

# Illinois Chain O'Lakes Park Association

To Make "Chicago  
the Sports Capital  
of America"

## Illinois Chain O'Lakes Park INTRODUCTORY

Ideas are expressions of God, but only as they are molded in concrete do they become living and useful things.

The present-day idealist who gets anywhere is the man or woman who blends the spirit of unselfish service with the ideal.

This organization will assemble into a concrete reality one of the most splendid ideals for recreation, amusement, agriculture welfare and live stock for Chicago and the nation ever dreamed of in this or any other country.

Visualize, if you please, a living panorama of every out-and-in-door recreation, amusement and sport, modern and ancient, all incorporated within a gigantic working exhibit of agriculture, horticulture, stock husbandry, fisheries, wild and domestic animals, out-door sanitarium, with a multitude of educational features for boys and girls, all assembled on a tract of land 5200 acres in extent, with splendid natural resources of land, water, timber and sites for summer homes; and all within easy access of Chicago by motor or rail; and all planned for the public and to be operated on democratic principles; and you have a colossal enterprise for Chicago, which can be made the sport capital, and agricultural and livestock hub of the United States.

The plan for holding public live stock sales of pedigreed animals for individual breeders or associations will concentrate at the Illinois Chain O'Lakes Park a large percentage of all public sales of live stock, now held in the country. The plans for developing this monumental enterprise, including permanent clubs and club houses for each branch of sports, with ample acreage for each and for permanent exhibits of all wild and domestic animals, with proper housing and acreage, and club houses for the organizations interested, are complete, comprehensive and thoroughly practical.

The management of this vast ideal enterprise will be vested in a board of directors organized under the laws of Illinois.

The directors will select a staff of paid expert managers who will be administrative officers and who will co-operate with the various committees in charge of activities.

The revenue from the sale of memberships and 3000 lots for summer homes will be over four million dollars, and will all go into the purchase of the land and the development work.

The heavy revenue from the operation of the entire enterprise will all be used in its operation and to create a reserve fund.

National and international sport meets will eventually lead to many annual sport conventions at the Park, where accommodations will be provided.

Farm and other organizations interested in the activities will naturally follow with their conventions.

It will be a veritable center of sports, amusements, agriculture and educational activities the year round.

The whole scheme is an ideal of magnificent proportions, and Chicago will respond with support commensurate with the spirit of "I Will," which dominates the mind and heart of every loyal citizen who is proud of the capital of the inland empire of America.

# Association

CHARTERED BY STATE OF ILLINOIS

(Not for Profit)

General Offices 1106 Putnam Building, Chicago, Ill.

Telephone, State 5814

### OFFICERS

Robert J. Evans ..... President  
Lyle W. Funk ..... First Vice President  
Otto A. Brinner ..... Second Vice President  
Julian T. Fitzgerald ..... Treasurer  
E. H. Baumgarten ..... Secretary  
McKenzie Cleland ..... General Counsel

### DIRECTORS

Robert J. Evans ..... W. W. Burch  
Otto A. Brinner ..... Julian T. Fitzgerald  
E. H. Baumgarten ..... A. B. Hult  
C. C. Featherly ..... John P. Beyerlein  
Lyle W. Funk ..... T. B. Wadleigh

The above Officers and Board of Directors were elected to serve until the first annual meeting, which is to be held the second Tuesday in February.

### Object

To develop 5,300 acres of land, water and woods into

### A Colossal Playground for Chicago

where recreation, in and outdoor summer and winter sports and practical welfare work can be conducted under ideal environments.

### For the Common Good

To develop a unique live stock and agricultural center that will

### Link Together City and Country

To establish a large, permanent working exhibit of all classes of livestock, pet stock, wild and domestic fowl and fur bearing animals.

To furnish accommodations for the public sale of pure bred animals.

To establish a series of unique live stock fairs, the details of which will be given later.

### Accommodations

Hotels, lunch parlors, club houses and assembly halls for sports and other conventions are planned.

### Financing

will be done through the sale of life and associate memberships, donations and the income from public sporting events. The land is under option at farm land prices and will be purchased and developed in units.

### Location

50 miles from Chicago, in Lake and McHenry Counties—a delightful short trip by motor or rail.

Has a water frontage of three miles on Fox River and Grass Lake, which is the connecting link in the chain of water composed of Marie, Bluff, Catherine and Channel Lake on the north, Fox, Petite, Nippersink and Pistakee Lakes on the south, with Fox River as an outlet to the Illinois River at Ottawa, Ill., thus providing water transportation to all points on the Illinois River and its tributaries.

Hundreds of acres of beautiful timber are scattered through the tract. Sixty-three miles of shoreline in this vicinity afford splendid opportunities for camping and out of door recreation.

Some of the hills have an elevation 350 feet above the water level of Lake Michigan. The rivers, lakes, forests, hills, valleys and open fields make it the greatest natural park near Chicago or in Illinois.

Remember, there are 52 lakes in Lake County alone.

### The Lotus Beds

covering over 500 acres, are in this and adjoining property. Nowhere in the world are these lotus beds rivalled in beauty, and it is doubtful if any country has a larger bed of these glorious water flowers.

### Golf Features

The plans cover the largest golf course in the world, and nowhere is the land better adapted for this purpose, says Mr. M. H. West, President of the American Park Builders Association.

The Chain O'Lakes Park is a paradise for aquatic sports, duck hunting and fishing.

### RECREATION, ATHLETIC AND AMUSEMENT DIVISION

- |                |                    |                     |                     |
|----------------|--------------------|---------------------|---------------------|
| Archery        | Chariot Racing     | Horse Racing        | Roller Skating      |
| Aquatic Sports | Croquet            | Horse Back Riding   | Roque               |
| Automobile     | Curling            | Horse Shoe Pitching | Rowing              |
| Aviation       | Dog Racing         | Ice Skating         | Shooting            |
| Baseball       | Fencing            | Indoor Sports       | Soccer              |
| Basketball     | Field-Track Sports | LaCrosse            | Swimming            |
| Bathing        | Fly Casting        | Moving Pictures     | Tennis              |
| Bicycling      | Football           | Motor Boating       | Theatrical Features |
| Billiards      | Golf               | Music               | Trap Shooting       |
| Boxing         | Gymnasium          | Pigeon Flying       | Wrestling           |
| Cricket        | Handball           | Polo                | Yachting            |
|                | Hockey             |                     |                     |

### LIVE STOCK AND AGRICULTURE DIVISION

- |         |           |                     |
|---------|-----------|---------------------|
| Goats   | Pigeons   | Fur Bearing Animals |
| Swine   | Dogs      | Game Birds and      |
| Poultry | Pet Stock | Water Fowl          |

### EDUCATION AND WELFARE DIVISION

- |                               |                    |                     |                     |
|-------------------------------|--------------------|---------------------|---------------------|
| Visual Education              | Bee Culture        | Dairying            | Forestry            |
| Boys' and Girls' Welfare Work | Veterinary Science | Agriculture         | Open Air Sanitarium |
| Gardening                     | Horticulture       | Song-Ornament Birds | Fish Propagation    |
|                               | Floriculture       | Manual Training     | Radio               |

### Advantages of Membership

are free access to the park at all times and special rates for hotel accommodations, refreshments, hire of tents, boats, automobiles, riding horses, dancing, bowling, billiards, theatres, and special admission rates for all public sporting events.

### Life Members

can vote at the annual meetings for the election of officers and for the board of directors.

Prices for life memberships are:			
Series.....	1 of 1000 @ \$100 each	Series.....	12 of 200 @ \$375 each
Series.....	2 of 200 @ 125 each	Series.....	13 of 200 @ 400 each
Series.....	3 of 200 @ 150 each	Series.....	14 of 200 @ 425 each
Series.....	4 of 200 @ 175 each	Series.....	15 of 200 @ 450 each
Series.....	5 of 200 @ 200 each	Series.....	16 of 200 @ 475 each
Series.....	6 of 200 @ 225 each	Series.....	17 of 200 @ 500 each
Series.....	7 of 200 @ 250 each	Series.....	18 of 200 @ 525 each
Series.....	8 of 200 @ 275 each	Series.....	19 of 200 @ 550 each
Series.....	9 of 200 @ 300 each	Series.....	20 of 200 @ 575 each
Series.....	10 of 200 @ 325 each	Series.....	21 of 200 @ 600 each
Series.....	11 of 200 @ 350 each	Series.....	22 of 200 @ 625 each

LIFE MEMBERS PAY NO DUES OR ASSESSMENTS

### Associate Members

have all the privileges extended to life members except voting. In other words, they do not have a voice in the management of Association affairs. The first 1,000 memberships at \$25.00, with annual dues of \$12.00.

Send check for Membership today

## The Illinois Chain O'Lakes Park Assn.

Rm. 1106, 10 N. Clark Street,  
Chicago, Illinois

Dated..... 1924

I hereby make application for a  
Membership in your Association, and am remitting the  
sum of \$..... made payable to Julian T.  
Fitzgerald, Treasurer, to pay for same should this applica-  
tion be accepted.

Name.....  
Address.....  
City..... State.....  
Occupation.....  
Telephone.....

The Management of every recreation, sport, amusement, livestock and welfare feature will be vested in committees, with well known experts at the head of each committee.

### CHAIRMEN OF COMMITTEES

(More to be Named)

- |                       |  |
|-----------------------|--|
| Agriculture           | E. C. Durst, Urban, Ill.                       |
| Amusement Feature     | Thomas E. Bourke, Dor. 7140                    |
| Auditing              | Fred Papanbrook, Austin 4885                   |
| Automobiles           | Harry B. Vested, Boulevard 8472                |
| Aviation              | Maj. M. L. Bromberg, Harrison 2238             |
| Baseball              | John T. Powers, Main 3411                      |
| Basketball            | Geo. H. Heckler, Wabash 6900                   |
| Billiards             | T. B. Wadleigh, Wabash 7060                    |
| Bird Breeders         | Wm. Anton, State 5814                          |
| Buildings             | W. W. Levin, Yards 5000                        |
| Bowling               | E. H. Baumgarten, Boulevard 8800               |
| Boys' and Girls' Club | E. A. Noble, Central 2385                      |
| Beef Cattle Breeders  | J. L. Tormey, Madison, Wis.                    |
| Concessions           | C. C. Featherly, State 5814                    |
| Dairy Cattle Breeder  | D. J. B. Kleinhanz, Herbster, Wis. Drexel 3712 |
| Dancing               | Wm. J. Aston, Fairfax 3075                     |
| Dog Breeders          | Alex H. Stewart, Central 3978                  |

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|------------------------|-----------------------------------|
| Engineering            | M. H. West, Superior 8552         |
| Etomologist            | Myron M. Brookman, Dearborn 2120  |
| Field Events           | Julian T. Fitzgerald, Humb. 0121  |
| Fish Propagation       | Lester E. Lee, State 5457         |
| Finance                | Lyle W. Funk, Bloomington, Ill.   |
| Fly Casters            | George G. Chatt, Wentworth 2429   |
| Forestry               | C. L. May, Randolph 1604          |
| Goat Breeders          | Wm. L. Tewart, Vincennes, Ind.    |
| Golf                   | J. G. Reilly, Kenwood 1340        |
| Handball               | Chas. F. Smith, Boulevard 0146    |
| Hockey                 | Stephen R. McPhee, Harrison 1385  |
| Horticulture           | E. L. Clavey, Highland Park, Ill. |
| Horse Breeders         | Ellis McFarland, Yards 0001       |
| Horse Racing           | George E. Mason, Yards 1062       |
| Hotels and Restaurants | James Galbough, Central 0082      |
| Indoor Sports          | Joseph M. Coffey, Central 0082    |
| Insurance and Taxes    | Wm. I. Snow, Dor. 4691            |
| Local Affairs          | Walter Carey, Wilmet, Wis.        |
| Manual Training        | H. E. Barbor, Yards 1914          |
| Motor Boating          | Everett Hunter, McHenry Ill.      |

Why! Oh, Why!  
Not Have the "Olympian  
Games for Chi?"

## The Illinois Chain O'Lakes Park Assn. ADVERTISING CAMPAIGN FOR 1924

Because of the size of the Park to be created and the necessity for selling a large number of Memberships and resident building lots in order to finance the enterprise, it is absolutely necessary for the Association to conduct an extensive advertising campaign, as a purely business proposition.

A plan for this campaign has been worked out and adopted; and we want to acquaint the people living in these two counties where this Park is to be located with the facts.

### THE PLAN

Is to run a full page advertisement for three times during February and March in each of the Chicago Dailies—The News, Post, Tribune, Examiner, Herald, Journal and Journal of Commerce. These full page advertisements to be followed with smaller and less expensive ones during the Spring, Summer and Fall of 1924, as the needs may appear to dictate.

### FOR THE COUNTRY NEWSPAPER

Then give every newspaper publisher in Lake and McHenry Counties a full page advertisement for four times during February and March, with an eight-inch double column advertisement each week until January 1, 1925.

### SPORT AND FARM PAPERS

Because of what is planned for the Park, it is the present purpose to patronize the Sport, Live Stock and Farm papers liberally.

### LARGE BILL BOARDS

It is also the plan to let a contract for a large number of big billboards 6x16 feet square, to be located along the highways, and at the road crossings, on which to carry our advertisements.

### SMALLER BILL BOARDS

Then place smaller boards about 3x5 feet on or along all roads, within fifty miles of the Park on which to post bills that will contain the program for the coming week and below have directions of how to reach the Park.

### MAKING THE START

It was decided to wait until after the Holidays to open this campaign on the theory that if it is conducted during February and March, that it would receive more attention from those who ordinarily go to the country for their outings. The time has arrived to begin operation.

### THE COPY OF THE ADVERTISEMENT ALREADY SENT YOU

We will mail you a copy of the advertisement we are going to run in the Chicago Dailies at a very early date, which we assume you will read carefully and note that we have tried to so word it as to advertise the entire Chain O'Lakes Region as well as our own location and our plans.

### AIDING THOSE WHO ARE NOW THERE

While we can sell every inch of the advertising space to large advertisers among our friends in Chicago, we have adopted a plan which is based upon the theory that the enterprising business men of the two Counties want to see this Park proposition go through to such an extent that many of them will join the Association. For this class we are making a special proposition, which is here outlined under the next heading.

### THE DIRECTORY OF TRUE BUSINESS MEN

We plan a properly classified Directory to contain one or more names and addresses of men engaged in each legitimate vocation in every town and resort in the two Counties to run in all three issues of these papers named, a combined circulation of 2,000,000 per week or \$600,000 for the period, on the theory that as these advertisements will appear from now until the season opens up, it will get these men's names and addresses under proper classification before prospective patrons, at just the right time to bring them splendid result.

### THE CONDITIONS

To every man who makes application for a life membership and remits \$100.00, or an application for an associate membership and remits \$25.00 to pay for them, we will place his name and address under proper classification in this Advertisement, to appear in each of these papers three times, absolutely free of additional cost to him, and give him the membership he pays for.

### LOCAL REPRESENTATIVES

All Publishers of Newspapers, Bankers, Real Estate Dealers, Grocery Dealers, Hardware Dealers, Hotels, Resorts, Theatres, Lawyers, Doctors, Auto Dealers, Garages, Auto Accessories Stores and Manufacturers generally, Breeders of Pure Bred Horses, Cattle, Hogs, Sheep, Poultry, Dogs and Pet Stock should be represented in this Directory.

### Our Guarantee

First of all, there is not a mercenary motive actuating any man's connection with this enterprise.

There is no promotion profit going to anyone.

Every membership sold is for cash, which goes into the Treasury, to be used for the purchase of the land and its development or operation.

The land in question is being purchased at farm land prices. Not one dollar was paid to anyone for securing these options, which were signed over to this Association without consideration to the men who devoted their time and energies in securing them.

H. P. 782-M  
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