

# 3140

## Memorial Day Visitors

In Appreciation Of

# North Shore Cemetery

From 8 A. M. to 8:30 P. M. lovers of the beautiful came in Fords, Buicks, Packards Pierce Arrows and many other varieties of the Genus auto to place flowers on the graves of those gone before, to view, admire and praise the special planting of the graves and the gorgeous floral beds, urns, and borders — the work of the Florist Department — to walk on the velvety lawn slopes, to feast the eyes on the unequalled display of upwards of eighty varieties of trees, more than fifty varieties of blooming shrubs — many of them charming the visitors with a wealth of bloom, and to exchange greetings with friends among such pleasing scenes.

There were scores of reasons for smiles and praises and felicitations on every hand. This exceptionally beautiful residence district has a final resting place for those who have lived, labored and passed on, worthy of the best that is in its people, to take the place of repulsive, unkempt and water-soaked "grave yards."

Scores of big business men and the most highly esteemed women of Chicago and the North Shore were amongst the visitors on the grounds and in the greenhouses. Amongst the callers from the world of art was Miss Nellie V. Walker, a distinguished pupil of Lorado Taft. Miss Walker came to see North Shore Cemetery and to confer with the President concerning her best achievement as a sculptress, which Mr. Western is considering placing near the Administration Building in white granite, as a permanent addition to the artistic and ennobling features of this place.

It is now announced for the first time that it is the intention of the management to attain the highest achievements possible in landscape garden work and then to draw liberally on the sculptor's and oil painter's art for further beautiful and uplifting features.

Such exclamations as "What wonderful color effects!" were heard on every hand. The red-leaved maples, the golden ashes and golden elder groups, the groups of gray foliage intermingled with the fresh green of the rest of the trees and shrubs, the great masses of six varieties of lilacs in full bloom, several varieties of honeysuckle displaying millions of their exquisitely delicate blossoms, flowering crab-apples, pearl bushes, snow balls, Spirea Van Houtti unequalled in Lake County, the many pleasing tints of the new growths of hundreds of beautiful evergreens of many varieties, — all lent charm to the many vistas to be enjoyed from any point of view. These same scenes will be enjoyed by many visitors for several days, and then others will follow in continuous succession.

The unprecedented sale of ground continues, — \$50,000 in three winter months and an equal average continued in April and May. A citizen of Highland Park came here in April and purchased a lot for \$9,852. Indeed, we have sold four lots for a total of \$28,000. The present prospects indicate total sales of \$200,000 in 1927.

Four-grave lots continue to lead all other areas in the sales and we have them until June 10th at \$350 each. After that date the lowest prices of four-grave lots will be \$400 each — 10% down and monthly payments for 24 months.

Good business men marvel at our low prices in consideration of what we give for the money, — perfect drainage, the finest landscape work, scrupulous attention and perpetual care that means PERPETUAL CARE. All these features COST MONEY — lots of it! The leading non-sectarian cemetery of Chicago is receiving \$1000 each for four-grave lots, and that place is not in the same class with North Shore. No dividends have been paid to the common stockholders, and this is not fair. In view of all these facts, we must advance our prices from time to time until present prices are doubled and tripled. It is certain that selling prices will double in six or seven years and triple in ten years.

The great danger to those who delay action is that there may be no lots left unsold in seven years, and no more cemeteries can be established between North Shore Cemetery and Chicago, nor for many miles to the northward.

The best known people of the North Shore are now calling regularly at NORTH SHORE CEMETERY GREENHOUSES and at THE WAUKEGAN FLOWER SHOP, and the current sales at both places have exceeded all expectations.

Our NURSERY and LANDSCAPE DEPARTMENT has set a new high record this spring in helping to make more pleasing home surroundings. We thank all of our customers for their confidence and co-operation.

## JOHN WESTERN, President

P. O. ADDRESS---NORTH CHICAGO, ILLINOIS

TELEPHONES---Administration Building, 1067

Greenhouses, 4203

Waukegan Flower Show, 4586