

### PUBLIC FORUM

Editor, WINNETKA TALK:

So many inquiries have reached our offices concerning the aims and ideals of Vista del Lago, I thought at this time you might be interested in the character of the institution which has received such a friendly reception along the north shore.

First, Vista del Lago is a club for every member of the family, every day of the year. I am aware that this is more or less an evolutionary process, but in looking about us and marking the milestones of progress in many directions, we may admit that for a good many years clubs have been, perhaps, too selfishly for men, as witness the average golf or athletic club, however well they serve their respective purposes.

The happy satisfied members of the many shore clubs in Southern California, Long Island, and at Palm Beach, are a commentary on the basic appeal and soundness of a club which, in some department and at some time of the day, can sustain the interest of mother, father, sister and brother.

Necessarily in such a club, the ideals and standards of comportment by members will be unimpeachably high. Anyone who has visited the shore clubs of Southern California cannot fail to mark the perfect decorum which prevails. There is certainly a steady influence in the mere fact of family.

Speaking personally, as a member of a great many clubs, situated from London to Los Angeles, I can say that the shore club to which I belong in Santa Monica, Cal., has brought more happiness to my family and myself than I ever had expected to find in any club. It is this basic appeal in a changing age that led to a little group of Los Angeles and Chicago sportsmen launching Vista del Lago. When this magnificent structure, with its many sided interests, brings to the north shore the happiness which lies in clean association and sports, Vista

del Lago will have more than justified itself.

The splendid response which has followed the heralding of Vista del Lago indicates that a great many persons have grasped the underlying motives of our project.

Thanking you, I am  
Cordially yours,  
J. STUART BLACKTON,  
Chairman of the Board.

Miss Katharine Sherman, 1062 Ash street, left Winnetka Friday, August 13 to spend several weeks in the East. She will visit relatives in and around New York, Philadelphia and Washington.

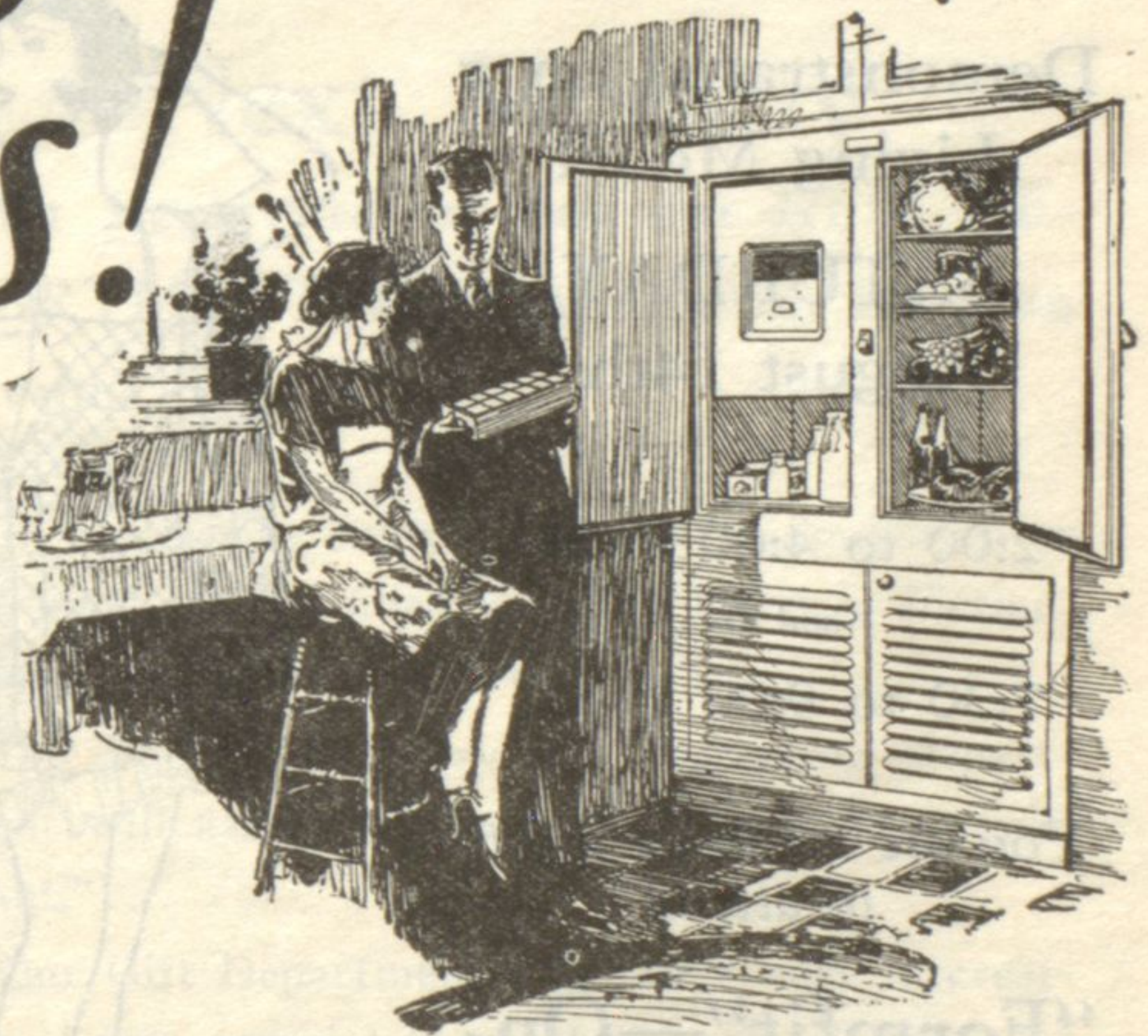
The Misses Suzanne and Cynthia Kohlsaar, daughters of Mr. and Mrs. E. C. Kohlsaar, 777 Bryant avenue, are planning to visit friends at Three Lakes, Wis. They will leave Winnetka the latter part of next week.

Summer Special  
Six Beautiful  
Photographs  
\$5.00

Eugene L. Ray  
Studio

615 DAVIS ST.  
Hoyburn Building  
EVANSTON  
Phone University 2238

# A Drastic Reduction in Frigidaire Prices!



These drastic price reductions affect both household and commercial models of Frigidaire. Whether you want Frigidaire for your home or place of business—whether you want one of the complete metal cabinet models or a mechanical unit for installation in your present ice-box—you can take advantage of new low prices that offer greater values than ever before.

Today, we announce a sweeping reduction in the prices of Frigidaire Electric Refrigerators

The tremendous volume of Frigidaire sales (greater than all other electric refrigerators combined), and a vastly increased production capacity, have resulted in economies that now put electric refrigeration within the reach of every home and store.

No other electric refrigerator could offer such value. No other offers you the guarantee of General Motors, the endorsement of 200,000 users, the proven dependability, long life and economical operation of Frigidaire, nor the easy payment plan of the General Motors Acceptance Corporation.

Price reductions are as much as \$90, including both the complete metal cabinet Frigidaire and Frigidaire units for ordinary ice-boxes. Come in today, or mail the coupon.

## Frigidaire

PRODUCTS OF GENERAL MOTORS

- STOVER CO., Display Room 313 N. Michigan Ave., (Bell Bldg.), Chicago, Ill. Tel.: Superior 5528.
- |   |                     |                |
|---|---------------------|----------------|
| 6706 Stony Island Ave. 1753 W. 95th, Chicago 139 South York St. Chicago, Ill. | Beverly 8422        | Elmhurst, Ill. |
| Midway 3819   | 956 Linden Ave.     | Elmhurst 994   |
| 5622 W. Madison   | Hubbard Woods, Ill. |                |
| Columbus 0448   | Winnetka 1512       |                |
| 725 Oak St.   | 469 Prospect Ave.   | 4 S. 5th Ave.  |
| Winnetka, Ill.  | Milwaukee, Wis.     | LaGrange, Ill. |
| Winnetka 122  | Lakeside 2055       | LaGrange 477   |

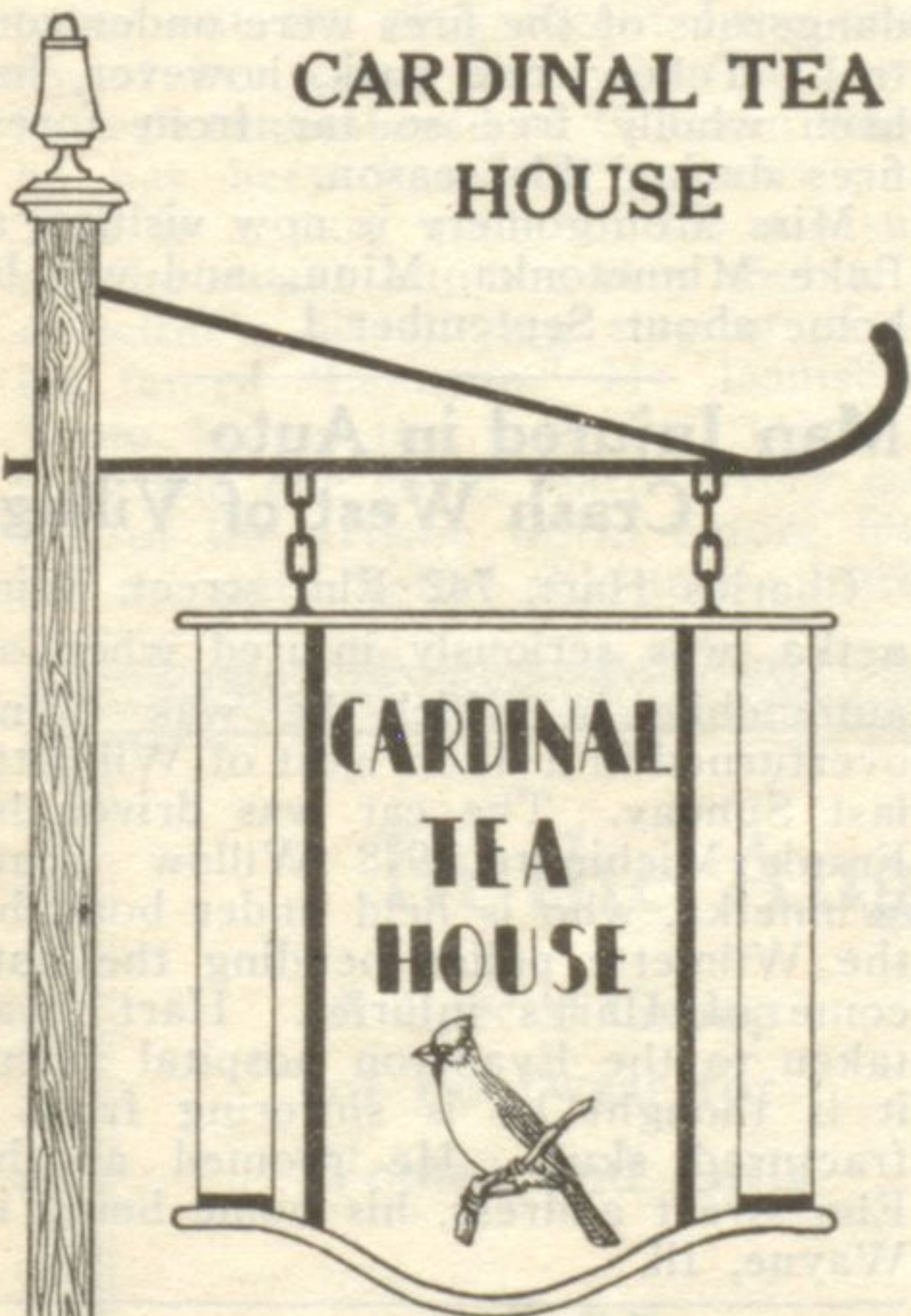
STOVER CO.  
313 N. Michigan Ave. Chicago, Ill.

Please send me complete information about Frigidaire and the new low Frigidaire prices.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

BE SURE IT IS A FRIGIDAIRE—PRODUCT OF GENERAL MOTORS

### CARDINAL TEA HOUSE



841 SPRUCE STREET  
(Just west of Center St.)  
Winnetka 2536

- Luncheon ..... 11:30 to 2:00
  - Special Plate Luncheon ..... 40 and 50 cents (A la carte)
  - Afternoon Tea and Refreshments ..... 3 to 5
  - Dinner, \$1.00 ..... 6 to 7:30
  - Sunday Dinner, \$1.25 12:30 to 3
- Special attention given to Luncheon and Bridge Parties