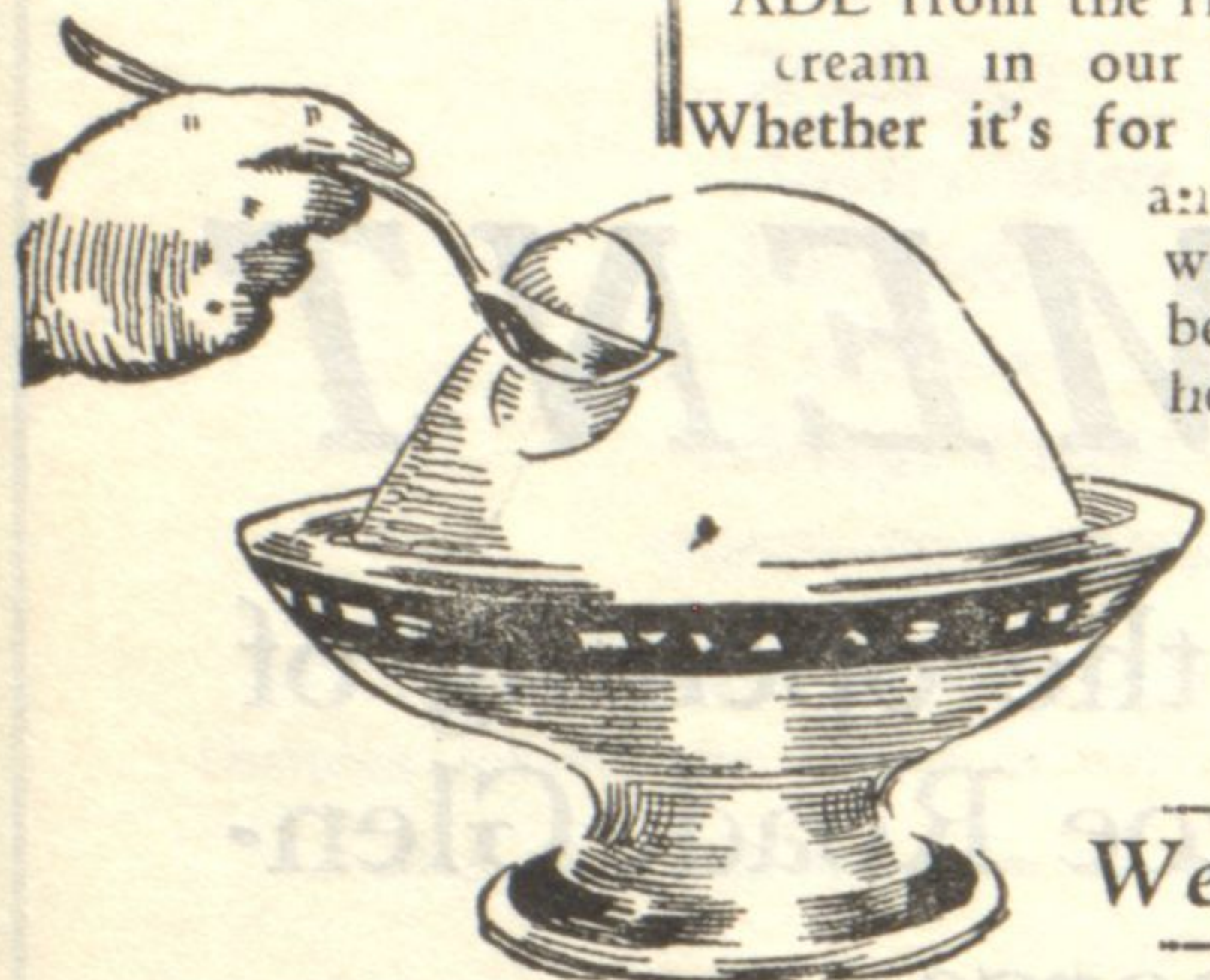




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PUBLIC FORUM

The Dream of the Breakers Beach club—

Americans are just learning a great lesson necessary to health and happiness—to play!

Our mechanistic age has taken toll—a toll revealed in the shorter lives of our business men. The constant grind, the nerve-racking clang of riveting hammers, the dust, the smoke, the breathing of unfiltered air—a part of modern, fast-moving, materialistic civilization—has resulted disastrously.

The adaptiveness of the American began to apply itself some years ago in the golf course. A new era—an athletic era—stalked to the center of the stage, commanding business men to consider that the life is not a success that considers only the bank account; that the spirit of play is the great curative for jangled nerves—play in the open.

But to get in the open from the far-flung confines of a great metropolitan city is no easy matter, and the price of reality has made prohibitive to thousands the healthful advantages of the open spaces.

Then out of the Golden West came the birth of a new idea—the Beach club.

Every health magazine, every health expert, every athlete has for years preached the importance of swimming, the practice of which calls into play the use of every muscle of the human body, bringing renewed vigor with resultant zest of appetite.

In the cities congestion on public beaches has caused the timid ones from good American families to hesitate to avail themselves of the oppor-

tunities afforded them in the public places.

Then California produced the idea of the Beach club—a club for the use of every member of the family, including the kiddies. A place to go where restrictions obtain as to the number and the standing of the members, where contact will be had with only worth-while American citizens. The idea was immediately accepted. Millions became invested in memberships for health and happiness afforded by these clubs, with their beautiful and majestic buildings and stretches of wonderful beach.

The idea swept over the continent to Chicago. The builders of the clubs found here a great beach, but it was limited as to possible ownership for bathing beach purposes. That Chicago, a city growing with a rapidity never before equalled in the history of civilization—a congested population—had a crying need for the services that could be rendered by beach clubs was patent to all. The outer-shore drive again eliminated the possibility of further opportunity for private bathing facilities.

On the beautiful north shore, between Wilmette and Kenilworth, on a high bluff over-looking a gorgeous expanse of white sanded beach, was found the ideal location. And here will be located the Breakers Beach club, whose majestic heights will over-look the far-flung blues of the Lake,—a splendid adventure in creative development under the skill of that outstanding architectural genius John Ebersson.

For new ideas we must have new definitions.

The definition of the idea is plainly expressed in the name of the Breakers Beach club. The idea involves the most modern, the most far-seeing method which has yet been found to preserve the right relation between

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