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The Most Beautiful

in America



THURSDAY, FEBRUARY 25, 1926

Litchfield has one abiding glory, started back in '57 in a small way by Ray Schalk. It is that railroad crossroads, down H. H. Beach and D. W. Amsden. They in Illinois, where Ray Schalk was had an idea. born, bred and bruised. Up and down That idea was that coal came, up out the land, wherever the jargon of base- of the mines entirely too slowly. They ball is understood, the names of Ray thought that if a high-speed hoisting

ing praise-banker, baker and barber methods. -words of fulsome praise for the lo- The company today employs 125 cal sandlotter who became a bright, men and is progressing. It makes a fixed star in the baseball galaxy.

Rise Was Rapid For the world knows that Ray came electric hoist to its output. out of Litchfield undersized, utterly boyish, and in a span of time so short. Litchfield has also grabbed as to be startling, etched his name vitamin and put it to work. The the box car. The man raised the

his magic way with the pill. That a mixture of egg-yolk and milk, the two Lincolns waiting for him. The was way back, way back when the only product of its kind, I was told, dealer hurried around, raised the White Sox's could not run the bases in the whole wide world.

On the day Ray was offered for sacrifice, main string catchers being in temporary ruin, a wise old pitcher, one cars; dressed poultry, there were eight Fords and four Linguistics. foreboding evil, called Ray to him and seven cars. The Illinois State Poultry colns awaiting him. He mortgaged began well-meant personal advice on show was held in Litchfield on Jan- his home, borrowed all he could at the what-to-do. At which Ray looked the uary 6-10. It brought out about 2,veteran hero in his surprised eye and 500 birds, breaking all records. The

"You pitch, I'll catch." smarting, burned 'em over that day grade poultry industry. and Ray took 'em, one and all, with ease and facility which amazed the artist of twist. Such was the arrival of Ray Schalk, for years the fastest of baseball targets.

Where Is Litchfield Where is Litchfield? What is Litchfield? And why? Fair questions all. For Litchfield does not appear in the federal list of forty-four towns in

Illinois having a population of more than 10,000 in 1925. Litchfield is fifty-one miles northeast of East St. Louis. It has a pop- goes to many men in many lands who ulation of about 8,000. It is on the feel the need of bright and cheery direct highroad of railway traffic be- thoughts or perhaps words that sting tween East St. Louis and Chicago, the a two greatest railroad centers in the

Unted States. When you look over Litchfield's flock of railroads you find one thing about them that is unusual. The tracks of three of these railroads run

towns every which-way. start to lay out an orderly city for lights. homes and industries. Altogether Litchfield has among its rail lines the pay dividends. Litchfield, at night, Wabash, Illinois Central, Big Four and Burlington routes: also, as lesser factors the Litchfield & Madison road and an interurban operated by the Minois, Light' & Power Corporation.

Growing Industries Litchfield's growing industries few months ago put such demands upon its water supply that something had to be done. So last May a waterworks system meaning an immediate outlay of \$300,000 was begun. Under existing laws many Illinois towns are finding difficulty in getting enough

money for needed improvements.

The method in Litchfield was to organize a Citizens' Waterworks company and sell stock in it. All of the stock was sold locally. By damming up a "bottle-neck" in a creek just out of town a reservoir was formed. The lake holds about 300,000,000 gallons. As Litchfield, industries and all, uses about 1,200,000 gallons a day that's a reserve supply for nearly a year. It is strictly a reserve supply as water will be used from it only as necessary to augment the established source of

Sixty-Acre Lake

This lake covers sixty acres, is fifty-seven feet deep at its deepest and the dam is sixty feet high. They told me in Litchfield that this is the highest dam in Illinois. Litchfield's total water project, as planned, will cost about \$600,000 when completed

Among Litchfield's chief industries is a plant of the American Radiator ·Co. It represents an investment of about \$500,000, the third largest plant in the corporation's system, and employs 600 workmen. The plant has been enlarged within the year with an \$80,000 unit which increased its capacity about fifteen per cent. It's weekly payroll is about \$20,000 and its freight bill to railroads run from \$12,000 to \$20,000 a month.

Here also is a plant in the great string of factories belonging to the Brown Shoe company. It is employing . 642 people. An addition costing \$185,000 was completed in 1925 which increased the working force about thirty per cent. The total plant investment in Litchfield is about \$1,-000,000, the weekly payroll about \$12,-000 and the shoe output about 4,000

pairs a day. I cite these facts to show that industries in these Illinois towns are growing, developing, progressing. The story of shoes in Illinois is a great industrial romance.

Shoe Making In Illinois Thirty years ago almost all of the shoes worn in Illinois were made in the east, mostly in Massachusetts. Shoemaking began to get a start in Illinois about 1900. 'The industry

grew swiftly. There are approximate-

ly seventy shoe factories in Illinois

today and they make about 20,000,- blackness. There is a movement on 000 pairs of shoes a year worth close foot for better lighting and brighter to \$45,000,000 wholesale. It is esti- store windows. mated that Illinois' shoe factories em- Litchfield is just at that stage ploy about 11,000 workers.

Schalk and Litchfield are indelibly machine could be made to displace the They Came Too Fast, But He old slow-motion engines that it would When you get to Litchfield, where be a boon to the mining industry. So Ray's proud old dad officiates at the they made one. That engine is cred-Elks, they'll scatter words of endur- ited with revolutionizing coal hoisting

considerable line of mining equipment and has added, for more speed, an

Milk and Eggs alongside the names of the baseball Litchfield Creamery company is put-

oiggest show hitherto was 1,700 birds, and asked him to come and see her Selection of Litchfield shows that it husband who, she said, was having History is that the told pitcher, is recognized as a center for a high-

Home of Sunshine Litchfield is also the home of San-That is a publication described "a pocket magazine of inspira-

tion." It says things like this: "Vicious Thoughts Chisel Deep Wrinkles." And this: "Emulate the Sun-dial whose

motto reads, I record none but hours of sunshine'." Sunshine contains little sermons and is soothing, like a prayer. It

bit to stir them, such as: "After twenty years Rip Van Winkle waked up; some never

Poor Lighting If I may be pardoned for saying so,

Litchfield has one immediate lesson the entire length of the city side-by- to learn. When you get off a train side. Usually railroads go through there at night it looks more like a village of 1,500 than a city of 8,000. That is a rather impressive thing | The reason-it seemingly has not disand a bit important, too, when you covered the value of investment in

Good street lighting, towns tell me, is dark and drear. It folds itself into

where it is a town afflicted with grow-That's what the shoe industry has ing pains, a place that is meither vildeveloped into in the last twenty-five lage or city. It is passing through a period of problems. But it is mak-We also find in Litchfield the Litch- ing progress. Even though it may field Foundry & Machine Co. It was never yield up to the world another

> THIS FORD AGENT REACHED HIS LIMIT

Kept Ahead Awhile; Couldn't Sell Muscle Shoals

Merle Thorpe in Nation Business Magazine writes:

A man at a cross-road town took on the Ford agency. Shortly after he was notified by the railway station agent that there were two Fords and a Lincoln there, and would he please get the money and take them out of money and worked hard and sold the Some scout had learned of Ray and Vive. It is to be sold as a super-milk, him that there were four Fords and money, not without some difficulty and on their hands, so to speak, and win This plant consumes about \$800 proceeded with fear and trepidation pennants. And this story is told: worth of milk a day. Litchfield's on the sale of the new consignment. called up the doctor a day of two later

"What are his symptoms " said the "Well, he is terrible nervous and "What does he say?" said the doc-

"He keeps repeating over and over again," she replied, "I can't sell Muscle Shoals, I can't sell Muscle Shoals."

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★ HOLIDAY SERVICE — On Christmas, New Year's, Memorial Day, July Fourth, Labor Day and Thanksgiving, SUNDAY SCHEDULES will be in effect. WEEK-DAY trains indicated by a ★ will also be operated on the above holidays.

Effective February 12, 1926-Subject to change

Very Interesting Letter

To Lot-Owners of

NORTH SHORE CEMETERY

Because this letter is of important interest to the public of the North Shore district, it is given general publicity, by request (First and Second installments were published in last two issues of this paper) (The last installment closed in the middle of the paragraph concerning "Perpetual Care") (Third Installment)

NORTH SHORE CEMETERY

Owned and Managed by

Perpetuity secured by Ample Fund on Deposit with

Landscape Garden Cemetery MODERN CEMETERY and MAUSOLEUM COMPANY Chicago Title & Trust Co. JOHN WESTERN, President

MABEL E. CHOPE, Secretary NORTH CHICAGO - ILLINOIS

The undersigned, when called out for some remarks on this subject at a meeting of the managers of Chicago cemeteries, stated that there is probably no line of business in which men can take money under false pretenses year after year and keep out of jail more easily than in the cemetery business, simply because both men and women have the habit of putting this subject away from their minds from time to time until the day comes when they must buy a cemetery lot. Then, they are unfitted to deal with the subject intelligently by reason of a burden of sorrow and possibly because of unfavorable financial conditions. On the date of this communication, February 1, 1926, the Chicago Title & Trust Company has on deposit in the PERPETUAL CARE FUND of NORTH SHORE CEMETERY, invested in municipal bonds or first mortgages on Chicago real estate, the sum of \$16,127.63. More than \$5000 will be added to this total in less than 60 days, and when deeds are issued for lots now being paid for on contracts the Fund will amount to more than \$40,000. This is a record without precedent in the early history of any cemetery.

PEOPLE APPRECIATE THE NEW METHODS

NORTH SHORE CEMETERY is trying to convince the people of its large and prosperous territory that it is vastly more prudent to secure a cemetery lot while the money maker of the family is in good health, is able to earn money, and is in condition to give careful and intelligent consideration to the subject. In this endeavor, we have succeeded beyond our most sanguine expectations. We have now nearly 2000 lot owners who represent all classes of people from those who have bought only a two-grave lot up through the entire list to very prosperous people who own most beautiful and spacious interment plots suitable for exceptionally fine monuments or for family mausoleums. We like to deal with people who are careful and discriminating and who will investigate all the facts concerning other cemeteries before buying. Such people always buy in NORTH SHORE CEMETERY, Our list of lot owners represents practically every community from South Chicago and Cicero to Milwaukee, both along the shore of Lake Michigan and in the area several miles to the westward. It is neither too early nor too late for the management to state to all of these prudent and discriminating people that the management regards them all as friends and deeply appreciates their endorsement and co-operation. We had 2000 visitors in NORTH SHORE CEMETERY last Memorial Day, we have had thousands on Sunday afternoons and upon other occasions. Some lot owners and some first-time visitors on Memorial Day went home and brought some of their neighbors or relatives to the Cemetery in order that they might see for themselves the striking difference between this Cemetery and the ordinary burial place. We have had 1300 persons at a single funeral. It would require every page of a large book to merely mention a portion of the evidence and expressions of approval from people whose favorable opinions we hold in high esteem and so we must desist from going further into this subject here.

MANAGEMENT DEEPLY APPRECIATES FRIENDSHIP AND CO-OPERATION

In all of this achievement I consider all the lot owners as partners. I want them to understand that my life is dedicated to upbuilding and further beautifying NORTH SHORE CEMETERY. I want them to know that already it is the finest Cemetery in America in all essential features. I want them to understand that we are going to continue to make it more and more beautiful and to extend the area of the same as more ground is required from time to time to meet the demand. What is still more important, I want every lot owner and every member of each family represented to earnestly help the management to advance the interests of this beautiful place in every way which careful consideration will suggest. NORTH SHORE CEMETERY is a North Shore Asset. NORTH SHORE CEMETERY is for people who care.

PERMANENT BUILDING IMPROVEMENTS

Early in 1925 we inaugurated a most remarkable building program to add permanent improvements which will greatly enhance the beauty, permanency and usefulness of NORTH SHORE CEMETERY. This program included the following features, some of which are now completed and paid for while others have extended over into 1926 by reason of the fact that some of the contractors failed to furnish materials according to their agreements, viz:

A six-room house with all modern improvements, built to accommodate the family of one of our foremen, completed and paid for (We now have living quarters for 6 families near the Cemetery.)

Two double garages, one single garage and one four-stall wagon shed, all completed and paid for

The beginnings of a fine greenhouse range now containing 12,000 sq. ft. of glass, a service building for the same large enough for three times as much greenhouse area, and an apartment for the florist, - all completed

The finest cemetery administration building in all this country, now nearing completion

The most beautiful and imposing Masonic monument to be found in any Masonic section in the United States,-granite now ready for shipment and erection next spring 20,000

TOTAL \$87,000

(The next installment of this letter will appear next week)