

Re-discovering ILLINOIS

by LESTER B. COLBY
ILLINOIS CREAMERY CO. OF COMMERCE

Five hundred years ago the kings and queens of Europe and the royal sheiks and shebas who made up their courts wore clothes fashioned of fine spun gold and silver. The finer the threads of these metals the rarer and costlier the garments and so the more loved.

In a little village in southern France a small group of peasant artisans learned the secret of drawing these threads finer than anyone else anywhere. This was because they found out how to drill amazingly small holes through sapphires and rubies. These were used as the dies.

And finally, as demands for finer threads came, they drilled diamonds, making holes smaller than in the rubies and sapphires. For all these five hundred years this little group of peasants in a little village in southern France have kept their secret.

Tantalum
I picked up the trail of these mediaeval French artisans the other day in an Illinois town. I found here, in a plant in North Chicago, diamonds brought from France which are used in one of the most remarkable laboratories in all the world—a laboratory which is doing special research work in three rare metals. They are tungsten, molybdenum and tantalum.

Tantalum was named for Tantalus, the character in Greek mythology whose name gives us the word tantalize. Tantalum is the most tantalizing metal ever found, from the viewpoint of the metallurgical chemist. Tantalum, you should know, was one who because he cast a covetous eye on a goddess, or something like that, was doomed by one of the angry gods to a strange punishment.

He was to sit always in a stream of cooling water, always thirsty, and whenever he bent over to take a drink the waters would recede. Bunches of grapes hung about him and whenever he reached out for them they would swing away, just beyond his reach.

Spent Time and Money
In this Illinois laboratory the Fansteel Products Co., Inc., spent six years time and \$250,000 learning how to handle this elusive metal and figuring out what it is. Then these scientists spent two more years working to create a market. Today they are doing a business of \$4,000,000 a year in this strange metal and its products.

They found success when they learned that tantalum would pass an electric current in only one direction. The idea came to use it as a valve. That was an amazing thing. Why it acts as it does no one knows. But out of that known fact came the tantalum rectifier. What does it do? I will mention two things:

- 1—Makes possible elimination of interference in radio.
- 2—Solves the problem of obtaining direct current from alternating current.

Sixty-five railroads have adopted the tantalum rectifier because it gives signals greater perfection and so makes life safer.

Finest of Wire
Let us return for a moment to the rubies, sapphires and diamonds. In this manufacturing laboratory I was shown wire drawn from tungsten and tantalum to a fineness of 4-10,000ths of an inch. That means that this wire is so fine that it would take 2,500 strands of it, laid side by side, to measure an inch. Compare that with the hairs of your head or the threads of a spider's web.

It is so fine that when it was laid across my finger-tips I could not feel it and could see it only when it got a glint of the sun. Yet when I pulled it, it had definite strength.

What is this fine wire used for? It is this very fine wire that has made the radio tube possible and so, you see, when the kings and queens of the old world, five hundred years ago, started a craze for cloth woven of fine gold and silver threads, they laid the foundation for radio and a most amazing industry in North Chicago, Illinois.

Other Wonders
There are other wonders in this peculiar laboratory, more than I can tell here. I met there Dr. Clarence W. Balke, for whom baltite is named. I saw photographs of sections of metals enlarged 5,000 times. I saw some cerium, a sparkling metal. Draw a knife across it and a stream of fire pours out.

"I find this work filled with romantic and dramatic interest," commented Dr. Ronald Webster, one of the super-scientists there. "I like it because we are working all the time on the absolute edge of human knowledge. It is fascinating and stimulating."

I learned that tungsten, molybdenum and tantalum melt only at from 5,000 to 6,000 degrees Fahrenheit. That means that no crucible has ever been made which will hold them in melted form; the crucible will melt first. They are worked in vacuum.

Turns to Pills
We turn now to pills. In this same city, North Chicago, are the Abbott laboratories. They are on a twenty-four acre site and the buildings cover twelve acres. The plant, just being completed, represents an investment of more than \$1,000,000.

"The great business of today started yesterday in a most humble way," says Roger W. Babson, eminent authority on industrial development. "And the great businesses of tomorrow are today being operated in cellars and garrets."

How did the Abbott laboratories start? Well, back in the 90's a family physician, Dr. W. C. Abbott, lived in Ravenswood, Chicago. There were a few certain medicines he used which were not packaged as he thought they should be for convenient handling. So he had them packed according to his idea for his own use. One day he said to himself, "Other physicians ought to want these."

So he made an advertising appropriation of twenty-five cents. It was for a "four-liner" in a medical journal. It worked—pulled business. The advertising appropriation of the Abbott laboratories now is \$200,000 a year. There are a lot of facts between that first advertisement and now.

The company is the largest in the United States manufacturing "coal tar synthetics." Its business is solely with the pharmaceutical manufacturer—the wholesale druggist, the retail druggist and the physician. It markets no so-called patent medicines at all.

Another Line
Another example of the little business growing. The Chicago Hardware Foundry Co. of North Chicago, was incorporated in 1897, capital \$5,000. Employees took all the stock. John Sherwin, foreman of the plant through prior years of vicissitudes, became president. E. P. Sedgwick, superintendent, became secretary and treasurer.

Today this company is incorporated for \$1,300,000 and has 880 people on its payroll.

It is building a \$100,000 addition to its plant which now covers the most of twenty-four acres. It is manufacturing porcelain ware of many kinds; bases for barber chairs, white tops for porcelain tables, cafeteria equipment, hospital equipment, parts for merchandising scales, dish washing machines.

It has a gray iron foundry, makes ornamental electric lamps, ornate aquariums, parts for "Hot Point" irons. They do come up from small startings.

Another Business Born
One day back in 1919 W. J. Grotenhuis stood in a show window on Michigan avenue, Chicago, watching a stream of cars go by. The driver of a light delivery truck swung around a corner and struck a passenger car head-on. Right there another business was born.

Riding home with W. G. Pancoast, a business associate late that afternoon, Mr. Grotenhuis told of the accident and pointed out that one bumper, the wholesale druggist, the retail bumper, resulting in serious damage to both cars. "They're not made right," he said. These two men went to work to improve the bumper of 1919 and developed the Biflex bumper.

They sold 31,000 of them in 1920; 91,000 in 1921; 131,000 in 1922; 169,000 in 1923; 175,000 in 1924; 190,000 in 1925 and they plan to make 250,000 in 1926. Their plant investment at North Chicago is \$350,000, on their payroll about 280 people. The plant

covers 6 1/2 acres and their advertising appropriation this year will be \$200,000.

This was another industry born of such a little thing as a delivery boy forgetting his boulevard stop.

Other Large Plants
Among the other larger plants at North Chicago are the American Steel & Wire Co., 4,000 employees; Cyclone Fence Co., 1,200; National Envelope Co., 600; Yale & Towne Mfg. Co., Sager Lock Works, 300; Creamery Package Co., 200. There are fifteen or twenty smaller plants making everything from wood patterns to incubators and from candy to vacuum cleaners.

The federal census gave North Chicago a population of 5,839 in 1920. Its population, based on the school census, is put at 9,000 today. It is the only town in Illinois that I have heard of that has more people on its payrolls than live in it.

North Chicago lies directly south of Waukegan, only an invisible line between them. Directly adjoining east and south is the Great Lakes naval training station and directly south of that is Lake-Bluff. Hundreds of workmen in North Chicago live in other places up and down the Lake Shore. North Chicago is one of Illinois' amazing and romantic work shops. It is a place where things are achieved.

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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

(1st, 2nd, 3rd, and 4th installments were published in last four issues of this paper) (Fifth Installment)

NORTH SHORE CEMETERY

The Most Beautiful Landscape Garden Cemetery in America
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MODERN CEMETERY AND MAUSOLEUM COMPANY
JOHN WESTERN, President
MABEL E. CHOPE, Secretary
NORTH CHICAGO - ILLINOIS

FINE NURSERY STOCK

Every one of our friends should remember that we have a nursery containing nearly 50,000 young trees and shrubs, also 600 peony plants. In this nursery are upwards of 3,000 of the finest Blue Spruce, White Spruce and Norway Spruce, Scotch and Austrian Pines, to be found in this state, as experienced nurserymen have asserted during the past year. We have Elms, Black Walnut, White Mulberry and other varieties of trees and practically all of the blooming shrubs which grow in this climate. Already landscape gardeners and home owners from many of the North Shore suburbs have bought the stock from NORTH SHORE CEMETERY NURSERY. All agree that we quote very reasonable prices.

NORTH SHORE CEMETERY RECORDS

Comparatively very few persons are yet familiar with the fact that NORTH SHORE CEMETERY has the most thorough and durable system of permanent records to be found anywhere. We do not suppose that one person in 100 of all our lot owners ever saw such durable record books as we have. We wish that every interested person might call at the office and become familiar with the great importance of thorough and enduring records. It will be easy for all to do this after we are located in the new administration building, but do not wait, come now!

OPPORTUNITY TO SECURE PREFERRED SHARES

The Corporation known as MODERN CEMETERY AND MAUSOLEUM COMPANY—which founded and manages NORTH SHORE CEMETERY—has upwards of 200 preferred shareholders. It naturally follows that there are nearly always one or more of these shareholders who find it necessary to sell his or her shares. These emergencies are caused by death, reverses in business or other events which are apt to come into any life. These shareholders are scattered over eight states and quite recently we have received a letter from a lady who holds \$2,000 worth of our 7%, cumulative, participating, preferred shares on which she has receive regular dividends for several years. She states that she has been building a house and that it has cost much more than was originally estimated and that, therefore, she finds it necessary to sell her preferred shares. This is simply an opportunity for somebody to get a first class investment. This Company has unencumbered assets of upwards of two million dollars while the total issue of preferred stock is only a quarter of a million. The business is growing all the time and so it is certain that the preferred dividends will be paid in the future as in the past. The preferred shares are redeemable after seven years from the date of issue, at the option of the Company, and it is almost a certainty that all of those shares will be redeemed at par, plus all dividends, in less than seven years from date. This puts these shares on a parity with a first mortgage on highly valuable and productive real estate, except that the shares bring a larger income. If any of our lot owners should prefer a regular income investment instead of buying more lots with a view to doubling their money after the lapse of a few years, we shall be pleased to have them call at this office. More complete information will be furnished upon receipt of request for same.

NORTH SHORE CEMETERY LOTS A FINE INVESTMENT

Shrewd business men have bought lots here in excess of their family needs because they knew that the prices would surely be advanced from time to time and that the values are even now away beyond the selling prices; but only very limited buying for resale has been done,—not enough to affect future purchases at all. Hence, this is the rare OPPORTUNITY of the present lot owners. Those who bought lots here the first year may resell the same now, if not occupied by graves, for three times the original price. We are very certain that at present prices all of the smaller sized lots now being sold will absolutely double in value in the next 6 or 7 years. As an evidence of the correctness of our judgment in this matter, the leading non-sectarian cemetery in the city of Chicago is now selling its most desirable four-grave lots for \$1000 each and that cemetery is not as desirable, in any important feature, as is NORTH SHORE CEMETERY. Therefore, it is certain that we will be justified in advancing our prices from time to time until four-grave lots which are now selling for \$300 up to \$500 shall be priced at \$1000 or upwards. During all that time no owner will be called on to pay a dollar of taxes or assessments of any kind as he would if he had his money invested in building lots in any town in the country. Already, those who bought lots in our sections put on the market two years ago have realized an advance of \$50 to \$75 each. Of course, it is not necessary to say a word to convince any person who has some money to invest that there is no safer investment known to men. NORTH SHORE CEMETERY ground is absolutely without any incumbrance and the present developed portion totals much more than a million dollars in value. People will continue to need places of interment in the future, just as they have in all centuries of the past since Abraham bought the field of Macpelah for a burial place. Neither periods of great prosperity nor of depression in the business of the country can effect the business of a fine cemetery nor the value of its lots. In such a beautiful place—with the future absolutely assured—prices are never reduced. On the contrary, they are constantly being advanced from time to time. Lots in our present developed sections are only a few hundred feet from the finest cemetery entrance in all this country. In only a few years hence the Company will have no lots for sale in these earlier sections and it is very certain that there will be hundreds of people who will be willing to pay three or four times the present prices for a lot in any of these sections if they could secure one instead of going to newer sections located half a mile away from the entrance. Such requirements will constitute the real opportunities for those who are buying extra lots now. One prominent clergyman of the North Shore district bought four lots two years ago with the purpose of holding them until his young boy shall be ready to go to college. Then he will sell those lots and have ready money to pay his son's college expenses. Already the prices of unsold lots just like his in the same section have been advanced \$75 each since he bought.

PLENTY OF PRINTED MATTER

Several weeks ago we mailed a large eight-page folder, containing large photographs of the Entrance, the new Administration Building, and of the Masonic Monument, to 20,000 citizens. We hope these folders have been preserved. We still have a few hundred copies left and shall be pleased to supply those who may want them to hand to their friends.

Very truly,

MODERN CEMETERY AND MAUSOLEUM COMPANY,
John Western, President

Mabel E. Chope, Sec'y. & Treas.

De Luxe 7 Day Tour of Florida's Sun Drenched West Coast \$149.



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The Itinerary includes Tampa, Florida's Largest City; St. Petersburg, the Sunshine City; Tarpon Springs, the Venice of America, and Clearwater, the tourist mecca of the West Coast; also the famous Gandy Bridge.

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