



AN "INTERIOR" PLANNED FOR A CORNER OF THE EL 'QUISTADOR CLUB LOBBY.

For El 'Quistador is not a "millionaire's dream". It is a mutual undertaking of people who want to enjoy life in simple, human ways, without making a great deal of fuss about it all.

The rates at the hotel will be reasonable, for it will be operated only for the profit of the membership. Operation estimates are based on rates of \$6 to \$8 per day, *American Plan*.

CONSERVATIVE estimates by responsible hotel managers place the annual gross income from Club properties sufficient to cause them to offer El 'Quistador \$60,000 a year net to lease the club hotel and pay all expenses including upkeep of the club grounds.

WHEN private enterprise offers to pay \$60,000 a year to operate the club properties for the club membership, it is proof of the fact that El 'Quistador is not only sound economically, but also a good club for the person who likes to enjoy a club's privileges without excessive cost.

THE hotel-clubhouse structure was designed by Zimmerman, Saxe and Zimmermann, architects, Chicago. Construction costs were checked by the Thompson Starrett Company, builders; equipment costs and furnishings by Col. C. G. Holden, President, Club Managers' Association of America.