

A RARE OPPORTUNITY in Life and for Eternity

North Shore Cemetery in Paragraphic Pictures

The word "Cemetery" according to the most complete of English dictionaries means "a sleeping place." In this age of education, refinement and luxuries in other matters, such a place ought not to bespeak crass ignorance, uncouthness and ugliness in all its features. It ought not to look like a place set aside for burial by savages.

Many thousands of dollars have been spent under ground in NORTH SHORE CEMETERY, by way of first class drainage, even though there is not a flat half-acre in the grounds and even though the entire surface is composed of positive slopes at the crest of a high ridge—the divide between the Mississippi and the St. Lawrence River basins—at this point.

Practically every dollar paid for lots is being used for improvement work—to make NORTH SHORE CEMETERY the BEST, in all its features, in America. The business is being conducted with the utmost vigilance for efficiency and economy, but not a dollar of dividends has been paid on the common shares and six semi-annual dividends on the preferred shares are in arrears. Nobody has made any money out of NORTH SHORE CEMETERY.

The Founder started with a high ideal and he has steadfastly adhered to it. He refused to accept any salary during the first eight years in order that every dollar of the receipts might go into the development work. The preferred dividends must be paid, but the policy of rigid economy and strict accountability for every dollar will be continued to the end that the highest possible quality of development and care shall be maintained.

Hideous "monuments"—so called—are one of the principal causes of the repellent conditions of all common "graveyards." Monument dealers would soon bring NORTH SHORE CEMETERY to the level of the most common "burying grounds" if they were permitted to have their own way. NORTH SHORE CEMETERY controls that situation and will continue to do so. 99% of the lot-owners and the general public approve of this course and appreciate it.

Landscape artists, cemetery and park developers and super-

women volunteers were administering serums to school children in North Chicago to prevent childish diseases they found children who were "sewed up for the winter" in pieces of old quilts and blankets. The doctors ordered the removal of those "sewed up" habiliments and the mothers came to the school with eyes—and tongues—flashing with indignation. It is probable that there are a few such people in every community in the North Shore. Likewise, there are a few whose notions as to desirable MONUMENTS are equally out of date.

On Sunday afternoon, June 20, 1926, the unrivalled Masonic Memorial standing in the center of the Masonic Section was dedicated. Dr. R. E. Hieronymus of the University of Illinois and Leader of the Art Extension Committee, so well known throughout the State of Illinois, was one of the speakers at that dedication. In a notable address Dr. Hieronymus said: "Under the dome of St. Paul's in the midst of London's central roar, Sir Christopher Wren, the architect of the vast cathedral, lies buried. On the arch above his resting place are the words of the old Latin poet, 'If you would see his monument, look around you.' As we are gathered here today, not in the cathedral of a crowded city, but in God's own great out-o'-doors, with the carpet of green beneath our feet and the bending blue above us, we may say of our Chairman, the guiding spirit of all this stretch of beauty around us, 'If you would see John Western's monument, look around you.'"

Another excerpt from the same address is: "This NORTH SHORE CEMETERY is a beautiful landscape garden. It marks the beginning of a MOVEMENT. A movement is more than a mere enterprise or organization, or even an institution. It includes many agencies and associations, many people with varying points of view. This movement started here by John Western and supported by him and his associates will inspire other communities east, west, north and south to provide beautiful, quiet garden-like places similar to this for the burial of their loved and lost. Such a movement as this will become popular as soon as the people understand and appreciate its full significance."

Dr. Hieronymus concluded as follows: "Finally, we are gathered this afternoon on this divide, separating as it does the Great Lakes and the St. Lawrence from the Mississippi and the Gulf. On this gentle slope, away from the noise of the great metropolises, yet easily reached by three million people, in this quiet garden

In North Shore CEMETERY first cost is your only necessary expense. The Perpetual Care fund will keep it beautiful through all the years.

"Swift to its close ebbs out life's little day." Prudence bids us prepare for the inevitable.

The worst possible time to buy a burial plot is when you must have it. Why wait for a broken heart?

More than an ordinary cemetery: "A BEAUTIFUL GARDEN OF SLEEP."

A tranquil RESTING-PLACE where repose those at peace with all mankind.

So beautiful as to attract you; so perfectly appointed as to make you love it.

Here amid quiet and beauty repose in peace those whom "I have loved long since, and lost a while."

"Show me the manner in which a nation or community cares for its dead and I will measure with mathematical exactness the tender sympathies of its people, their respect for the laws of the land and their loyalty to high ideals."—WILLIAM E. GLADSTONE.

It would be interesting to know just what the great English Premier, scholar and author would think of several communities in Lake County and Cook County if he should see the out-of-date burial places which are still patronized by them.

A NEW AUTOMOBILE may be bought for \$500 without any guarantee as to upkeep or care. Would not any sensible person gladly pay ten times as much for the same car if the vendor would guarantee to keep it in as good condition in every way for even fifty years to come without any further expense to the purchaser?

How short sighted to think of the price of a lot in NORTH SHORE CEMETERY as being simply pay for a piece of ground! A piece of ground in a graveyard costs almost nothing because it is worth almost nothing. The price buys no care at all, and the graves placed therein will be deserted and lost.