

# North Shore Cemetery

is now the finest landscape garden Cemetery in America. It has the most beautiful and imposing CEMETERY ENTRANCE in the country. This majestic portal will stand as long as the pyramids of Egypt.

Its DRIVEWAYS of white macadam will last as long as the old Roman roads.

Its DRAINAGE system is perfect.

Its LOCATION on the Waukegan concrete road, five miles north of Lake Forest and one mile west of North Chicago on the divide between the Mississippi and St. Lawrence river basins, is ideal.

It is NOT LOCATED within or on the boundary of a large city, where it would be sure to be destroyed within a generation or two, but in a charming country far removed from the city's din and dirt and where it always will be a beautiful garden place of rest.

It is the ONLY Cemetery which deposits with the trustee of the PERPETUAL CARE FUND the name of each lot owner, the number of his lot and the Section in which it is located in order that any lot owner may "check up" on the representations of the management regarding this extremely important feature.

It is the only Cemetery in Illinois which has provided for a continuous and ample income from a PERPETUAL CARE FUND of 50 cents per square foot (\$17,000 per acre) for each and every lot sold from the first lot to the last one, said fund always to be in

possession of a trustee, no portion of which, except the income, to be subject to withdrawal by the corporation. The unencumbered assets of MODERN CEMETERY AND MAUSOLEUM COMPANY now amount to upwards of A MILLION DOLLARS at extremely conservative valuations, and every dollar of its resources is pledged to the literal fulfillment of this program of Perpetual Care which is PERPETUAL CARE and not mere talk as is the case with some other places of human interment.

It is ONE CEMETERY the management of which does not talk in hazy generalities, and does not make evasive replies to questions concerning its "Perpetual Care Fund." There is as much lying and swindling and fraud practiced in selling out places for the burial of the dead as in any other line of activity, and the liars and swindlers keep out of jail because people do not investigate before buying. Some men who promote and manage such places find it expedient not to use their names in the newspapers nor on a single scrap of paper issuing from their offices.

NORTH SHORE CEMETERY has upwards of 40 varieties of beautiful trees and evergreens and an equal number of blooming shrubs, more varieties than any other American Cemetery.

The Roses of NORTH SHORE CEMETERY give inestimable delight to visitors from June to late October and this year hundreds were in bloom after November 1st.

The early LOT OWNERS could now sell their lots for three times the prices paid, and similar advances will be realized on those now being purchased.

NORTH SHORE CEMETERY has lot owners in, and has had funerals from, various portions of Chicago—even from South Chicago and Cicero—and from every North Shore town and village from Evanston to Milwaukee.

NORTH SHORE CEMETERY has had transfers from 12 cemeteries—one indication of the approval of the people of our territory.

Plans for an ADMINISTRATION BUILDING of classic architecture are now being prepared. The first unit of a first class GREENHOUSE range—75 feet by 36 feet—is now being erected for the accommodation of its patrons.

NORTH SHORE CEMETERY NURSERIES have upwards of 40,000 trees, shrubs and evergreens for transplanting to the Cemetery and for sale.

For further information, prices and a view of this extreme opposite of a temporary "grave-yard," also for a look at our unequalled record books, we suggest a visit to our office. We send autos free to R. R. stations at North Chicago for all who come by train, upon receipt of telephone call, North Chicago 1067.

Before buying a cemetery lot insist on being shown the facts about "perpetual care fund" claimed, consider location as to permanency and compare landscape work before going ahead.

## Modern Cemetery and Mausoleum Co.

North Chicago, Illinois

JOHN WESTERN, President  
DR. L. B. JOLLEY, Vice President

WM. R. DALZIEL, (President of Lake County State Bank), Treasurer  
MABEL CHOPE, Secretary

Judging from the advertising of another company it is trying to steal the name "NORTH SHORE CEMETERY," but nobody respects a thief or approves of an attempted theft.

### ESSAY CONTEST ON TRAFFIC PROBLEMS

IS FOR SCHOOL CHILDREN

Cash Prizes and Others To Be Given in Each State By Highway Education Board Plan

Can children solve the traffic problem? In connection with the fourth national educational campaign announced recently by the Highway Education Board, American school children are to be given an opportunity to answer the vexing question that now engages the attention of the best engineering minds of the country.

Cash Prizes. The announcement offers more than \$6,500 in cash prizes and medals to elementary school pupils and elementary school teachers who submit the best essays and the best lessons in the 1924 national essay and national lesson contests. Officials of the Board are not optimistic enough to believe, it is said, that any final solution will come from the essays by children, but it is believed that a nation-wide consideration of the traffic problem will have a beneficial effect in reducing the number of accidents and fatalities on streets and highways.

The basic principle of the contest is to train children in careful conduct on streets and highways and to impress upon them a sense of personal responsibility. This contest is the fourth consecutive competition conducted under the auspices of the Board, approximately one million, two hundred thousand pupils, an average of at least 400,000 annually, having participated in the three preceding contests.

Who Are Eligible. All pupils of the fifth, sixth, seventh and eighth grades are eligible to compete, whether attending public, private or parochial schools. Four hundred and eighty-eight checks and as many medals will be given for the best state essays, while three national prizes will be awarded for the three essays chosen as the best of all those to be written throughout the nation. The first national prize is a gold watch and a trip to Washington, with all expenses paid. The second and third state prizes are gold watches of relative value.

Posters and folders containing detailed information concerning the contests are being sent to all schools throughout the country, as well as to Alaska, Hawaii, Porto Rico, the Philippines and the Canal Zone. Individual requests will be promptly answered if addressed to the High-

way Education Board, Willard Building, Washington, D. C.

### YOUNG GIRL ARTIST ATTRACTS ATTENTION

Drawings of Pamela Bianco Are Given Wide Publicity By Newspapers

The drawings of a sixteen year old girl have been the subject of much enthusiastic comment in the art magazines and art columns of the newspapers during the past year. Pamela Bianco, when only four years old, began to draw. Her work was so definite in intention and so precise in execution that Picasso, a sophisticated artist of many years experience, upon a visit to her father in Paris, expressed amazement. Since then she has gone on, and unlike many child prodigies who afterwards never fulfilled their early promise, Pamela Bianco Bianco has developed into a genuine artist with a personal note of real distinction.

In 1921, when fourteen years of age, she came to America and made her home in New Jersey. The New American landscape, different from that of her European homeland, became the subject of her expression. In her later work one writer says that "she has stepped across the border of childhood, seeing still with the clear untroubled vision of the youthful dreamer, but begins now to feel the deeper rhythm of life." The Art Institute has just been presented with eight lithographs showing the work of this remarkable girl and they have been hung in the first gallery of the print room on the main floor. They are the gift of Robert Allerton.

### MANY PUPILS ARE ENTERED LOCALLY

In Better Home Lighting Contest, Says Report From Committees

The number of pupils entered for the Better Home Lighting contest is approximately eighty percent of the total eligible to register for the contest.

Some schools are making the contest part of the school curriculum. Physics and English classes find that the contest can be co-ordinated with these subjects.

Highland Park and vicinity has approximately 400 contestants registered from a total of 4 schools.

All contestants have the \$15,000 model home as their aim and that prize with the scholarships, radio sets, watches and other prizes for which local contestants are eligible to compete has helped to stimulate this unusual interest.

Due to the fact that the number of contestants who have registered far

exceeds the estimated number, some delay has been experienced in obtaining home lighting primers. A sufficient supply has now been received and all contestants will be supplied. The official closing time has been extended to the 15th of November to give the contestants receiving their primers late a chance to finish in plenty of time.

### LIVESTOCK EXHIBIT TO EXCEED RECORDS

Annual International Exhibition To Be in Chicago Nov. 29-Dec. 6

The management of the International Live Stock exposition is making great preparations for the staging of the quarter-centennial celebration of this world-famous educational institution at the Chicago Union stock yards, November 29th to December 6th. From advance indications, this will be the largest gathering of the agricultural interests of America ever brought together and many special occasions will mark this history-making event. Every one interested in any way in the basic industry should make a special effort to attend this great round-up of the agrarian resources of the continent and enjoy a week of pleasure and profit at the metropolis.

In commemoration of the importance of this event, congress, by special act, has authorized the United States department of Agriculture to award official medals to all winners of first prizes and championships in the live stock competitions at the coming show. The department itself will fill an entire exhibit hall with a display of its various lines of activity. President Coolidge and other high government officials are expected to be present during the exposition.

The International Live Stock exposition will be "international" in character as well as in name. In addition to the Canadian exhibits and delegations, several foreign countries are expected to be represented. Three famous live stock judges are coming from Great Britain and one from the Argentine to act as arbiters in the various contests among breeders and feeders.

Brilliant evening entertainments will be held each night in the arena, featuring a society horse show and a program of exciting and entertaining events. There will be something of interest and value during the international for every member of the family, both urban and rural dwellers. Reduced railroad rates will be in effect during the week of the show.

## Here's An Exceptional Opportunity

We are now offering the people of the North Shore (one of the richest as well as one of the most rapidly growing communities in the United States) a chance to subscribe for the 7% Preferred Shares of the thriving Company.

This is practically a guaranteed investment and we will place it in your hands for \$100.00 per share, either for cash or on a very attractive payment plan.

This investment is paying 13 1/4% quarterly.

It is exempt from the Normal Federal Income Tax and free of personal property tax when held by residents of Illinois.

Can you afford to pass up this chance to put your surplus funds or your savings in a perfectly safe investment at an exceptionally high rate of income?

Think this over and then let us talk it over with you.

Send us your address on the attached coupon and our representative will call and give you details.

It will cost you nothing.

#### COUPON

Without obligating me in any way please have your representative call on me regarding your 7% investment.

Name \_\_\_\_\_

Address \_\_\_\_\_

## North Shore Gas Company