

\$123,000 IN CEMETERY LOTS

Sold In Nine and One-Half Months In

NORTH SHORE CEMETERY

From January 1, to Close of Business October 15, NORTH SHORE CEMETERY Management Sold Lots Totaling \$123,843.50

1. These unprecedented results show emphatically that intelligent people of the North Shore area are very appreciative of the work accomplished by the management of NORTH SHORE CEMETERY in making the finest place of human interment in all this country. In Mr. Western's recent trip through several Eastern states he again visited the leading cemeteries in Cleveland, Buffalo, Philadelphia, and New York City; and after careful and candid comparisons he is convinced, more firmly than ever, that already NORTH SHORE CEMETERY — although only ten years old — is much superior in all important features to any other cemetery in the United States. This is the opinion, also, of many other well-travelled people. However, Mr. Western found that the current prices here are very much lower than those which are being realized by Eastern cemeteries even though not over half as much has been spent on the grounds, acre by acre, as in NORTH SHORE CEMETERY. Eastern cemeteries are selling ground at prices ranging from \$5.00 to \$23.00 per square foot, while the highest price for any lot that has ever been sold in NORTH SHORE CEMETERY is \$4.00 per square foot, and nine-tenths of the sales to date have been made at much lower prices.

As not a dollar has been paid for dividends on the common shares which were bought eleven years ago and not all the preferred dividends have been paid to date, not a dollar received by any director for his services, even though the most conservative management has been practiced from the beginning, it must be apparent to every intelligent person that prices must be advanced from time to time until double the present prices are realized. Another convincing evidence of this certainty is the fact that the best known cemetery in Chicago — old-fashioned throughout — is selling ground for more than double the present prices of beautiful, up-to-date, landscape garden NORTH SHORE CEMETERY.

Every section has permanent drains located below the bottoms of the graves and at frequent intervals. The surface is graded so that water will not stand for a minute in any given spot. Only fertile top dirt is used in order to produce a luxuriant growth of lawn grass, shrubs and trees. A permanent concrete numbered post is placed at each lot corner. All lots face on driveways or footpaths. Drawings and blue prints are prepared, showing location of each lot. Each lot and each grave therein is drawn on the most durable paper in books bound in the most durable binding known, with the owner's name and the name of each person whose remains are interred, also age at death and date of interment, constituting a part of the lot record. All lots are mowed frequently and watered when necessary during summer. All graves are refilled as soon as the earth therein settles. All of this care is repeated year after year and will be kept up for untold centuries to come without expense to the lot-owners. NORTH SHORE CEMETERY is the only place of human interment in this country in which the management commenced the deposit of a perpetual care fund on the basis of 50 cents per square foot with the first lot sold. Hence, a substantial portion of the price paid for each lot goes to a big trust company to provide an income for first class care of the ground forever. The management cannot draw a dollar of the principal. IT IS A TRUST FUND! Every lot is treated alike without any expense to the lot-owners, except for the special care of graves.

Every burial place not protected as is NORTH SHORE CEMETERY will be obliterated from the face of the earth in the course of two or three short generation. This is inevitable. Hundreds of such places have been destroyed. Thirty burial places formerly within the limits of New York City have been utterly destroyed, but the old-fashioned burying grounds located on three sides of Trinity Church and St. Paul's Chapel on Broadway — both surrounded by skyscraper buildings standing on the most valuable ground for business purposes in America — remain intact and unmolested century after century, simply because Trinity Church has many millions of dollars of assets with which to defend the sacred ground containing the remains of their former members. These two places are the most striking examples of the truth that ONLY MONEY will perpetuate "GOD'S ACRE" anywhere.

NORTH SHORE CEMETERY is proceeding along that line. NORTH SHORE CEMETERY will be in existence for untold centuries as a beautiful garden when all other existing burial places in the State of Illinois are forgotten. NORTH SHORE CEMETERY does not furnish merely a small spot of neglected ground, but CARE and PROTECTION PERPETUALLY. Intelligent and refined people understand and appreciate these facts. If necessary in order to share in the great satisfaction furnished by these conditions such people are willing to temporarily curtail their luxuries. NORTH SHORE CEMETERY will soon belong to the intelligent public who are now rapidly buying lots therein.

All prices must necessarily be advanced as early as the first of December next, or January 1, 1928. We have tripled the cash value of lots sold the first year and doubled the cash value of those sold five years ago.

DELAYS ARE DANGEROUS and during these fine autumn days every reader of this paper who is not now familiar with NORTH SHORE CEMETERY should go and look it over carefully with two objects in view — (1) To enjoy the fine garden scenes with the exquisite autumn coloring. (2) To become familiar with the different sections so that he or she would be able to act intelligently if called on to buy a lot for self or a friend during the long winter that is just ahead.

Only a little money is necessary for the first payment, or for any payment, as we sell lots upon 10% down and monthly payments extending over two years. We have actually increased the value of many investments here 50 per cent before the lots purchased were paid for.

We shall be pleased to mail printed information or to send a car for any person who does not have a car.

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JOHN WESTERN, President

2. NORTH SHORE CEMETERY will PLANT and CARE FOR all GRAVES when requested so to do, with a view to having beautiful blanket effects during the summer and autumn months and will use a blanket of evergreens during the winter months. This service is called SPECIAL CARE. Refined people who love the memory of their departed ones are very appreciative of this service. ~~It cannot be done by private parties.~~ Every attempt results in failure.

3. NORTH SHORE CEMETERY encourages the use of and supplies high-class CONCRETE VAULTS in which to inclose caskets. Graves containing such vaults never "fall in." The use of steel vaults is prohibited because they are neither durable nor water-proof.

4. First class GREENHOUSES for the use of NORTH SHORE CEMETERY and its lot-owners are maintained. This feature is being patronized by appreciative people for many miles around.

5. WAUKEGAN FLOWER SHOP is maintained at 208 Madison Street, Waukegan, where first class floral service is rendered at reasonable prices. Mr. Pierce is a very competent florist and already has many friends here.

6. NORTH SHORE CEMETERY NURSERIES are maintained to supply the Cemetery with all trees, shrubs and plants required for the development of new sections and to supply the wants of lot-owners and friends.

7. NORTH SHORE CEMETERY management is now frequently yielding to the requests of citizens of Lake County to PLANT their PRIVATE GROUNDS. This feature, as well as others, is growing rapidly. IT IS NOT A HOME UNTIL IT IS PLANTED! We want to do all we can to beautify the world in which we live.

8. All memorial work is sold to lot-owners by the management. We have had a rule from the beginning providing that no monumental work may be placed in NORTH SHORE CEMETERY without the approval of the management. During the first three or four years we tried to protect NORTH SHORE CEMETERY from inferior work and our lot-owners from inefficient and unscrupulous dealers by admitting grave markers and monuments secured by lot-owners from dealers, under the operation of this rule. However, we found that certain dealers would talk a widow or other bereaved person into signing an order and paying one-half or all the cost price and then furnishing very inferior material or workmanship. We are ready to show any person the difference between the workmanship and granite in those early specimens and the workmanship and granite in the memorials now being placed. After contending with these conditions for several years in our determination to make NORTH SHORE CEMETERY something different from the common, cheap "graveyard," we concluded that there is no other way to afford protection to both the cemetery and to the lot-owners than to have the management furnish all memorial work. Absolutely first class workmanship and material, together with reasonable prices, are guaranteed. All lots are now being sold with this understanding, and the fact that our sales this year have doubled all previous records is conclusive proof that this and all other rules are approved by our fine line of thoughtful lot-owners.

Two sure signs of a disreputable burying ground: (1) A frame consisting of two thicknesses of narrow boards about three-fourths inch apart extending around the edge of a grave holding the stems of evergreen boughs which interlace across the grave like the fingers of one's two hands placed together in alternating position. This screen of evergreen boughs completely hides the bottom of the grave from view. The coffin is placed on the lowering device just above the screen of evergreen boughs. When it is lowered it simply bends the evergreens until it goes beyond them in the depths of the grave when the boughs immediately spring back into position. In this way a miserable, wet and muddy grave is hidden from the view of the friends and mourners. Nobody should be deceived upon seeing this device. It is always the sure sign of a wet grave. Think of the absurdity of buying a nice satin-lined casket in which to place the remains of a departed one only to have those remains rest in that receptacle for a few hours and then to have the casket and the body inclosed in a flimsy wooden box and lowered into muddy water! No device has ever been used to prevent funeral attendants or visitors from seeing the bottom of graves in NORTH SHORE CEMETERY. (2) The second sign of a burying ground unworthy of the refinement of the present age is the announcement preceding the funeral — "Burial Private." This simply means that the living do not care to have friends of the deceased see the kind of place in which the remains are to be deposited, often times a combination of the repulsiveness of the wet grave and unkempt conditions on the surface of the ground.

An afterthought: In behalf of the Bay-Lake Fruit Farms, of the Inland Lakes Region of the Michigan Fruit Belt, I have had the pleasure of distributing from two to three carloads of MICHIGAN APPLES amongst my friends here annually for the last eight years. The last 75 bushels of a large carload of fall apples are now being closed out at the little store near NORTH SHORE CEMETERY GREENHOUSES on the Green Bay Road — 600 bushels sold in 4 days. In about three weeks two carloads of delicious winter apples will arrive. The wise will act promptly in securing some of these fine-flavored, juicy apples as well as in securing one or more lots in NORTH SHORE CEMETERY. J. W.