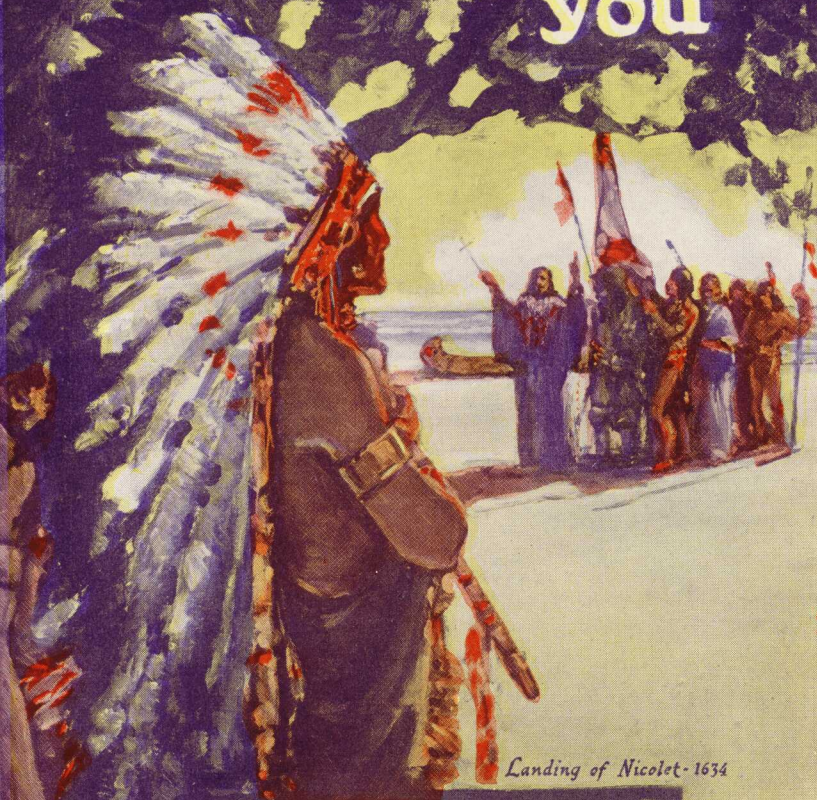


**Historic**  
**WISCONSIN**  
calls  
you



*Landing of Nicolet - 1634*

**MOTOR COACH TOURS**  
to  
**PICTURESQUE**  
**WISCONSIN**

Conducted by  
**CHICAGO NORTH SHORE**  
**MILWAUKEE RAILROAD**

J.T. ARMERUST

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## SUGGESTED TOURS ARRANGED TO SUIT CONVENIENCE OF TOURISTS

**No. 1. CHICAGO PARKS AND BOULEVARDS,** Lake Shore Drive, Evanston and Northwestern University Campus. Luncheon in Evanston at either of the following hotels: North Shore, Orrington and Evanston hotels. Price for trip, exclusive of luncheon, \$2.50. Minimum of 15 persons required to insure trip.

**No. 2. HIGHLAND PARK,** by way of Sheridan Road, through suburbs of Evanston, Wilmette, Kenilworth, Winnetka, Hubbard Woods, Glencoe and Ravinia. Luncheon at Hotel Moraine, Highland Park, the most exclusive hostelry on the north shore. Return by way of Waukegan Road. Price of trip, exclusive of luncheon, \$3.00. Minimum of 15 persons required to insure trip.

**No. 3. STARVED ROCK, ILLINOIS,** with its historic background of Indian legend, affords the tourist a veritable paradise of enjoyment for a day's outing. Luncheon at Starved Rock and dinner on the return trip, at Hotel Woodruff, Joliet. Tourists will arrive in Chicago at 9:30 p.m. Price for trip, exclusive of meals, \$6.00. Minimum of 15 persons required to insure trip.

**No. 4. DUNES OF INDIANA.** The sand dunes on the south shore of Lake Michigan, have attractions that are distinctly their own. There is nothing like them in the country. Thousands of Chicagoans are regular Dunes "fans" and make weekly pilgrimages to this wonderful beauty spot. The price for the round trip to the Dunes is \$5.00. Minimum of 15 persons required to insure trip.

**No. 5. LINCOLN'S TOMB, SPRINGFIELD, ILL.** As time goes on, the memory of Abraham Lincoln becomes more firmly fixed in the hearts and the minds of the American people. The number who visit the tomb of Lincoln at Springfield, Illinois, is steadily on the increase. The trip by North Shore Line motor coach to Lincoln's tomb will occupy three days. The route is through the richest farming section of Illinois, over smooth cement roads. Tourists spend two nights in Springfield and one full day, allowing them plenty of time to visit the Capitol Building and other places of interest, in addition to the tomb of Lincoln. The price of this three-day trip, including hotel, meals and all expenses, is \$37.00. Minimum of 15 persons required to insure trip.

**No. 6. THREE-DAY TRIP IN NORTHERN WISCONSIN,** leaving Chicago at 8:30 A.M. Luncheon at Astor Hotel, Milwaukee; dinner and lodging at Hotel Retlaw, Fond du Lac. Following morning leave Fond du Lac, going north on east side of Lake Winnebago to Highcliff, east to

Manitowoc, returning by way of Elkhart Lake to Fond du Lac. Third morning, leave Fond du Lac after breakfast, returning by way of West Bend to Milwaukee and Chicago. Price of trip, including all expenses, \$37.00. A minimum of 15 persons required to insure trip.

**No. 7. LIBERTYVILLE AND ST. MARY'S-OF-THE-LAKE,** leaving Chicago at 8:30 A.M., following Sheridan Road to Wilmette, west to Waukegan Road, north through Techny to Libertyville Road, and west to St. Mary-of-the-Lake, the finest Catholic Seminary in the country, being erected at a cost of \$10,000,000. Price of round trip, \$4.00. No meals included. Minimum of 15 persons required to insure trip.

**No. 8. CHICAGO TO CALUMET COUNTRY CLUB,** Dixmoor or Flossmoor. Round trip, \$2.50 for transportation. Minimum of 15 persons required to insure trip.

**No. 9. NEW YORK AND THE EAST.** The route of the North Shore Line Motor Coach Tour to New York and eastern points, will be by way of Toledo, Cleveland, Niagara Falls, Buffalo, Rochester, Syracuse, Albany and down by the side of the majestic Hudson River to New York City. The return trip will be by way of Philadelphia, Washington, Cumberland, Wheeling, Columbus and Indianapolis. The tour will last from two to three weeks, according to the wishes of the tourists. Tourists will be put up at first-class hotels, meals will be the best procurable, and every detail will be carried out with North Shore Line efficiency and thought for the comfort of passengers.

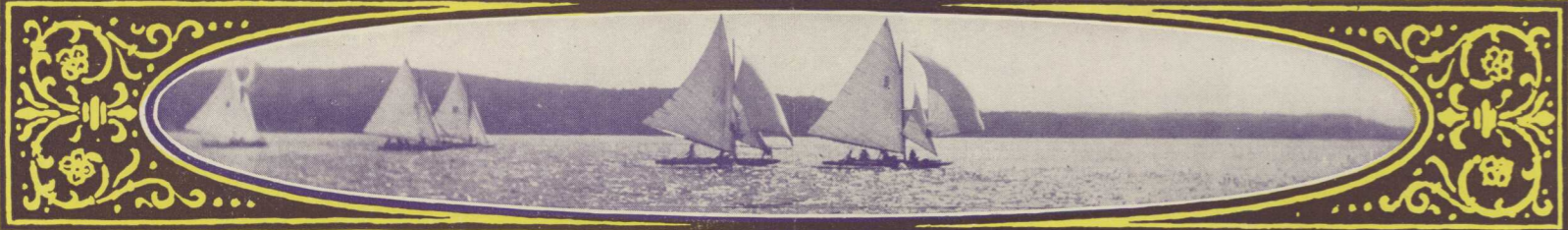
The foregoing suggested tours are only a few of the many possibilities offered for providing outing parties an enjoyable vacation at a moderate cost. Touring the country in one of the large, comfortable motor coaches of the North Shore Line has sight-seeing advantages unequalled by any other form of transportation. Tourists get an intimate view of the country through which they pass, that is not possible from the windows of a railway train. Stops are arranged to suit the convenience of travelers. Careful and courteous drivers are ready to do everything possible to add to the comfort and enjoyment of their passengers.

Tours will be arranged by the Traffic Department for any special group which may wish to go to some place other than those suggested. The only requirement is that a number sufficient to pay the costs of the trip is assured in advance.

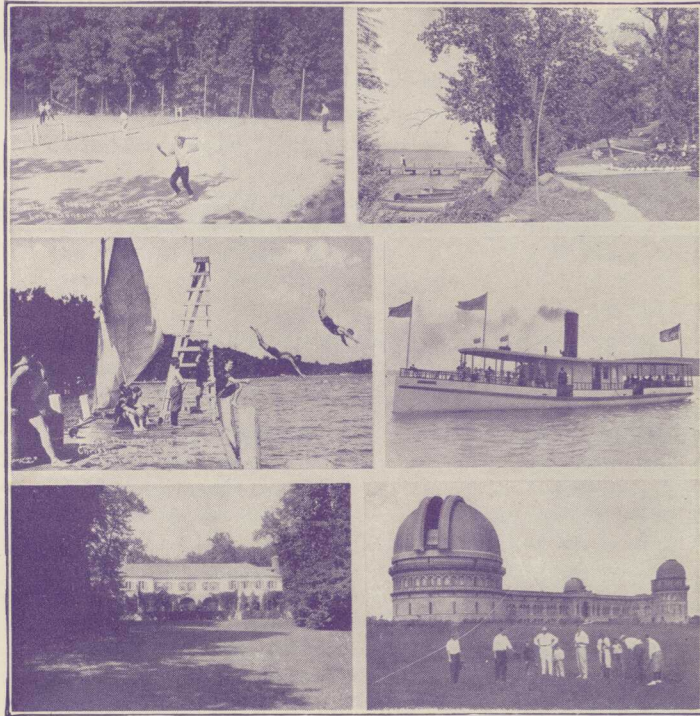
For full information apply to

F. W. SHAPPERT, *Traffic Manager*  
79 West Monroe Street  
Telephones: State 5723, Central 8280

CHICAGO



Northern Illinois—Southern Wisconsin



Sports, Home and Recreation

Beautiful Lake Geneva

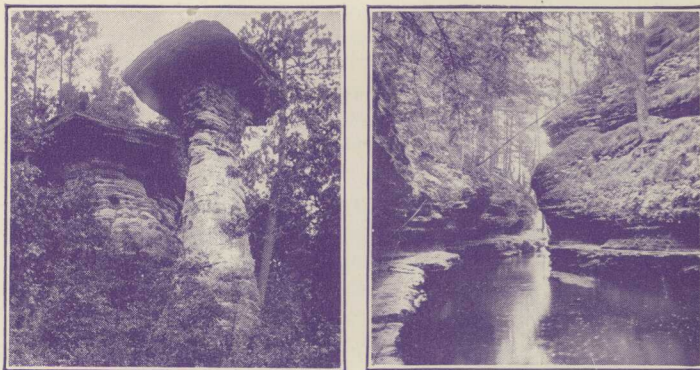


Table Rock

Rood's Glen

Scenic "Dells of Wisconsin"

BEAUTIFUL LAKE GENEVA  
ONE-DAY ROUND TRIP

\$5.00

**N**O SPOT within a day's journey of Chicago offers the pleasure seeker the variety of attractions that does beautiful Lake Geneva, Wisconsin. The trip to Lake Geneva in a luxurious motor coach of the North Shore Line, is in itself a pleasure that will linger long in the memory of the tourist. Smooth cement roads practically all the way from Chicago, make the ride an easy and comfortable one, and the picturesque scenery of northern Illinois and southern Wisconsin along the route is a source of never-ending interest and enjoyment.

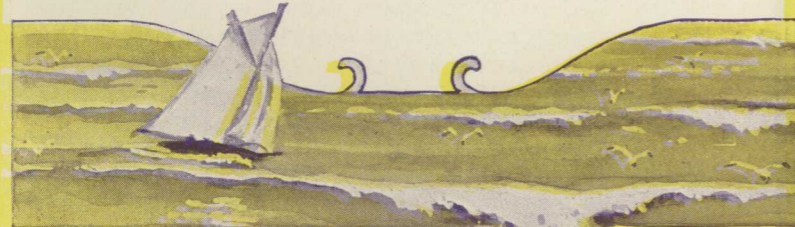
Lake Geneva is known as the capital of inland Wisconsin summer resorts. Its natural beauty has lured hundreds of Chicago capitalists to establish palatial summer homes, set in the midst of great estates, along its winding shores. Its clear waters and landscape of rolling hill and verdant forest combine to make it more popular with tourists each succeeding year.

In the way of attractions, Lake Geneva is in a class by itself among summer resorts. There is something that will suit the taste of every visitor, whether in the way of aquatic sports or in rambling through the shady woods, rich in wild flowers and feathered songsters of every species.

North Shore Line Motor Coach Tours will be run to Lake Geneva daily and Sunday, leaving the downtown terminal station at Adams Street and Wabash Avenue, at 8:30 o'clock week days and at 8 o'clock on Sundays. Tourists will have from four to five hours to spend in Lake Geneva and will arrive in Chicago at 9 o'clock in the evening.

Reservations should be made in advance of the day of the trip at the Chicago office, 209 S. Wabash Avenue.

For full information apply to  
F. W. SHAPPERT, Traffic Manager  
79 West Monroe Street CHICAGO  
Telephones: State 5723, Central 8280



THE DELLS OF WISCONSIN  
3-DAY WEEK-END TRIP  
\$37.00 (Including All Expenses)

**T**HE DELLS of Wisconsin at Kilbourn, are known as the scenic Wonderland of the Middle West. Here the majestic Wisconsin River through countless ages, has fretted its way through huge walls of rock, leaving behind such colorful and wondrously sculptured masses of stone as "Table Rock," "Sugar Bowl," "Artist's Glen" and other works of nature which are awe-inspiring in their grandeur.

The vista opened to the tourist as the steamer winds its way through the dells, will never be forgotten. The rugged walls of the canyon tower in majestic grandeur to a height at some points of 150 feet. At other points they are covered with lichen moss, ferns and flowers, presenting never-ending variety to the spell-bound tourist.

The route of the North Shore Line Motor Coach trip to the Dells is by way of Lake Forest, Lake Geneva, Fort Atkinson and Madison. Tour headquarters will be Hotel Loraine, Madison. The motor coach will leave 209 South Wabash Avenue every Friday morning at 8:30 o'clock. Friday night will be spent in Madison. Saturday morning, tourists will leave for the Dells by way of Devil's Lake, reaching Kilbourn in time for luncheon. The boat trip on the Wisconsin River through the Dells will occupy the time of tourists for the afternoon. Dinner at Kilbourn and return in the evening to Madison. Sunday morning, tourists will leave Madison on the return trip, by way of Janesville, Rockford and Coral, arriving in Chicago at 6:15 o'clock in the evening. The distance is 445 miles, and the price of \$37.00 includes hotel rooms with bath, meals and boat trips.

Reservations should be made in advance through the Traffic Department, 79 West Monroe Street, or through the Chicago office, 209 South Wabash Avenue.

For full information apply to  
F. W. SHAPPERT, Traffic Manager  
79 West Monroe Street CHICAGO  
Telephones: State 5723, Central 8280

