



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## Lake Forester. Vol. 2, No. 4 1921-02-15

[Madison, Wisconsin]: [Lake Forest Company], 1921-02-15

<https://digital.library.wisc.edu/1711.dl/5DT5NM2IJ7SFG8X>


<http://rightsstatements.org/vocab/NoC-US/1.0/>

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



# LAKE FORESTER

Vol. 2

February 15, 1921

No. 4

## Marketing Conference Brings Speakers of National Note

The Marketing Conference that has just closed brought a great many personalities and forces into our city and state that will tell for the improvement of our farming and marketing methods. It was attended by representatives of 63 different counties of the state; the group claiming the distinction of having traveled farthest came from Douglas County, a distance of 325 miles. A number of organizations attended the conference and held meetings in connection with it, and at least one new organization was born—the Wisconsin Farm Bureau Federation.

The most prominent speakers who addressed the conference were E. T. Meredith, Secretary of Agriculture, J. R. Taylor, president of the American Farm Bureau Federation; Dr. Alonzo E. Taylor, special representative of the American Relief Commission and former member of the Hoover Food Administration; Honorable A. S. Lever, Chairman of the Federal Farm Loan Board and author of the Lever Act; and Governor John J. Blaine.

Secretary Meredith spoke twice in the city, once before the conference in the morning and to the Press Association of the State in the evening. His was a forceful and convincing presentation of the significance of the work of the Department of Agriculture, in spite of the difficulties that confront it. He drew a striking contrast between the saving of millions which results from the research carried on by the department and the meagre appropriation with which it works.



E. T. Meredith  
Secretary of Agriculture

Dr. Taylor presented an informative survey of the world's food supply and pointed out Europe's dependence upon America.

Men coming from the center of affairs, as these men did, bring with them an insight into present conditions and an outlook on the future that are hardly to be obtained from anyone with less wide contacts. Their presence enables us to get an extensive and better balanced vision of the issues with which the whole nation and the world are concerned.

A feature of the program was the recognition given by the state to the services rendered by three of its own farmers and by one Illinois farmer. At a meeting in Agricultural Hall, President Birge, in behalf of the Regents of the University, presented the certificates of recognition to David Imrie, of St. Croix County as a pioneer exponent of co-operative efforts among the farmers; to Robert Hall of Oconto County as standing, in Dean Russell's words, "for model farming, better home life, and more entertainment for the settler"; to R. J. Coe of Jefferson County for his leadership in horticultural research and development; and to E. G. Frank of Illinois for the develop-

ment of good strains of seed corn.

This makes a total of forty men and women who have been honored by the state for their contribution to agricultural interests. Wisconsin was the first state to offer such recognition to her farmers.

Madison is fortunate to be able to entertain this convention of the producers of the state; it is one of the advantages of living in Madison to come into contact with these national leaders and national movements.



ALONZO E. TAYLOR

*Member of European Relief  
Commission*

Mr. Taylor went from Madison direct to New York to sail for Europe in connection with his duties as a member of the Relief Commission.

### GIVE THE BABIES A CHANCE

Madison stands with only seven other cities in the United States in having an infant mortality rate of less than 50% per thousand.

This is according to statistics gathered by the Journal of the American Medical Association. No greater tribute could be paid to a city, from the standpoint of parents at least, than that. Here a child has as good a chance for health and for life as in any city in the United States, and a better chance than in any other but seven.

Everyone who loves the clear laughter of children, who delights to see them romping and playing, who catches the inspiration from their innocent faces and their open-hearted smiles, will appreciate the significance of this record. Death at any age is mysteriously saddening; when it comes to childhood it is doubly tragic. For a child represents so much of hope, of potentiality.

Consequently, no contribution to our community could be more worth while than this of guarding the babies' lives, of lending surety to the uncertain frailties of babyhood.

Compared with the rates in some other cities our record becomes obviously a matter of justifiable pride. In Burlington, Vermont, or Hannibal, Missouri, for example, the mortality rate is about 150 per thousand. A child there has only a third the chance for survival that it has in Madison. In Racine the rate is 123; in Knoxville, Tennessee, 135; and in El Paso, Texas, it climbs up to 254, over five times as high as in Madison.

It is undoubtedly true that the large number of parks and open spaces, the freedom from overcrowding, is largely responsible for the low record in Madison. With a total of over 280 acres in public parks, and with the open fresh air that comes from the four lakes, the environment is much more healthful than it could be if we were more crowded up.

These factors have been considered in the laying out of Lake Forest. Whatever can be done by careful and scientific planning, we insist upon incorporating into the future homes of Madison children. We are determined that the children shall be given the best chance.

### FOR THE ACCOMMODATION OF MADISON LADIES AND VISITORS

A spirit of hospitality is one of Madison's valuable assets; there's no reputation quite so enviable. We all like the man who greets us with openheartedness and the city that makes us "feel at home."

It is also a great asset to Madison to have organizations that promote this kind of spirit. For we all appreciate the spirit when we find it, but we cannot always take time to promote it. And the "stranger that is within the gates" is likely to take our busy-ness for an aloofness or a lack of interest. It is then that the work of an organization to promote hospitality is indispensable.

Such an institution is the Madison Young Women's Christian Association. It exists for the purpose of serving the ladies of Madison and those who are visiting here.

At the annual meeting last week some interesting facts were given out regarding the activities for the past year. The chairman of the social committee stated that over a hundred girls are permanently provided with rooms, and emergency cots are available at only \$1.50 a week for those who cannot find rooms.

A service of great extent is found in the cafeteria. Last year nearly half a million meals were served there.

Many of the Madison ladies may not be acquainted with the thoughtfulness that has been given their needs. It may be worthwhile to point out, for example, that if you want a place to check your parcels or to freshen up a little after shopping and sightseeing, step over to the Y. W. C. A. They will be pleased to welcome you to their rest-room and parlors without any charge whatsoever, and to make you feel at home. Maybe you have half an hour to spend while your husband or father meets his business engagements; at the Y. W. you can make good use of your time with a magazine or a book, while taking it easy in a comfortable chair. You might like to write a letter while you are waiting; stationery and desks are provided for that purpose. The attractive way in which the reading room is furnished will appeal to you, and you will want to go again.

And you do not have to be a member of the Y. W. to enjoy the use of the parlor, reading room, lavatory, and rest room. All women are welcome. If you like music, you may play the piano or Victrola.

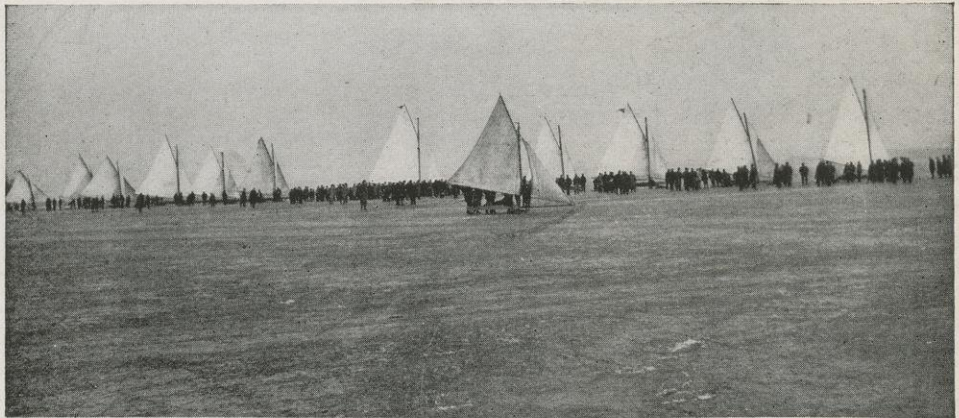
If you are a visitor here and want information about the city, just step into the lobby and ask the attendant. She will be glad to answer questions or to point out interesting features of the city. Check your baggage free while you visit the places pointed out.

A list is kept on which rooms from \$1.75 to \$3.00 a week are kept posted. If you can't find a room over night at the Y. W., they will find someone who can take care of you. And for those of you who have not yet moved to Madison, the Y. W. offers all its accommodations until your furniture arrives.

ICE BOATING  
AT ITS BEST

It is impossible to keep from printing the accompanying picture of a fleet of ice boats on Lake Monona. This winter has proved to be one of the finest for this tingling sport. For more than eight weeks the lakes have been "open," and ice boaters and skaters have enjoyed the open stretches, the freedom and fresh air, the exhilaration of an almost boundless freedom to roam at pleasure out away from trees and houses and people and noises.

That's the winter appeal of Madison.



MADISON INVITES COMMISSION TO STUDY  
FIRE HAZARDS

Last week saw a big step forward in making Madison as safe a place as possible for people to live. At the invitation of the Association of Commerce ninety members of the Conservation and Fire Prevention Association of Wisconsin made an exhaustive and detailed inspection of the buildings of the city to determine the fire hazards that exist. A report was rendered at a dinner given at the Capitol Cafe on the evening of February 2.

At the dinner the president of the Conservation Association, Rudolph H. Wieben, pointed out the hazards that had been found in the two day inspection. The chief suggestions were concerning improvements in our public schools. Many of the suggestions that he made have already been acted on, and others will be followed as soon as possible, according to C. E. Meek, superintendent of public schools.

For it was the purpose of the Association of Commerce in inviting this inspection to secure an exhaustive systematic survey of our whole city which would be used as the basis for constructive action in improving the risks. In the words of President Wieben:

"This is not being done for the physical benefit alone, but also for educational purposes as well. All defects, both great and small, will be brought to the attention of property holders. Schools, churches, hospitals, and many sorority and fraternity houses will be studied during the two days. . . . The citizens are . . . doing all they can to facilitate the work."

In the report that followed, many of the risks which exist in every city of the country were pointed out and

are now being remedied. Before this inspection we were as blissfully ingorant of these risks as any other city that has not had a searching investigation by such a group of experts.

Fire statistics alone prove the danger that lurks in every city. In Wisconsin last year the fire loss was over \$6,000,000, or more than \$3.00 per capita. The national loss by fire represents an amount that would pay off our national debt in forty years. More lives are lost in fires every two and a half years in the United States than we lost in the World War. And 95 per cent of these fires are caused by individual ignorance or carelessness.

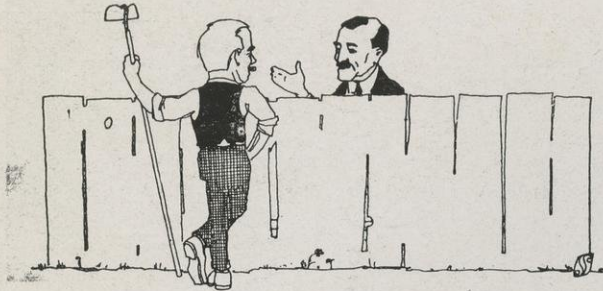
It's not always easy for us to listen to our faults. We like much better to sing our praises or to give ear to others when they take up that strain. But after all there's no greater test of an individuals' or a city's progressiveness. Only by a thorough, unsparing examination of ourselves can our faults be known—and the remedies applied.

So the Association of Commerce has rendered a magnificent service in securing the expert analysis which the Conservation Commission has given to us. By means of it Madison will become as safe from the ravages of fire as technical advice and intelligent knowledge of our risks can give. The fire hazard, which was low before the investigation, we may confidently expect to become notably lower.

MOTORS HUM AND CATERPILLARS CRAWL  
AT ANNUAL ROAD SCHOOL

The lower campus of the university offered a big opportunity to the people of the state who are interested in road building all the first week of February. The annual road school of the State Highway Commission was held in Music Hall, and the machine exhibits were concentrated on the lower campus. Continued on Page 4

## Over the BACK FENCE



### SEVENTY-SIX CALLS FOR A "COTTAGE TO RENT"

Mr. John T. Blake, a local contractor, reports an experience in advertising a cottage to rent, that is significant. In response to an advertisement he placed in a local paper that a cottage was available, seventy-six people by actual count called for information. Unfortunately only one of the applicants could be accommodated.

There could be no clearer indication of the demand for homes that exists in Madison; both houses and lots are in vigorous demand.

### CONTRACT LET FOR MILLS STREET GRADING

The contract for grading Mills Street from the point in front of St. Mary's where it now ends, to Capitol Avenue Bridge was let by the city last week to John T. Icke, a local contractor. The work is to be done immediately.

This work will start the improvements of another season which is going to mean much to Lake Foresters. Mills Street will become a continuation of Capitol Avenue, and the detour now used through Vilas Park will become unnecessary.

### MADISON THEATRE TO BE REBUILT

The building activities in Madison during the coming season will not only embrace the erection of new buildings both private and public, but will probably include the remodeling—practically the rebuilding—of at least one familiar place, the Fuller Theatre. J. E. Pridmore, a theatre specialist of Chicago, has practically completed the plans for a complete overhauling of the whole house. If these plans are adopted, new concrete floors will be put in, marble and glass lobbies constructed, a new pipe organ installed, and all the modern conveniences, such as foyers, rest rooms, and smoking rooms provided.

Work will probably begin about the first of May. A total outlay of \$150,000 is planned. Both legitimate drama and motion pictures will continue to be featured after the improvements have been completed.

### ANNUAL ROAD SCHOOL

Continued from page 3

The meetings in Music Hall were addressed by Governor John J. Blaine, and other staff officials, including particularly those of the Highway Commission. About 500 people were in attendance. Every phase of road building and maintenance was presented at these meetings, and the problems that have to be met in the state were discussed both in lectures and in discussions. Prizes totalling a thousand dollars were awarded to patrolmen for their work in the interest of the state.

The large exhibit of road building machinery, one of the most complete and comprehensive exhibits ever presented in the state, attracted the most attention from Madison residents. Everything from a gravel digger and sifter to an "Old Trusty" Tractor was on exhibit.

And the machines were not dead either; they were very much alive. The motors roared from early in the morning until late in the afternoon. The big Avery tractor stalked back and forth like a giant of steel along its specified track; the midget Cletrac and the Monarch Caterpillar whipped in and out or wheeled in their tracks with the fire of a blooded racer and the sureness of foot of a mountain goat; the Fordson conducted its own way round and round the same fifteen foot circle; the Galion gravel digger and screening plant dug and graded imaginary gravel day after day, and the Hunter Machinery Derrick and Tructractor scooped up and trucked away the same sandpile several times an hour.

In addition to these live exhibits, moving pictures were shown in Music Hall of several modern machines which were not on the campus.

Visible results of the school will undoubtedly manifest themselves in the improvement of the roads of our state.

### MINNEAPOLIS SYMPHONY ORCHESTRA GIVES ANNUAL CONCERT

The acquaintanceship which has developed between Madison citizens and the Minneapolis Symphony Orchestra, through their annual visits to Madison, served to heighten the pleasure with which the concert was received on February 7 at the University Armory.

It is not necessary to comment on the excellence with which the orchestra plays, nor on the skill with which their leader, Emil Oberhoffer, conducts his exquisite programs; both qualities are well known to Madison folks. But it is not amiss to record our appreciation for such opportunities to enjoy the best.