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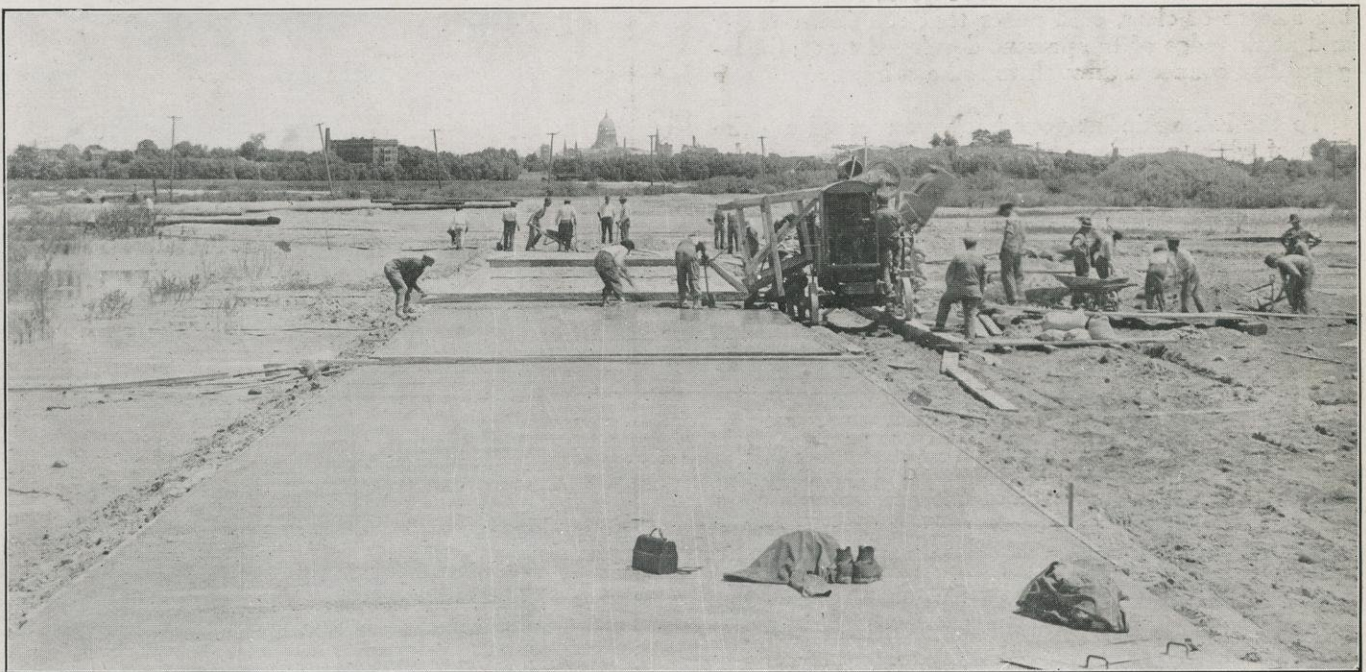
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LAKE FORESTER

Vol. 1 No. 6

July 16, 1929

Industrial Issue



Capital Avenue Reaches Half Way Mark

Take your stand here, just on this side of the busy crowd of workmen, and look straight down Capitol Avenue toward the big white dome.

Don't walk any farther; that long expanse of cement was just laid this morning. The broad avenue is being pushed toward its junction with the streets of Madison at the rate of many feet a day.

Indeed, when we were out there Saturday morning and told John Murray, chief of construction, that we wanted to have this picture taken about noon as far as we could, John said, "Well, you don't want to take it where you stand, then; we'll be ninety feet farther by twelve o'clock."

You can't run your car out on the avenue yet, from the Civic Center, because the concrete is still a little green, and the wheels might pinch in the joints. And yet, by the time you read these words, more than twenty-seven hundred feet of the avenue will have been laid. Does that give you an idea of how fast we are laying concrete?

Straight as an arrow toward the big Capitol dome runs the broad white way, as far as that pile-driver—

can you make it out in the picture? It looks like a low shed, just in front of the fringe of trees.

That is at the canal between Lake Wingra and Lake Monona, where the temporary bridge is being constructed, the fore-runner of the graceful arch of concrete that by September will bridge the last gap between Madison and Lake Forest. From that point a detour road will lead for the present year, through the edge of Vilas Park and around to the foot of Mills Street.

This week the city is hauling the stone to pave that detour road—which will be part of the city street system—from Vilas Park to the bridge.

Next year Capitol Avenue will run straight through beside St. Mary's Hospital, the big brick building that in the picture appears a little to the left of the center of the picture.

The size of the whole Lake Forest project is rather amazing, to one who hasn't seen it before; yes, and to one who hasn't been out there recently.

That is a tremendous big avenue, you know; a hundred and twenty feet wide, it's going to be at the

bridge, from sidewalk to sidewalk, counting the double roadway, the two sidewalks, and the three parkways between them. That will be the gateway to Lake Forest, a fitting symbol of the size, dignity and beauty of the entire area and its development.

Away over to the left—if you will refer to the picture once more—of John Murray and his men, the big dredge is cleaning up the shore line of one of the lovely wooded knolls, and pumping the materials to fill in the low land beside Capitol Avenue. Clear out of sight—and yet it is working out part of Lake Forest, part of the great project that is being developed as a harmonious whole.

Behind you lies the circle of the Civic Center, its roadway of concrete already half completed. At one edge this circle is touched by the lagoon, fed by seven big springs of clear, cold water that run down under and at the edge of the present developed tract; the lagoon that connects through to Lake Wingra and Lake Monona.

To the left again, at your back, you would see the lines of white gravel that make the roads, soon to be concreted, of the new portion of the tract [that [was opened up this year.

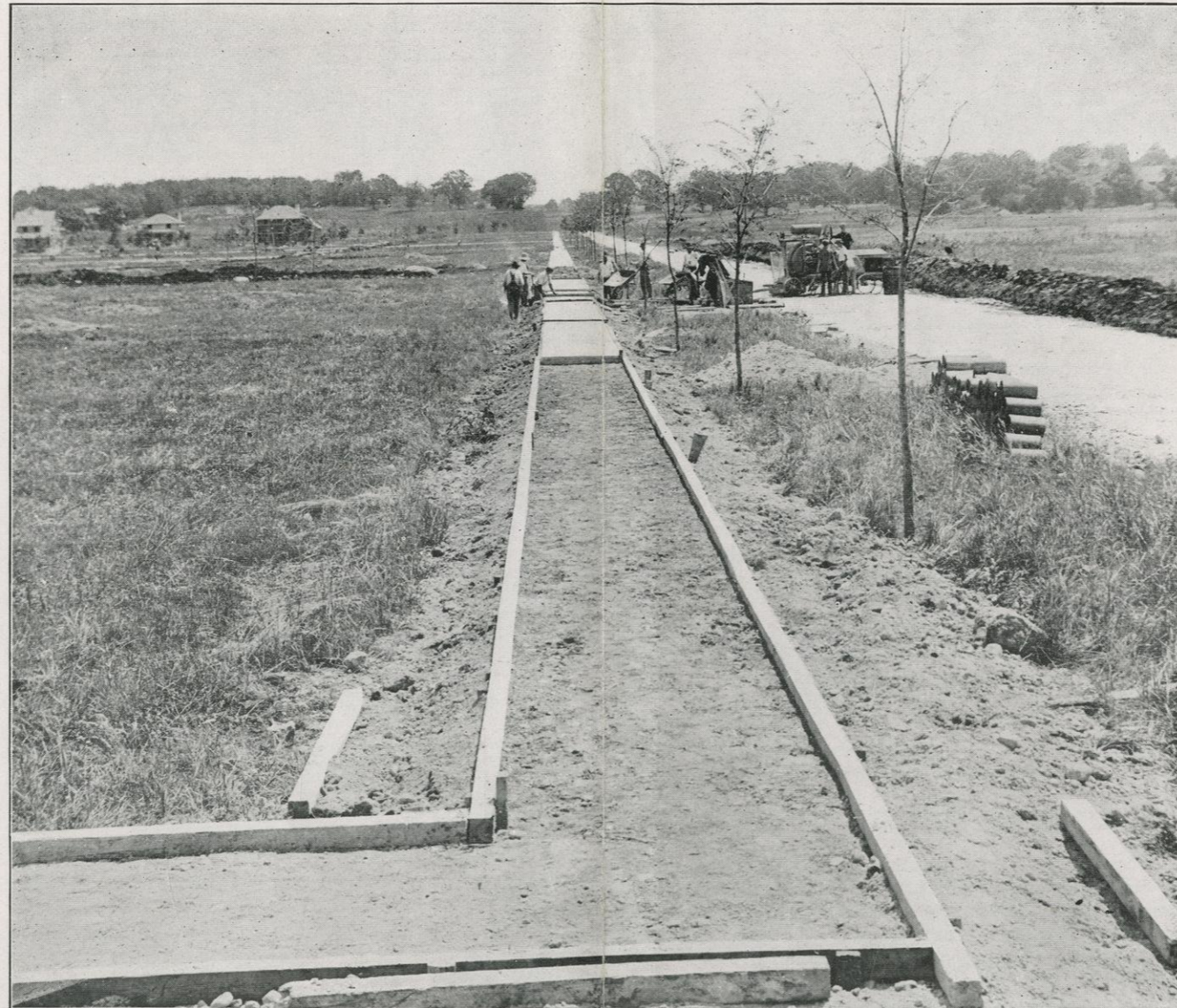
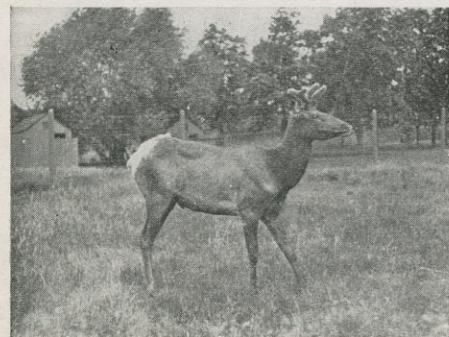
And to the right at your back, rise the five houses, rapidly approaching completion, that we showed you two weeks ago, in the midst of the fully developed part of the tract.

What does it make you think of? The world's great engineering projects have had back of them a realization of the pressing need of their use, a need that the builders could see. Back of the Panama Canal lay the fleets of the world's commerce, waiting for the gates to be thrown open that would admit them to the waters of the Pacific. Back of the great skyscrapers of our cities lay the impatient army of business men, clamoring for office space. Back of the development of our cities of the past lay the thronging crowds of the future, that future which has become the present; crowds that burst the narrow confines of the earlier city, and overflowed into the land that lay around them.

Back of Lake Forest lies, according to the accurate calculation of men with vision, the need of the Madison of the future. Progressively the development of Lake Forest will keep step with the growth of our Capital City, providing housing space for the thousands that are to come.

ROAD THROUGH VILAS PARK

That new city road being constructed this week to join the bridge head with the streets of Madison runs right past the bear-cage of Vilas Park, and beside the deer park, too.



The Story of Sidewalks

Suppose you were a house owner of the past, buying your property from an original owner who relinquished all responsibility for your welfare after he had given you a deed to the land.

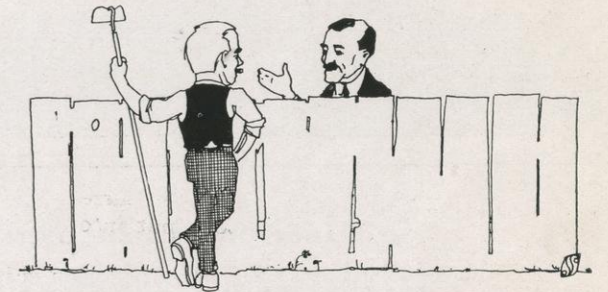
Then you would be in a position to appreciate to the full the work of the gang of men you see in the picture, who are finishing the rectangles of cement sidewalks that surround the city blocks of the first section of Lake Forest to be opened to development.

The Lake Forester will not plow his way to his homestead through a sea of mud. He will walk from the

car line over a completed system of sidewalks that lead right to his front door.

The proof of what is to be done in other sections of Lake Forest is what is now being done in the section shown above. These sidewalks are the symbol of the care taken for the entire future of the tract. Every improvement that modern landscape gardening can suggest, that modern city planning has worked out, is to be found in Lake Forest. But none of them means more to the home owner than just plain sidewalks!

Over the BACK FENCE



THEY WENT CLEAR THROUGH

On Fourth of July, C. B. Chapman, with Jimmy Yuile and E. H. Carpenter, salesmen, started from North Henry Street in a launch, passed through Mendota, through the lock and down the Yahara River, through Monona, through a part of the canal toward Lake Wingra, and up through the lagoon, landing triumphantly right at the Civic Center.

NEWS OF THE NEW BRIDGE

It is interesting to watch the piles driven for the new bridge over the canal. A stream of water is forced under pressure through a pipe that is sunk beside the pile, then the pipe is pulled up, and the pile allowed to sink into the whole thus created. Work is going forward with a rush so as to open the bridge for traffic in September.

A BIG GANG AT WORK

There are forty men laying concrete with John Murray on Capitol Avenue. They don't all show in the picture on the front page. The avenue will be half completed by the end of the week.

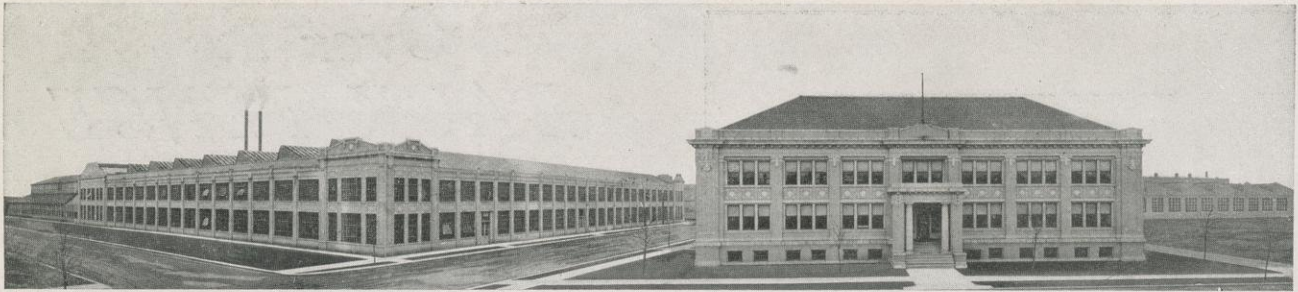
NOW ON WITH THE PLASTER

The electricians and plumbers have finished work on two of the five houses now being built at Lake Forest, and the plasterers are on the job now.

GOAT OR GOETHALS?

Somebody told John Murray he was the Goethals of this Panama project. "You're right!" said John; "I'm the goat!" Every body is trying to speed John up, and the faster he goes, the more they crowd him; that's what *he* says.





Madison, the Industrial Center, and Lake Forest

Another of the things that make Madison is its industries. This picture is of the big Gisholt factory, which sends lathes and other metal working machinery to all parts of the world. The Gisholt Company employs over 1500 men, and is one of the industries which gives Madison great prestige as an industrial center.

The value of industry to Madison is second only from a monetary standpoint, to the combined assets of the University of Wisconsin and the State Capitol with their large pay rolls. Over fifteen million dollars have been invested by local people in industrial enterprises for the manufacture of the following products: machine tools, turret lathes, dry cell batteries, lubricators, hospital furniture, time recording devices, chemicals, farm machinery, gas engines, shoes, leather goods and dairy necessities.

But Madison will not stop here. Madison is

going to continue to gain in prestige as an industrial center as can readily be seen from the following facts. By the end of the current year nearly \$1,000,000 will have been put into factory additions—tangible evidence of the solid and rapid growth of industrial Madison. Madison has the cheapest power rate in Wisconsin, a factor which will bring many industries dependent on power to Madison.

Transportation facilities are the best, for Madison has three railroads with nine lines, which are supplemented by good truck roads.

This industrial development brings up the problem of proper housing, which is a serious one.

Madison already is short 500 homes today, but in Lake Forest, Madison's new residential district, far-seeing men have developed a project in community building which will provide homes for discriminating people.

What the Big Bank Merger Means to Lake Forest

A month ago the papers bore the story of the merger of the First National Bank, the Merchants and Savings Bank, and the Central Wisconsin Trust Company. This \$10,000,000 combination will bear the name of the First National Bank, and will be headed by Louis M. Hanks, president of the Trust Company.

What does this mean to those interested in the development of Lake Forest—and of Madison?

Madison has long been a banking center of more than usual prominence. Millions of dollars from the rich surrounding area, as well as from the big industrial and other interests of the city itself, have found their banking home in Madison. Now this merger spells the fact that even greater facilities are needed to take care of the city of the future.

Such a step on the part of the banks keeps pace with the industrial development that is mentioned in another story on this page of the Lake Forester. Madison is more than a capital city; it is a manufacturing center as well.

The expanding retail interests of Madison are served by this great new bank. The additional thousands of population require more stores, and bigger ones, and the banks must do their share in financing this expansion.

The ten million dollar bank, like Lake Forest, is evidence that Madison is growing, and has the needs that go with a growing city.

The capital stock of the First National Bank will be increased to \$800,000. The present stockholders of the First National Bank, Merchants and Savings Bank and the Central Wisconsin Trust Company will each receive a new certificate of stock share for share of the re-organized First National Bank, bearing an indorsement vesting in the holder ownership of a pro rata interest in the stock of the trust company. The trust company will maintain its state charter and preserve its corporate existence and its capital stock will be held by a group of trustees for the benefit of the stockholders of the reorganized First National Bank, but the personnel of the three institutions will be absorbed.

The First National Bank has a national charter, and the Central Wisconsin Trust Company has a Wisconsin state charter. The Merchants and Savings Bank is a State Bank which received its charter ten years ago this month and since its organization has shown a splendid growth and development.

The motive back of the affiliation of these three institutions is for the purpose of advancing the best interests of the city, to provide an opportunity for financing meritorious undertakings. While the trust company will continue as a separate corporate entity, the bank and trust company will work in harmony, and their combined resources can be utilized in financing big projects for the benefit of their home city.