THURSDAY, JUNE 20, 1935

HURSDAY, JUNE 20, 1993

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A SUPERBLY BEAUTIFUL GARDEN PLACE OF REST

NORTH SHORE GARDEN of MEMORIES

All thoughtful people within 50 miles of NORTHSHORE GARDEN OF MEMORIES are seriously interested in the following considerations:

- (1) When NORTHSHORE GARDEN OF MEMORIES was founded there was not a place of human interment in the entire beautiful North Shore residence area above the class of ugly, temporary country graveyards, made wretched by flat, water-soaked ground for several months in the year, by the absence of desirable plantings of trees and shrubs, by the absence of substantial drive-ways, by lack of proper care, by the presence of meaningless and almost hideous arrays of ugly "headstones" and "monuments."
- (2) NORTHSHORE GARDEN OF MEMORIES is located upon a ridge which constitutes the divide between the Mississippi and the St. Lawrence River basins, one mile and one-half from the shore of Lake Michigan.
- (3) There is not a flat half-acre of ground in the entire enclosure which constitutes the present developed portion, and will constitute the completed GARDEN for all time to come.
- (4) Notwithstanding the elevation of 125 feet above Lake Michigan and the fact that the entire surface is composed of slopes many thousands of dollars have been invested in a thorough drainage system below the depths of the graves.
- NORTHSHORE GARDEN OF MEMORIES has more beautiful trees and shrubs within its boundaries than all other places of human interment in Lake County together.
- (6) Many of the best traveled and in every way the best informed persons on such subjects have declared that for beauty and lasting artistic features NORTHSHORE GARDEN OF MEMORIES is not equalled by any other place of human interment in the United States.
- '(7) NORTHSHORE GARDEN OF MEMORIES is safe from the wretched ruin of thousands of places containing the word "cemetery" in their respective names by the enforcement of the only effective rule regarding the choice of material and the design of monuments used in monument sections.
- While in some sections monuments above ground are permitted in others no such monuments are Both ideas are pleasing to certain classes of people, hence, both classes may be accommodated.
- (9) All grave markers are placed on concrete foundations extending below the frost line with the lettering level with the surface of the ground. This is an important factor in preserving the GARDEN APPEARANCE of the entire place.
- (10) NORTHSHORE GARDEN OF MEMORIES is an ARBORETUM there being upwards of 100 varieties of trees and more than 75 varieties of blooming shrubs, all of which claim the enthusiastic admiration of well-informed visitors because of the continuous thrifty appearance of each plant in connection with the artistic design work.
- The only special care of graves by the use of colored plants in artistic designs in Lake County is found in NORTHSHORE GARDEN OF MEMORIES.
- There are more Hybrid Tea roses in bloom in this GARDEN every day from late in June until late in October than in all other American cemeteries together.
- (13) No two sections are planned or planted alike. There are plans to suit all tastes and lots to suit all resources.
- (14) Special accommodations in the matter of payments are accorded to worthy people who cannot pay cash for such interment space as they desire. It is not necessary for people who have been sorely affiicted by the last five years of business depression to place their dead in repellent and temporary graveyards back in the country. We are here to accomodate just as far as possible.
- (15) Will any reader of this announcement please notify us where pleasing WHITE DRIVEWAYS can be found in any other cemetery or in any park? We think that our driveways form a unique and unusual feature of a modern necropolis. Probably 98 per cent of all lot owners and regular visitors have expressed or shown their endorsement of the rule that all automobiles shall be held down to less than 12 miles per hour anywhere in the GARDEN.
- (16) As an indication of the exceptional favor in which people of the highest intelligence and refinement hold this GARDEN, transfers of burials have been made from 17 places of burial over distances ranging from 10 miles to 400 miles.
- (17) Scores of people have stopped at the Administration Building, or have written, to state that NORTHSHORE GARDEN OF MEMORIES is the only burial place they ever visited in which there is genuine pleasure in spending an hour or two.
- (18) At present there are upwards of 7,000 adults directly interested in NORTHSHORE GARDEN OF MEMORIES. Scarcely a week passes at any time of the year without additions to that list. In addition to the sale of several lots at from \$6,000 to \$10,000 each during past years, 3 lots at \$10,000 each have been selected since the business depression started by families who have not become impoverished and who are relying on getting these family lots a little later.

All readers of The Journal should remember that NORTHSHORE GARDEN OF MEMORIES NURSERIES have a very excellent display of the best trees and shrubs of practically all the varieties desirable for this climate. Prices are in line with the present business conditions.

The GREENHOUSES in connection with this famous GARDEN are now managed by a florist of very large and broad experience. We deliver flowers anywhere within several miles of the greenhouses and telegraph them everywhere in the United States and Canada. Prices cannot be beaten for similar quality

of workmanship and materials. Visitors to the big GARDEN, also to the NURSERIES and GREENHOUSES, are welcome at any time. The Administration Building is open every Sunday afternoon.

Address NORTHSHORE GARDEN OF MEMORIES, North Chicago, Illinois, Telephone North Chicago 1067.

NORTH SHORE GARDEN of MEMORIES