddleberger, of Washington, D. C., for several weeks.

Mrs. E. J. Papke, 323 Kenilworth avenue, and son, Mr. Ranson Wood, left Sunday to spend the summer in the White Mountains.

Mr. and Mrs. Ralph S. Gromann, of Chestnut avenue, returned home Sunday from Cleveland, Ohio, where they attended the Real Estate convention.

Mr. and Mrs. John B. Bellamy and family, 320 Oxford road, left Wednesday to spend the summer in Berkeley, Cal.

Mr. and Mrs. E. F. Harrison, of Denver, spent the Fourth with Mr. and Mrs. Charles Ware, 325 Abbottsford road.

Miss Marjorie Burchard, who graduated from Wellesley in June, has returned home.

Dr. and Mrs. Henry H. Everett, 415 Cumnor road, motored to Sturgeon Bay, Wis., for over last week-end.