

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 sight of forever after only a few years. The price paid for a lot in NORTH SHORE CEMETERY is largely for CARE and PROTECTION and PERPETUATION and BEAUTIFUL SURROUNDINGS for the

The Opportunity

The present price of four-grave lots not on the driveways in the developed sections of NORTH SHORE CEMETERY is \$500, with proportionate prices for larger or smaller lots. This price is only one-half of what it must necessarily be within a comparatively short time, as it has been demonstrated by ample experience that the great expense and care in developing the ground and the constant care of the grounds for all time to come after the early development is completed, and the deposits in the Perpetual Care Fund, absorbed practically all of the income if four-grave lots are sold at \$1,000 each. The leading Chicago cemetery has been receiving \$1,000 each for four-grave lots for several years. We are willing to submit the question to our readers whether that cemetery even compares favorably in all its appointments with NORTH SHORE CEMETERY. When all the expenses of improvement are met all of the money at \$500 per four-grave lot is absorbed, and there is nothing left even to pay the preferred dividends to people who put their money in years ago, before there were any lots to sell. Not a dollar ever has been paid on the Common shares, although the money for them has been thirteen years.

Even under these conditions we are departing from former practices by now making EXCEPTIONAL PREDEVELOPMENT PRICES. For several weeks a big ditching machine and a gang of men have been working at the job of putting in deep drains in what will be known as "Section K." Three carloads of tile ranging from four inches to eighteen inches in diameter have been used, expensive manholes have been built. This single item of drainage was done this fall in order that the dirt in the refilled deep ditches should have time to settle before next summer. Then the expensive and arduous work of moving the top dirt to one side on a considerable portion of this Section, raising the lower spots with dirt from places where three lakes will be made, and then replacing the top dirt so as to have good soil for growing grass, trees and shrubs will be done.

As soon as the grading is completed the surveyor will stake out the lots in exact accordance with blue prints of Section K which we now have. A long driveway will be graded on East side of Section K. The Green Bay Road is the border on the west side. Practically every square foot of the section slopes gently to the eastward. On the opposite side from the edge of the section will be three beautiful lakes. Every lot will be much higher than, and in plain view of all these lakes. All of these features will make Section K one of the most desirable in all of NORTH SHORE CEMETERY for all time to come.

Notwithstanding all of this great expense and all of these attractive features a predevelopment price of \$300 per four-grave lot is now offered to the public in a limited way.

The first fifty lots sold to people who come to the Administration Building and buy will be sold at the rate of \$300 for four-grave lots not on the driveway and pro rata prices for other areas. The price will be \$350 each for the second fifty and \$400 each for the third fifty lots sold, and when the grading, planting and surveying is done the prices will be uniformly \$500 each for four-grave lots for a few months and pro rata prices for lots of other sizes not on the driveway. All lots on the driveways are priced at least \$50 higher at all times. In view of the slight business depression which has prevailed for eighteen months (largely as a result of the unprecedented gambling in stocks on the New York Stock Exchange) satisfactory terms of payment will be arranged for those who can not pay cash.

When the lots in this section reach the prices of those in present developed sections the lots in those earlier sections will be advanced to \$600 each for four-grave lots and pro rata prices for other areas. Other advances must be made until \$1,000 per lot is reached.

Hence, a person who secures one of the first fifty lots in Section K for \$300 will see his investment doubled in value within three years and will see it triple a few years later, with no taxes or assessments of any kind at any time to pay, and with the assurance at all times that the investment is as safe as government bonds.

All communications by mail answered. Free transportation between North Chicago and the Cemetery, upon call by telephone to North Chicago 1067. NORTH SHORE CEMETERY.

ered 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 between the Green Bay Road and the island sea, we are reminded in the midst of all this beauty of land and sky that:

Of Paradise—we have enough!
We need no other stones to build
The stairs into the Unfulfilled—
No other ivory for the doors—
No other marble for the floors—
No other cedar for the beam
And dome of man's immortal dream.
Here, on the paths of every day,
Here, on the common human way,
Is all the busy gods would take
To build a Heaven, to mould and make
New Edens. Ours the task sublime
To build Eternity in time!"
(Edwin Markham: "Earth Is Enough!")

And John Western is building it here in the North Shore."
Death is as natural as life. It is the call to which all must respond. Shall our last resting place be ready?

For every birth there must be a death. Why procrastinate in being prepared?

The touch which art can give to nature deepens and doubles her charm.

Hundreds of well-travelled persons have said, "I never before saw a cemetery which it is a pleasure to visit."

NORTH SHORE CEMETERY is the leading ARBORETUM west of Boston—100 varieties of trees and 63 varieties of shrubs.

NORTH SHORE CEMETERY has more roses in bloom daily from June to October than all other American cemeteries.

Amid the entrancing beauty of NORTH SHORE CEMETERY, your grief will ebb away and your faith grow strong.

Double our prices are charged in some cemeteries. Yet we offer greater beauty and PERPETUAL CARE.

Of rare beauty now, NORTH SHORE CEMETERY will be still more beautiful a half century from now.

NORTH SHORE CEMETERY is endowed with a non-spendable fund, when other cemeteries decline and decay, this, ours, will increase in beauty.

"It is appointed unto men once to die" Therefore a burial plot is a necessity. Have you provided one?

How beautifully and fittingly, not how cheaply, should be our concern in laying away our beloved. NORTH SHORE CEMETERY offers supreme beauty.

The last earthly home of our beloved is the cemetery. Therefore let us make it as beautiful as possible.

No cemetery should be sold without Perpetual Care. NORTH SHORE CEMETERY provides it for every lot.

We assure Perpetual Care amid great beauty, yet our prices are but half those of some other cemeteries.

You can buy lots on EASY PAYMENTS. Prices must increase. It is economy to buy NOW.

owners and the general public approve of this course and appreciate it.

Landscape artists, cemetery and park developers and superintendents, editors of cemetery and garden publications and others interested in the beautiful have come from many states, from the

Thousands of Cemetery lots in mere promotion places have been sold on false statements as to a PERPETUAL CARE FUND.

NORTH SHORE CEMETERY is the only cemetery which files the name of each lot-owner with trustee of PERPETUAL CARE FUND.

NORTH SHORE CEMETERY is the only cemetery in which each lot-owner can verify statements as to PERPETUAL CARE FUND.

Every burial place not protected by an adequate perpetual care fund will be destroyed. Hundreds have been obliterated from the face of the earth.

More than forty cemeteries within the limits of what is now New York City have been destroyed. They had no perpetual care funds.

Where Lincoln Park, Chicago, now is there was once a large cemetery. It had no perpetual care fund.

The most valuable ground in North America is used for a cemetery—Trinity churchyard, New York, and it remains unmolested with skyscrapers all around it, because the corporation has many millions of dollars to care for and defend it.

The PERPETUAL CARE FUND of NORTH SHORE CEMETERY deposited with a leading Trust Company up to November 1, 1929, amounted to upwards of \$20,000, or \$2,000 per annum, certainly a good beginning for a young rural cemetery! It will accumulate much faster henceforth and will probably amount to \$50,000 by the end of 1930, especially as none of the income is being withdrawn. We are as proud of this Fund as of our fine improvements and we like to see it grow.

Municipal cemeteries are no safer from destruction after they are filled with graves (and the income cut off) than are private corporation cemeteries. Scores of city owned burial places have been obliterated from the face of the earth.

Under the law it is a crime to obtain money under false pretenses. Then ought not a cemetery manager who has sold lots for several years under the assurance that all are "under perpetual care" to be in prison if he has not set aside any money in a permanent trust fund the principal of which cannot be withdrawn and the income from which must be used to care for and protect the cemetery forever?

If you have a lot in some other cemetery which you bought under assurance of "perpetual care" you had better insist on knowing just where that "perpetual care" fund is and then go to that bank or trust company and ascertain, definitely, whether the money held for that cemetery is a permanent trust fund or whether it can be withdrawn by the officials at any time.

There are cemeteries selling lots at such low prices that they do not receive enough to pay their salesmen and do honest development work. Nevertheless they promise "perpetual care" and then pay no further attention to the promise, thus committing a willful fraud in a transaction which ought to be sacred in every feature of it.

By actual count only 1/2 of 1% of the lot owners have objected to any RULES. In every community there are a limited few who oppose everything new and progressive. When a physician and