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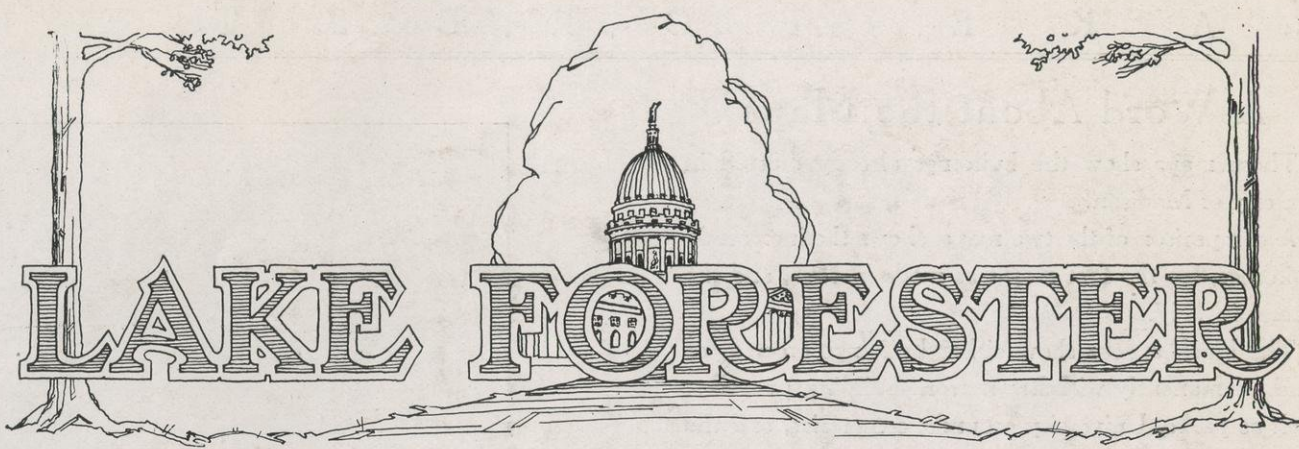
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The Reason for the Lake Forest Development Project

By C. B. Chapman, President of the Lake Forest Company

I have been asked by the editor to tell in a few words the reason for Lake Forest.

If the words are to be limited in number I think I had better reproduce two maps which you will find on the following page. Look at them now and read the brief description which tells what they mean; then turn back and follow this little argument.

Between the dates of these two maps Madison grew—to be exact—12,636. You can see at a glance that this additional number of people required more buildings to live in, because there are more black spaces filled in on the second map.

I think it is hard for us to realize just what demands such a growth in the population make upon a city. People who have to take care of that growth, such as contractors who build houses, and telephone, gas and electric companies, are obliged to order their materials and lay their plans for such a growth, just as a business man must order in the spring the merchandise he expects to sell in the fall.

You have read on the inside pages that the second map was prepared in 1917. If a third map were prepared today, it would show another considerable addition of black spaces, representing buildings erected in the three years from 1917-1920.

Now let us figure the growth of Madison for the last decade.

Madison had in 1910 according to the federal census

25,531 people; in 1920 we had 38,580. In fact we grew at the rate of a little better than 50% during the ten year period.

Our rate of growth is increasing, so that we may reasonably expect to grow at a greater rate than 50% during the next ten years. However, let us assume that we will grow only at a rate of 50%. This will add 19,290 people to Madison's population.

Take another look at the two maps and figure out for yourself how much added territory will be absolutely required to take care of the buildings which must be erected to house the people who will be added to Madison during the next ten years.

These people are going to live somewhere. They cannot go without homes to live in. Where are they going to live?

Lake Forest is being planned to take care of a portion of the growth which we may reasonably expect.

I have tried to give in a few words the net result of a study which took several years of time and cost a great many thousands of dollars, and which was completed before any plans were made for the Lake Forest development.

If you will drop in at the office when the editor is not around to limit the time I can tell you more about this study. I believe it will interest you.

A Word About the Maps

These maps show the buildings already erected in the city of Madison.

A comparison of the two maps, shows the increase in buildings, for the first map was made in 1899, and the second in 1917.

The black spaces show either buildings erected, or land permanently withdrawn from building purposes, such as parks, University grounds, cemeteries, and the like.

Each map was prepared by sending a man out on the ground to count and map the buildings in person. The cost of the two maps was well above \$1500.

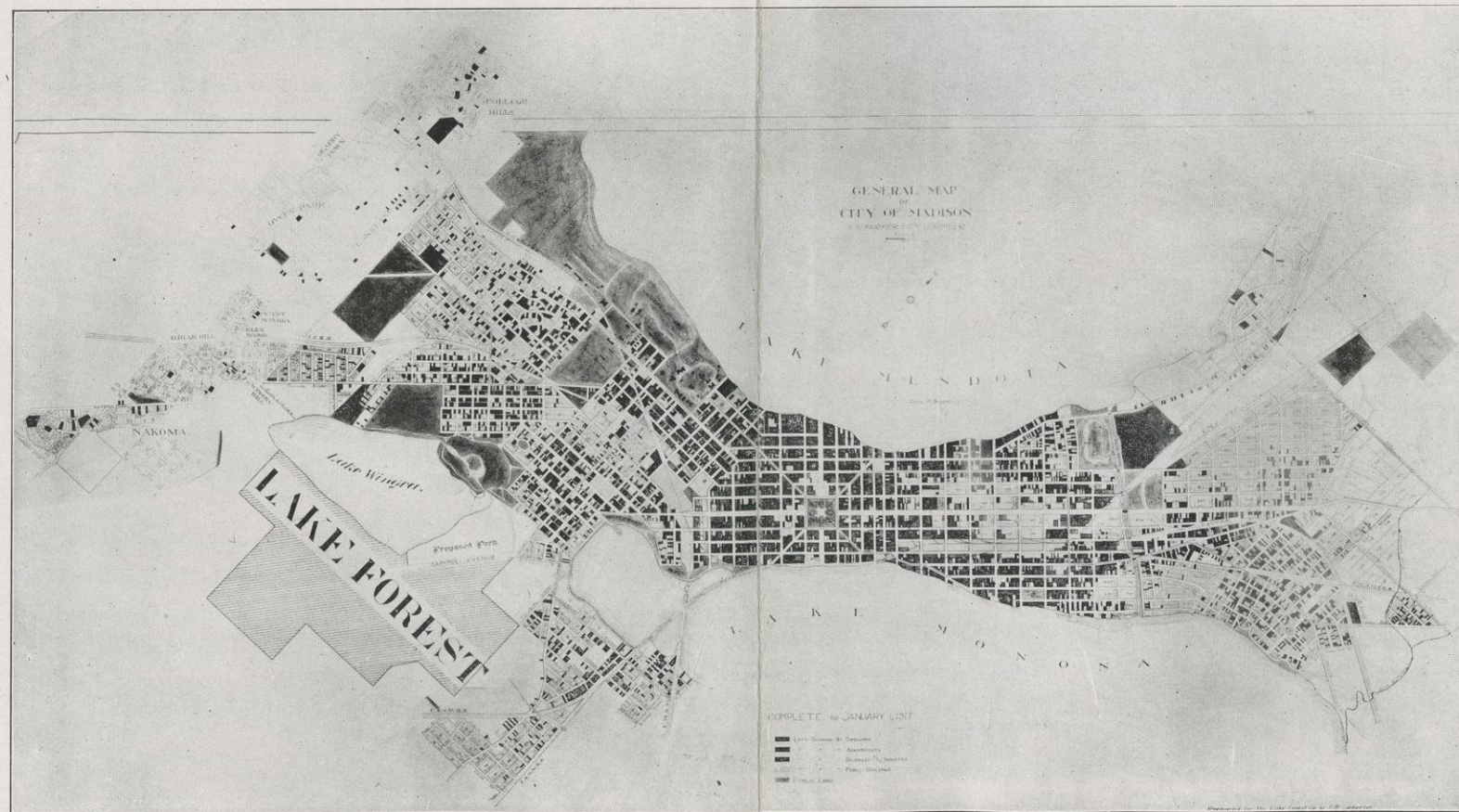
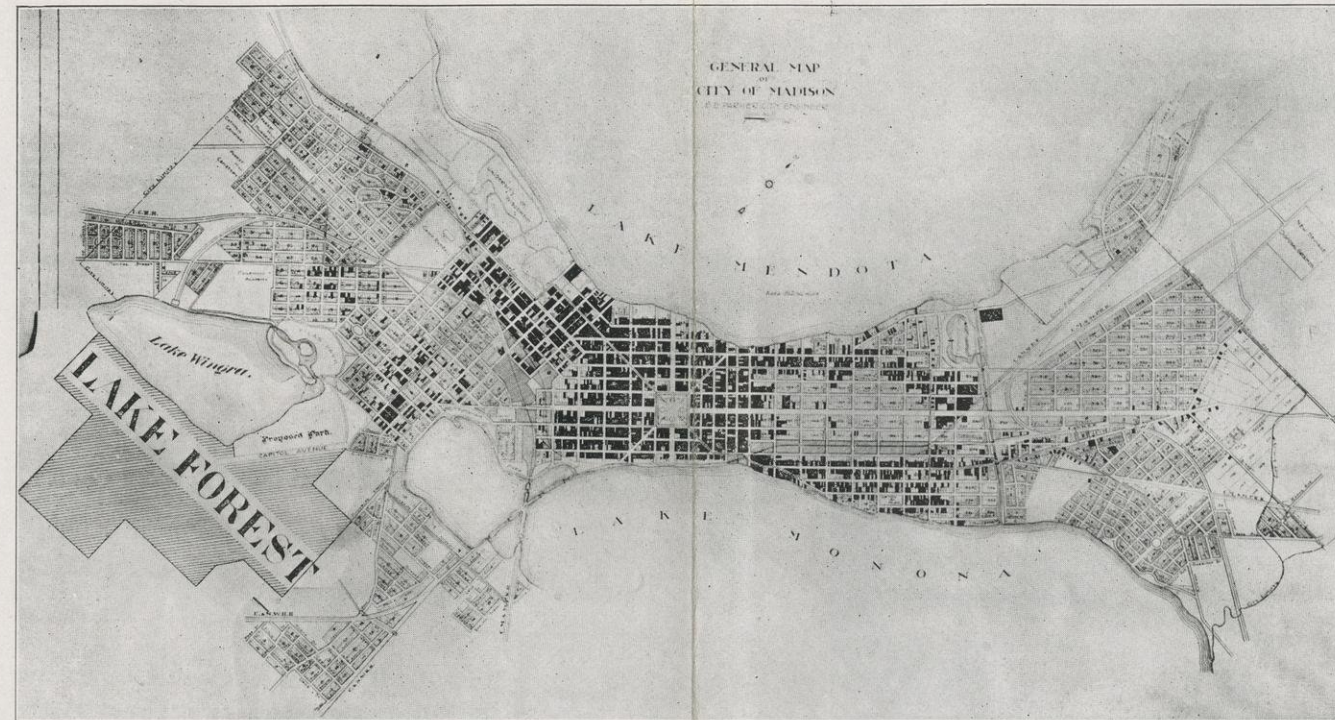
The originals of these maps hang on the walls of the office of the Lake Forest Company. They testify to the care taken by the company to investigate before they invested many thousands of dollars of their own money. Their investigation is now the safeguard of all investors and home builders in Lake Forest.

SCHOOL OF COMMUNITY LEADERSHIP

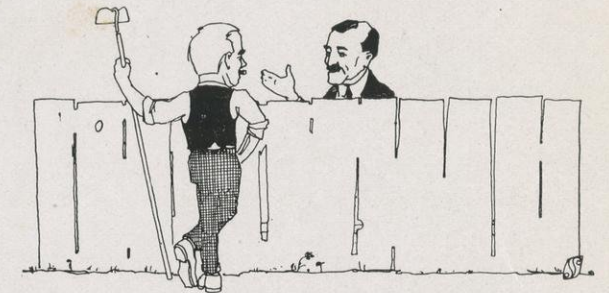
The American City Bureau, a corporation whose purpose is to organize and revivify Chambers of Commerce throughout the United States, and to thus develop and keep alive the proper spirit in all communities throughout the nation, is conducting a Summer School of Community Leadership at the University of Wisconsin.

Madison was chosen as the city in which to hold the school for many reasons. One of the reasons was because of the co-operation which the University was able to give the American City Bureau in the way of lecture rooms, class rooms, and fraternity and sorority houses for the accommodation of the school. Another reason for choosing Madison was because, as the pamphlet of the school puts it, "Madison is unquestionably one of the most attractive cities in the nation."

There are over 400 people in attendance at the school, people from every section of the country, and we may be sure that all of these people will help materially to spread the fame of Madison, Capital City, University City, Artisan City, and city of many conventions and schools.



Over the BACK FENCE



BUYERS HELP MAKE SALES

A considerable number of men and women who have bought lots in Lake Forest have been recommended to purchase by their friends and neighbors who had already bought.

Some remarkable instances of this have taken place in the last few weeks. No better evidence could be presented of the faith that Lake Forest inspires in all who look into it carefully.

INDIAN MOUNDS AT LAKE FOREST

There are several Indian mounds on the Lake Forest tract. The mounds, according to Mr. Brown, curator of the Wisconsin Historical Museum, are very well formed and have very clear markings.

The Lake Forester will tell the story of the mounds in a future number.

SUMMER SCHOOL SESSION OVER

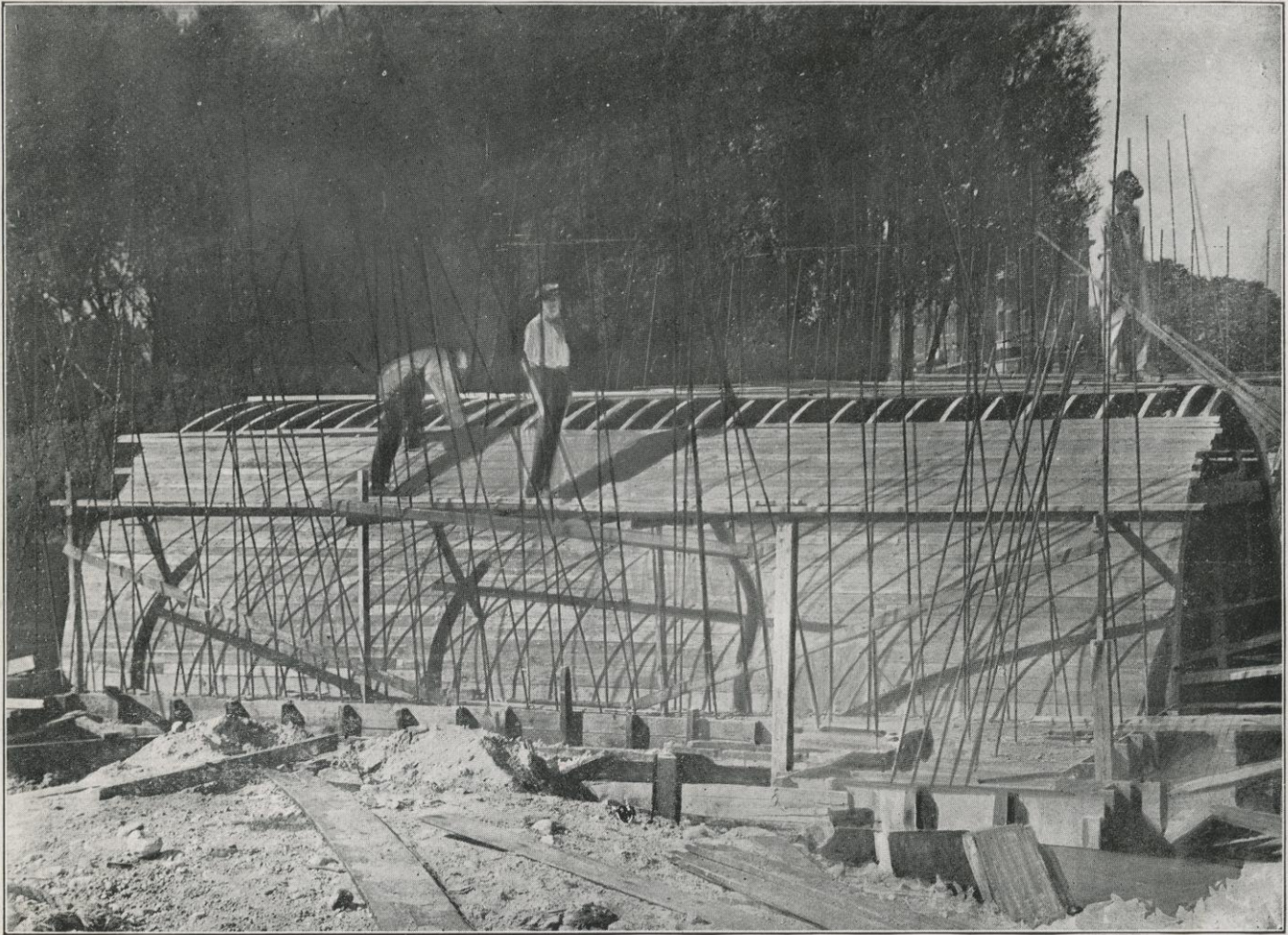
The Summer Session of the University of Wisconsin ended on August 6th. There were over 3600 students in attendance at the session, an increase of 12 per cent over last summer's enrollment, the largest in the history of the school.

INCREASED ENROLLMENT AT UNIVERSITY

Officials of the University of Wisconsin are making plans to care for a great increase in enrollment over that of the past year. Conservative estimates place the 1920-21 enrollment at between 7500 and 8000 students.

THE LAKE FORESTER

Many new names are being added to the mailing list of the Lake Forester each week. Do you personally know of some friend who would be really interested in it? If you do, send the name into the office. We will see that the friend gets copies regularly.



Capitol Avenue Bridge

By the time you are reading this copy of the Lake Forester the bridge crew will be pouring the concrete into the bridge forms which you see pictured above.

Let's go out on the plat—it is but a short distance from the city—and see how rapidly work is progressing on the bridge, and on Capitol Avenue.

The bridge just ahead of us will have a span of twenty feet; it will be so constructed as to give ample clearance for any of the boats now plying on the Four Lakes, that is, nine feet above the surface of the water in accordance with the limit established by the city engineer. The arch is, from parapet to parapet, thirty feet wide, plenty wide enough to handle traffic for some time to come, but the men behind Lake Forest have planned ahead and have made provisions for widening the bridge to sixty feet as soon as traffic conditions warrant it.

To your left along the lake shore you there is a ribbon of paved road creeping along from Vilas Park and joining Capitol Avenue at the bridge. This road is being built by the Madison Parks and Pleasure Drive Association and will be a valuable addition to the system of parks and drives. The road will be used principally for going to and from Lake Forest until the

Capitol-Avenue-to-Mills-Street extension is finished next spring.

Just back of you is the gleaming stretch of concrete which Superintendent John Murray and his road crew are building from the Lake Forest Civic Center toward the bridge. All but a few hundred feet of the concrete on Capitol Avenue will be laid by the last of September. This short stretch will consist of a clay and gravel detour road, and with the building of a temporary bridge over the second lagoon, to be finished shortly, you can drive over the entire stretch of Capitol Avenue and right up to the civic center.

It will be sometime before the point where Capitol Avenue crosses the second lagoon will be filled in, and concrete laid on top of the fill-in. The reason for keeping it open is to let the big dredge, behind us and to the left, which is clearing up the shores of Lake Wingra, move up and down the system of lagoons, working on them until they are judged as good a finished product as man can make them.

The bridge in the picture, Capitol Avenue, the roads on the plat, and the miles of sidewalks are all definite examples of the supreme faith which the men back of Lake Forest have in the project.