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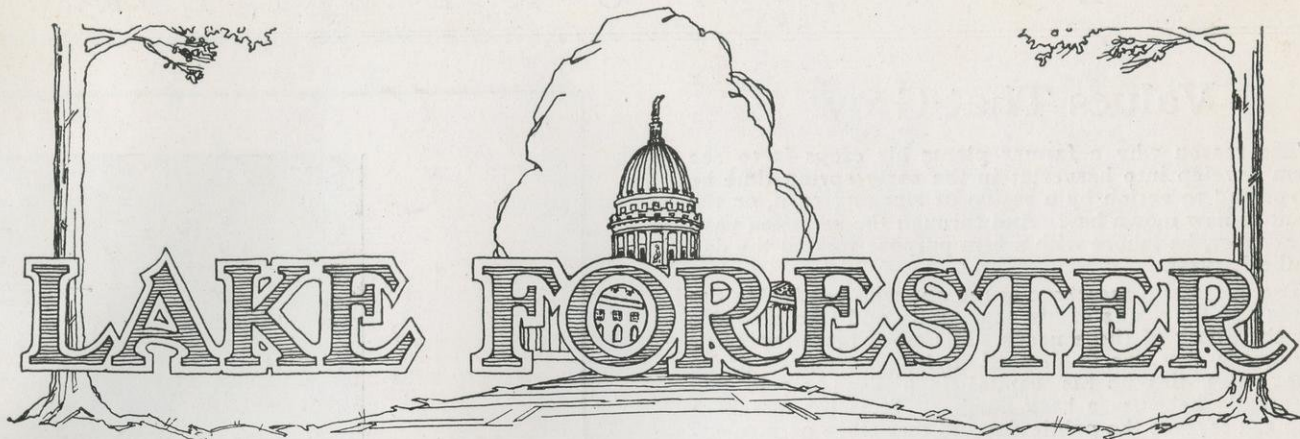
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Madison and the Lure of the Out-of-Doors

Somehow it is just naturally hard work to stay inside on beautiful sunshiny days like those we have been enjoying. There's something in the brightness of the sunlight, in the cheerful songs of the birds, in the clear deep blue of the sky, and in the fresh greenness of the grass that almost impels one to break out of the dark houses, to tear away from the bonds of insistent work — and get out into the great out-of-doors.

It is when such a natural and irresistible impulse seizes one that he appreciates the great advantages of Madison and her unexcelled park and recreational opportunities.

For there are few cities in the whole country where the sunshine and the open air are quite so abundant and so near at hand as right here in Madison. Within half a mile from any porch in Madison access may be had to the open surface of one of our lakes or to the free sod of one of the parks.

More than a foot of water frontage for every person in the city has been reserved as public property; along more than 40,000 feet of public water frontage, Madison citizens have free access

to the broad, sparkling surfaces for canoeing or to the cool and refreshing water for swimming.

And for those who prefer the parks and their automobiles, no less provision has been made. In more than a dozen public parks, not to mention the large University grounds, you are welcome to enjoy the sunshine and a picnic dinner—while more

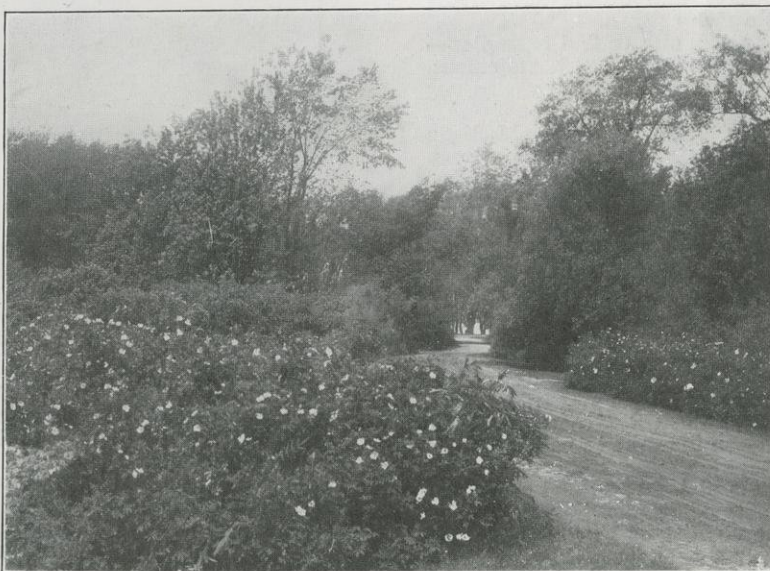
than twenty miles of pleasure drives and boulevards tempt you to enjoy your car.

This system of parks and drives is very largely due to the efforts of the Madison Park and Pleasure Drive Association, a voluntary association that during the past twenty years has raised and spent more than \$350,000 in making Madison beautiful.

It is in keeping with this ideal of beauty and attractiveness that the whole of Lake Forest has been

laid out. The features that have proved most attractive in Madison have been very carefully observed and emphasized in Lake Forest. It has not only public parks, but also a number of private parks—an innovation in city planning; its streets are wide and lined with attractive park-

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MARSTON AVENUE—a part of Madison's twenty miles of pleasure drives that invite you.

Values That Grow

The reason why a farmer plants his crops is to see them develop into harvests; in the early spring time he is spurred to action by a vision of ripening corn, or the scent of new mown hay. And through the sweating days of summer, he labors with a firm purpose toward the day of the harvest.

The successful merchant is the one who can foresee the needs and the wants of his community and who provides for the filling of those needs. His stock must represent the goods that are in demand in his community or he loses sales, ties up his capital in a dead stock, and eventually becomes a back number. It is the merchant who can foresee the public demand that stays permanently in the business of meeting our needs.—And it is his vision of the selling product that prompts him to put it in stock. Several months ahead of the season he gets a vision of people coming into his store and asking for certain articles. In that vision he sees the necessary turnover that is going to bring him profit.

And precisely the same thing is true of any investor. He reaps his reward in hard dollars and cents by exercising the good common sound sense of looking ahead and seeing, not what people are demanding today, but what they are going to have tomorrow.

We call the farmer most successful who plants the best seed corn, uses the most effective methods of cultivation, and eventually reaps the richest harvest. The merchant most succeeds who provides the goods at the prices that bring the people into his store and the shekels into his pocketbook. And the investor, the real estate man, who can see where the crowd is going tomorrow, who can see the value that lies in property that others have overlooked—he it is who reaps a rich reward.

We need not go out of our own city to find examples—almost without number—of the truth of this statement. It is a fact that has repeated itself over and over in our history.

In 1904—less than twenty years ago—the Madison Park and Pleasure Drive Association bought nineteen and one half acres where Tenney Park now is from Mrs. Thornton for \$8,500. Two years later, in 1906, this land was filled at a cost of \$13,500. The Association then sold twenty lots in what is now Parkside Addition, comprising less than three of the nineteen and one half acres, for \$20,000. The lots were sold to W. D. Curtis. They stand now, favorites in that section of the city, on Marston Avenue.

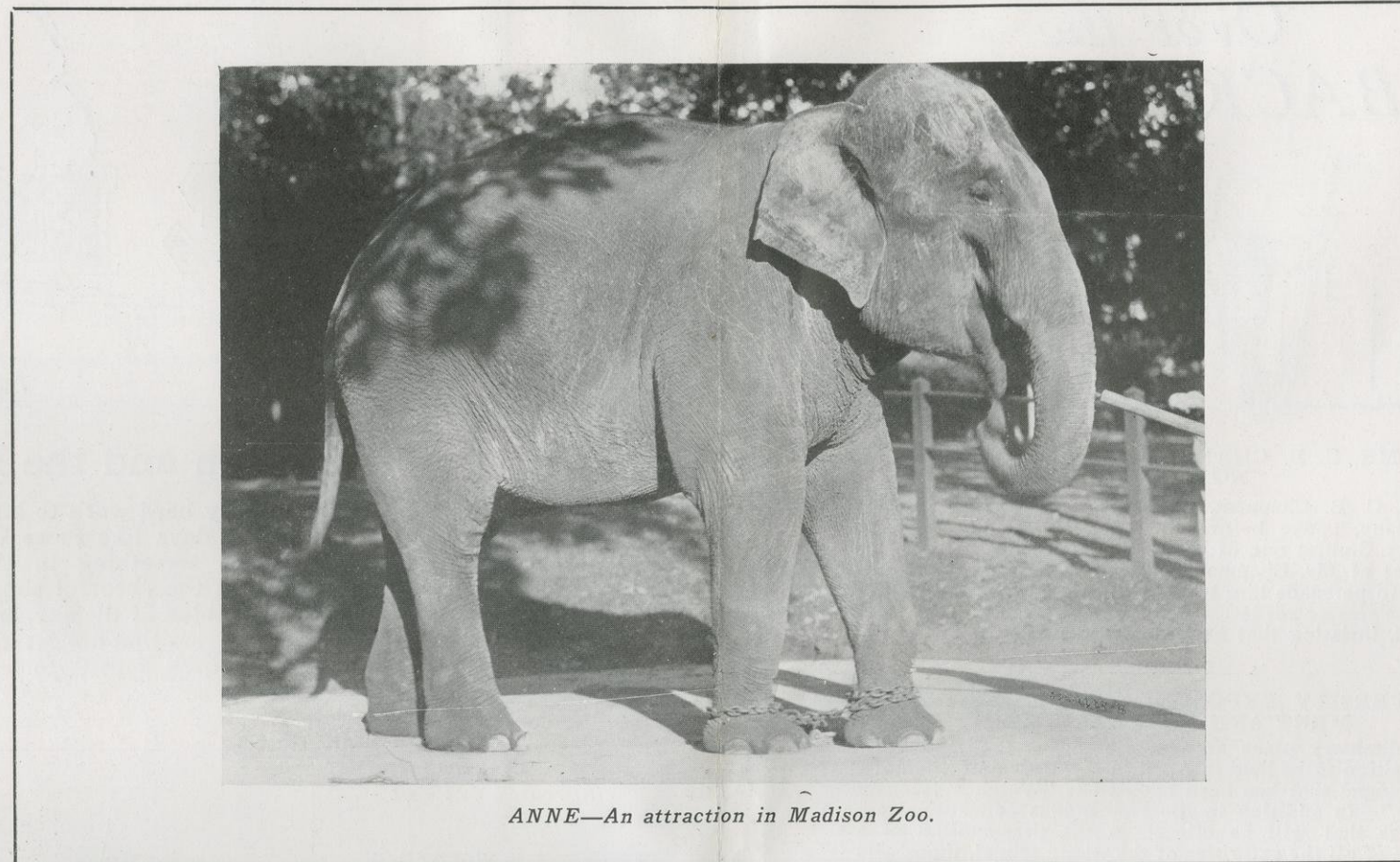
In other words, the Madison Park and Pleasure Drive Association in two years made enough money on a little over two acres to pay for sixteen other acres that were just as good. Their lots cost them \$189 each and sold in two years for \$1000 each—an increase in value of over 500 per cent.

And today, because of their vision and good sense, we may all enjoy the free benefits of Tenney Park.

The story of values in the vicinity of Vilas Park is one of exactly the same type. As soon as people realized that the land in that neighborhood was to be built up and made into a park, almost over night the value of lots doubled and trebled.

It was those who were wise and early enough to get on the grounds before the standing room was all taken that reaped a hundred and two hundred fold from their investment.

The point that we are making is plain. Anyone can recognize the value of a piece of property for which there is a big demand and which regularly sells for a large sum. But that piece of property is not one whose value is increasing. The realization on such an investment, pleasant as it is to own it, is not to be compared with the realization on property that is rising in value. It's the vision that recognizes today what a piece of



ANNE—An attraction in Madison Zoo.

Lake Forest and the Madison Zoo

"I went to the animal fair
The birds and the beasts were there.
The old raccoon
By the light of the moon
Was combing his auburn hair."

More good news came for the boys and girls of Madison recently when "Jiggs," the Borneo Ape, and "Charlotte Greenwood," the white-handed gibbon, were brought from their native jungles and added to the attractions of Vilas Park zoo. They are now occupying their respective cages. Old Jiggs looks out at the world with a sad and philosophical air that will strike you as unusually intelligent. He is much addicted to the habit of scratching, but that is only a nervous habit of his; he is not bothered by fleas.

Charlotte is much more demure and modest looking—as befits a lady. She suffered from a bad cold caught on

property will be worth tomorrow for which the man who comes tomorrow to buy will have to pay.

And the same thing that happened to lots near Tenney Park and the property near Vilas Park is going to happen to property just across the surface of Lake Wingra from Vilas Park.

It's the man who has the sense to see it who is going to reap a golden harvest, just as the farmer or the merchant cashes in on his hard season's labor or on his sound business judgment.

her trip from San Francisco to Madison, but she is now rapidly recovering.

This zoo, which is one of the most attractive spots in Madison, lies just at the entrance to Lake Forest. As a matter of fact, it touches Lake Forest on the eastern end so that from Capitol Avenue Bridge it is not much more than a score of yards along the Fenway to the beginning of the pens where the deer browse in the sunlight, or scurry to cover at any unusual occurrence.

A little farther along lie the dens of the wolves, coyotes, and bears, and the cage in which the great bald and golden eagles blink, and the turkey buzzard sleeps.

Then if you walk on around the corner, you will find the badger cages on your left, and a cage full of vacant-eyed owls on your right, while farther up the hill the monkeys scold from behind their iron bars.

Here we are in the heart of the Madison zoo,—one of a very few collections in the country, of authentic wild animals, brought from their native homes. Altogether, there are more than four hundred animals and birds, representing over a hundred different species, besides the fish. They came from nearly every country in the world, and every animal must be a complete and, as nearly as possible, a perfect specimen of his kind. For purposes of the zoo, according to Dr. C. G. Dwight, who has very patiently built it up to its present completeness, a monkey is not a monkey without his tail, and a deer is not a deer without his horns.

For here the boys and girls of Madison learn the

characteristics of the important animals of every continent; if the animals are blemished, the boys and girls are wrongly informed about them.

The best time to visit these animals is when they have their supper. This is about four o'clock in the afternoon. Just as the children sometimes do not behave well before meal time, these animals howl and roar and otherwise manifest their impatience with the keepers for not feeding every one first. But they are all well provided for.

And it is no easy problem to keep the digestive apparatus of such a variety of eaters in proper order. To do so, the city has very recently installed a complete kitchen in the basement of the lion house. There the bread for all the animals is cooked, the meat for the flesh-eaters is prepared, and the apples and other rations measured out.

It is a spotlessly clean kitchen, such a one as might be kept by a proud housewife. For the health and lives of the animals depend upon their getting clean and wholesome food. The meat that is fed to the flesh-eaters is horseflesh, for the authorities do not feel that any boy or girl of Madison should run any risk of losing his pork chop or beef steak through their feeding it to the animals.

There are few animals that are so intelligent and so systematic as "Anne," whose picture we give you here. She is particular, not only about her food, but also about her exercise. You will often find her swinging from foot to foot in a sort of calisthenics for exercise. For she is very closely confined by the short chain that holds her to the post.

Now Anne is a native of India. She was brought to the Madison zoo in 1918 from her home among the cane brakes and in the thickets of that country. When she was wild and in her native country, she roamed through the thickets and tangles with a bunch of her kind. Such a herd of elephants is exceedingly dangerous, for their strength enables them to break down nearly any barrier and they can run at a respectable speed. The story of Anne's capture is not recorded in the annals of the Madison zoo, but if it were, there would undoubtedly be a series of thrills to relate.

The hundreds of children who visit this zoo every week form ample evidence of its value as an educational institution. It is particularly fortunate that it lies so close to Lake Forest. For Lake Forest children will have at their very door step this inexhaustible source of entertainment and educational material. It is not necessary to point out the added value that it contributes to Lake Forest property.

Making the Successful Garden

The buds are bursting; the grass is growing green almost unbelievably fast. Don't let the season get ahead of you, folks. And here's Professor J. G. Moore's suggestion about the next thing to do after you have drawn up your plan for a garden.—Editor.

THE SEED

As soon as the plan has been finished, the seed order may be made out. This should not be delayed, as some kinds of seed will be needed very soon, and it is better to buy in one lot than just as the different kinds are to be used. The garden plan will indicate what seed will be needed. The problem now is to determine the varieties to be grown and the amount of each kind needed.

In selecting varieties it is not a question of choosing enough out of the hundreds offered, but of confining one's selection to a limited number that are reasonably sure to give success. It is usually better to use the standard varieties which have proved their worth than to experi-

ment with untried sorts. Selections made from the following list should prove satisfactory.

VARIETIES TO GROW

Tastes differ greatly in choosing varieties of vegetables. The following list will doubtless prove satisfactory:

- BEANS, bush—Green Pod, Bountiful, Stringless Green Pod, Wax Pod, Improved Golden Wax, Pencil Pod Wax.
- BEANS, pole—Green Pod, Kentucky Wonder, Wax Pod, Kentucky Wonder Wax, Golden Cluster Wax.
- BEETS, early—Crosby's Egyptian, Edmand's Early (late), Detroit Dark Red.
- CABBAGE, early—Early Jersey Wakefield, Copenhagen Market.
- CABBAGE, mid-season—Succession, Surehead, Allhead, Flat Dutch.
- CABBAGE, late—Danish Ballhead or Hollander.
- CARROTS—Chantenay, Oxheart for heavy soils.
- CAULIFLOWER—Dry Weather, Early Snowball (an uncertain crop).
- CELERY—Golden Self Blanching (late), Winter Queen, Giant Pascal.
- CHARD—Lucellus.
- CUCUMBER—Improved White Spine, Improved Long Green.
- EGGPLANT—Black Beauty.
- KOHL-RABI—White Vienna.
- LETTUCE, leaf—Black Seeded Simpson, Grand Rapids.
- LETTUCE, head—May King, Big Boston, Salamander, Wayahead, California Cream Butter.
- MUSKMELON—Emerald Gem, Milwaukee Market.
- ONIONS (sets)—Yellow or White.
- ONIONS (seed)—Yellow Globe Danvers, Southport Red Globe, Southport White Globe.
- PARSNIP—Guernsey.
- PEAS, dwarf early—Little Marvel, Laxtonian (may be planted in succession).
- PEAS, dwarf late—Stratagem.
- PEAS, tall early—Alaska.
- PEAS, tall late—Dwarf Champion, Telephone.
- PEPPERS, sweet—Ruby King, Neapolitan, Sweet Meat Glory.
- PEPPERS, hot—Red Chili, Red Cayenne.
- PUMPKIN—Small Sugar.
- RADISH, early—Early Scarlet Globe, Early Scarlet Turnip, Crimson Giant, White Icicle.
- RADISH, summer—White Strasburg.
- RADISH, winter—Chinese Rose, Black Spanish.
- SALSIFY—Sandwich Island.
- RUTABAGA—American Purple Top.
- SQUASH, summer—Fordhook, Crookneck, Pattypan.
- SQUASH, winter—Hubbard, Delicious, Delicata.
- SWEET CORN—Golden Bantam (plant in succession), Bantam Evergreen.
- SWEET CORN, late—Stowell's Evergreen.
- TOMATOES, early—Earliana, Bonny Best, Chalks Early Jewell, Red Head, Perfection, John Baer.
- TOMATOES, late—Stone, Livingston Globe.
- TURNIP, early—Early White Milan.
- TURNIP, main crop—Purple Top, White Globe, Yellow Globe.

Order seed early and buy only from reliable seedsmen. The best is cheapest in the end, even though you have to pay more for it.

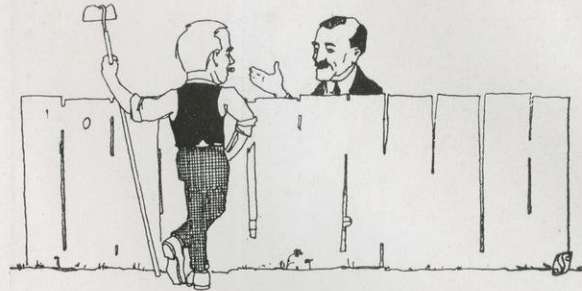
AMOUNT OF SEED

In determining the amount of seed needed the question of thickness of planting is of prime importance. The following suggestions may prove helpful. The amounts are seeds for each foot of row,—Beans 5-6; Beets 15-18; Carrot 50-60; Chard 15-18; Corn 4-5; Onions 25-30; Parsnip 30-35; Peas 15-18; Radish 30-35; Rutabaga 50-60; Turnip 50-60.

While this is more than enough in most cases to give a desirable stand, it must be remembered that it takes the combined force of many small plants of some kinds to push out of the soil. A packet of seed of each variety desired of cabbage, celery, cucumber, eggplant, lettuce, melon, parsley, peppers, pumpkin and squash will be sufficient to produce all the plants needed in the average home garden. The approximate number of seeds in one ounce of the common vegetable is:

- Carrots—14000-18000.
- Beans, bush—75-100.
- Beets—1400-1600.
- Radish—3000-4000.
- Salsify—4000-2500.
- Corn—100-150.
- Peas—50-150.
- Onions—67000.
- Parsnips—4000-5000.
- Onion, sets—200 per pound.

Over the
BACK FENCE



MR. C. B. CHAPMAN SPEAKS BEFORE ROTARY CLUB

Mr. C. B. Chapman, president of the Lake Forest Company, spoke before the members of the Madison Rotary Club at one of their recent meetings. Since the subject of Mr. Chapman's talk was Madison, the editor tried to persuade him to give the gist of the talk to the *Lake Forester* readers. But Mr. Chapman modestly declined, insisting that he had forgotten just what he did say.

UNIVERSITY EXPOSITION PROMISES AMUSEMENT AND ENTERTAINMENT.

Preliminary plans are completed for the University Exposition to be held in April in the University Armory. The slogan that has been adopted is "Watch Wisconsin Work." In addition to the tremendous educational advantage that will be offered in the presentation at a glance of all the activities of the whole school, those who have the management in hand promise a large portion of just fun and entertainment. Now, folks, plan to "take in" this exposition. Whether your home is in Madison, or in the farthest corner of the state, you ought to come and get acquainted with what your University is offering to your boys and girls. It will well repay you to take a day or two off and come down and see what has made your University one of the first in the land.

SIGNS TO EXPLAIN LAKE FOREST TO VISITORS.

The Lake Forest Company is preparing a number of signs to be erected at certain points in Lake Forest to enable visitors to identify and understand the significance of the various places in the community. They say (this is a secret) that the signs will be artistic as well as informing.

MADISON AND THE LURE OF THE OUT-OF-DOORS

(Continued from Page 1)

ways and rows of trees; clear up to the Civic Center come the waters of Lake Wingra, and the smooth surface of Capitol Avenue and the other boulevards ties up to the more than twenty miles of pleasure drives.

And when the call of the great out-of-doors comes to the citizen of Lake Forest, he will find it easy to respond. In a five-minute walk he can reach the shores of the lagoon to launch his canoe and dream of Indian birchbarks as he skims the silvery surface, or find the open freedom of the park and a picnic supper under the stars.

That's a part of the appeal of Lake Forest.