

Invest Your Money in a Growing Industry

The North Shore Gas Company serves one of the most substantial and rapidly growing territories in America.

Many new industries and hundreds of modern homes are being erected each year in the North Shore district.

Each industry and each new home require gas service.

The growth of the North Shore Gas Company's business is sufficient to satisfy the most discriminating investor.

Let our representative tell you of the growth of our business and what its growth means to the investor.

North Shore Gas Co.

OPERATED BY WILLIAM A. BAEHR ORGANIZATION



WEEK-END TOURS BY NORTH SHORE MOTOR COACH

The North Shore Motor Coach route runs through an enchanting lake country. In the first stage of the trip you pass the rich rolling farmlands of Southern Wisconsin just west of Kenosha, in sight of numerous small lakes. The first big lake is Twin Lakes, an idyllic, tree-embowered sheet of blue, with cottages and hotels all around it. Then Powers Lake, which lures thousands of resorters to its banks each summer, for fishing, swimming and other water sports. And at the end of the journey, beautiful Lake Geneva, famous not only as a summer resort for the wealth of outdoor sports it offers, but of extraordinary interest to the tourist for the old-world beauty of its surroundings, dotted with the magnificent summer homes of Chicago and Milwaukee people.

Don't let the summer pass without taking a trip by North Shore Motor Coach. Take North Shore Train at Highland Park to Kenosha, where connection is made with fast motor coaches for Lake Geneva.

Chicago North Shore and Milwaukee Railroad Company

Highland Park
Ticket Office



Telephone
140

PROVISIONS OF NEW FISH LAW OUTLINED

MUST OBTAIN LICENSES

Details of Kinds of Game Protected During Certain Seasons, Dates of Which Given

If you are 21 years of age you will have to have a license to fish in the state of Illinois. If you are a resident of the state you will have to pay 50 cents for a license; if you live in some other state you will have to pay \$1.25.

If you are under 21 years of age you do not have to get a fishing license in this state. You can get your license to fish of the county, city and village clerks in Illinois. If you do not get a license and you are 21 years old you can be arrested and prosecuted. These are the provisions of the new fishing laws which went into effect July 1.

Must Have License

If you want to hunt in Illinois you must have a license. If you are a resident of the state your hunting license will cost you \$1. If you are not a resident of the state your hunting license will cost you \$10.50. If you are an alien, although you may live in Illinois, you cannot get a hunting license unless you have taken out your "first papers" of citizenship. A boy who is 16 years old can get a hunting license provided his parents give their consent that he shall have one.

Under the new fish laws it is illegal to catch bass between March 1 and June 5. No fisherman is allowed to take more than 10 black bass in a single day, and the fish must be at least 10 inches long. The last provision of the law will protect bass to the extent that there won't be many caught.

You cannot fish for buffalo, bullheads, carp, catfish and perch from April 15 to June 1. Buffalo must be 15 inches in length, bullheads must be six inches, carp must be 15 inches, catfish 13 inches and perch 10 inches. Pickerel and pike must be at least 15 inches in length.

Between November 1 and December you cannot fish for trout—but who would want to go fishing that time of the year, anyway? And trout weighing less than one and one-fourth pounds must be thrown back into the water.

Bullfrogs Also Protected

And bullfrogs, the lowly bullfrogs—they are to be protected. You cannot lure bullfrogs to grab your hook which is concealed by a piece of red flannel between the dates of April 1 and July without laying yourself liable to prosecution under the state laws. And if your bullfrog does not weigh at least one-fourth of a pound you will be prosecuted if you don't throw him back into the water.

All mussel shells not two inches in dimension must be thrown back into the river or creek. Clammers are allowed but one clamming boat and but one tow boat.

Turtles must be 10 inches in length or they must not be taken from the streams.

Licenses for fishing expire on December 31 of each year. So do licenses for hunting. You may get licenses to fish with a seine, dip net, fyke net, basket net and a gill net. The law provides the width of the meshes of these nets.

Mourning doves may be killed between September 1 and September 30. Not more than 15 may be bagged by one person in a day. Pheasants may be killed between August 10 and November 2. Not more than two may be killed by one person in one day. You can kill plovers at the rate of 15 a day per person, if you have good luck, between September 16 and December 1. Such hunter who has a license may kill three prairie chickens a day between November 10 and November 21.

Twelve quails may be killed by each hunter a day between November 10 and December 10.

ART PLAYS PART IN MANUFACTURE

Modern Merchandise Must Appeal to Eye as Well as Give Value in Use

If the motor car manufacturer is to sell his automobile, it emphatically must be more than a means of transportation. Its ability to take us from here to there is not enough. It may have the best motor in the world, the best system of lubrication, the staunchest frame; it may travel a hundred miles on a pint of kerosene, and steer with but the pressure of a little finger—yet, if it looks like a mid-Victorian stage-coach, our friend the manufacturer will never be able to merchandise it. It must look well. It must appeal to our artistic sense.

Thus we see the close tie-up between art and business. There is almost no material produce of industry and business which, when it is ultimately presented to the consumer in its finished state, will sell unless it possesses an appeal to the artistic sense of that consumer. Art, in some manner or other, is indissolubly connected with every human activity.

The modern manufacturer knows that if his goods are to sell they must appeal to the consumer's eye, to his artistic sense. The shoes we wear are designed to incorporate a bit of beauty. Their color, their texture, their contour must all satisfy that spark of appreciation within us.

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