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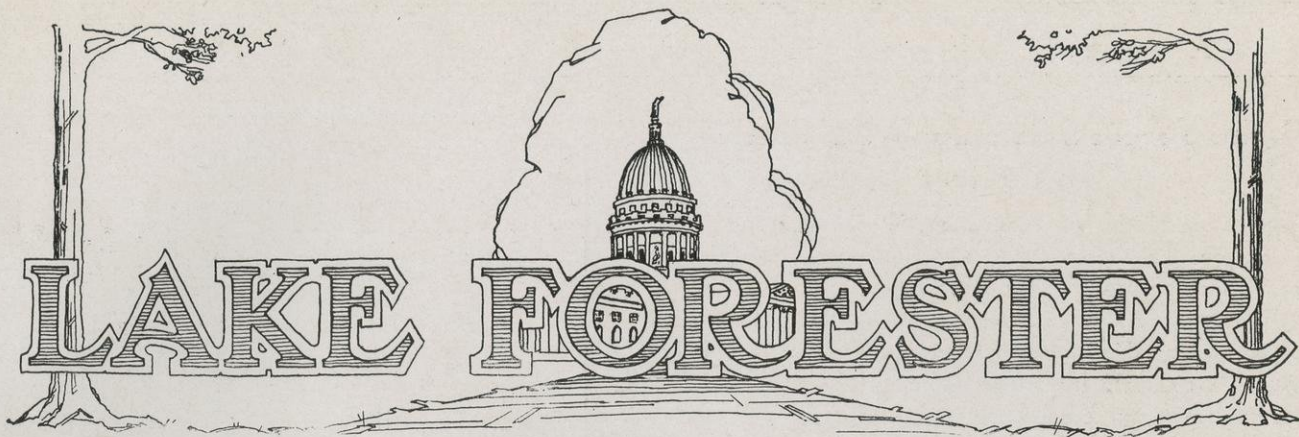
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Vol. 2

March 1, 1921

No. 5

## Announcing the Organization of the Lake Forest Homes Company

This is to announce the organization of the Lake Forest Homes Company. Last week a number of prominent and progressive men from the eastern part of the county organized this company with a capitalization of \$75,000, and purchased a large number of lots in the Burr Oak Section. It is the purpose of the company to provide homes on these lots for people who are coming to live in Madison and who appreciate the advantage of living in a community that has been planned.

The officers of the company are Jokum Johnson, president; J. O. Ellickson, vice president; G. A. Johnson, secretary and treasurer; and John C. McKenna, manager. The directors include these officers, E. M. Starks, E. H. N. Simonson, Andrew Rein, C. O. Berg, G. O. Gullicksen, and L. K. Lier.

The men in this company realize that Madison is short of homes, that within the near future the people who are already here, as well as those who are coming to Madison, must have a place to live. It is evident to them that Lake Forest is the logical place for these people to find their homes. There every need of a modern home community has been foreseen and provided for; expert advice has been sought on every detail of planning and laying out; every move that has been taken has been carefully calculated beforehand by the Lake Forest Company with a view to the happiness of the children and the satisfaction of the parents that will make their homes there.

The future growth of the city of Madison, depending as it does so largely upon the University and the State Capitol, these men believe to be as sure as that of the

state itself. The fortunes of the two are too closely interwoven ever to fall apart.

And just as surely Lake Forest lies directly in the pathway of that growth. In addition to the advantages of scientific planning, it offers the attractions of the lake shore which has been brought clear up to the Civic Center; it lies far enough away to be free from the smoke and dirt and noise of the more crowded sections, yet near enough to be a real part of the community life.

Work is to be begun soon on the homes which the Lake Forest Homes Company is going to provide. Its members are to be congratulated on their foresightedness, their enterprise, and their purpose. Before the end of the summer we look forward to seeing their hopes realized in the form of attractive homes and pleasant firesides.

*The greatest necessity of our civilization is the home builder and home owner*

GOVERNOR JOHN J. BLAINE  
Before the Madison Rotary Club  
February 24, 1921

### CONVENTIONS CONTINUE

Last week saw four more conventions held in Madison. The Wisconsin Engineering Society held its

meetings on Monday and Tuesday, the Wisconsin State Drainage Association met on Tuesday, Wednesday and Thursday, the Association of Wisconsin Fairs Wednesday and Thursday, and the Wisconsin Brotherhood of Threshermen on Thursday.

Madison has become a real convention city. And there is nothing she enjoys more than the entertaining of visitors. Come on, folks; all our facilities are at your disposal. There are class rooms and auditoriums at the University, good hotel facilities down town, and as fine a spirit of welcome as you can find anywhere. It's a good place to live, and it's the finest city on the map to visit.

## Lake Forest Salesman Wins Place In Contest

The modern idea of a salesman is one who can do you a service by pointing out to you values that his more intensive study of an investment has revealed. The palm goes today to the salesman who has studied his proposition so thoroughly that he is able to see in it the values that lie hidden to the hasty view; the salesman who gets our confidence is the one who sells us real values, the man who is convinced of the underlying rightness of his idea.

That's the kind of men who sell Lake Forest lots, and you will not be surprised to learn that one of these men won a prize in the contest held last week at the state convention of Real Estate Brokers in Appleton. Twenty-five cities and counties of the state were represented in the contest. Mr. Erd, of the Lake Forest Company, told the story of Madison. And the story was so well told that we are going to print it for you. You who know Mr. Erd can imagine with what interest and conviction he spoke.

"Madison is the home of Wisconsin's great University, and the seat of the governing and law-making powers of your state.

"Like the state itself, Madison has grown with a steady, uninterrupted consistence. The reasons for its growth are simple. For years the people of Wisconsin have been sending their representatives to Madison to run the affairs of the state; for years the people have sent their sons and daughters to Madison to receive higher education, and for years the people themselves have been and are still coming to see the natural and created beauties of their selected Capital. In this way the people of Wisconsin have contributed in a large way to the growth of Madison, and since Madison is the state's own city, the men who have devoted their efforts to its development have tried to make it representative of the people who constitute the state.

"Few cities anywhere in the state are finding their place in the sun as fast as Madison. Madison is finding her place by being found.

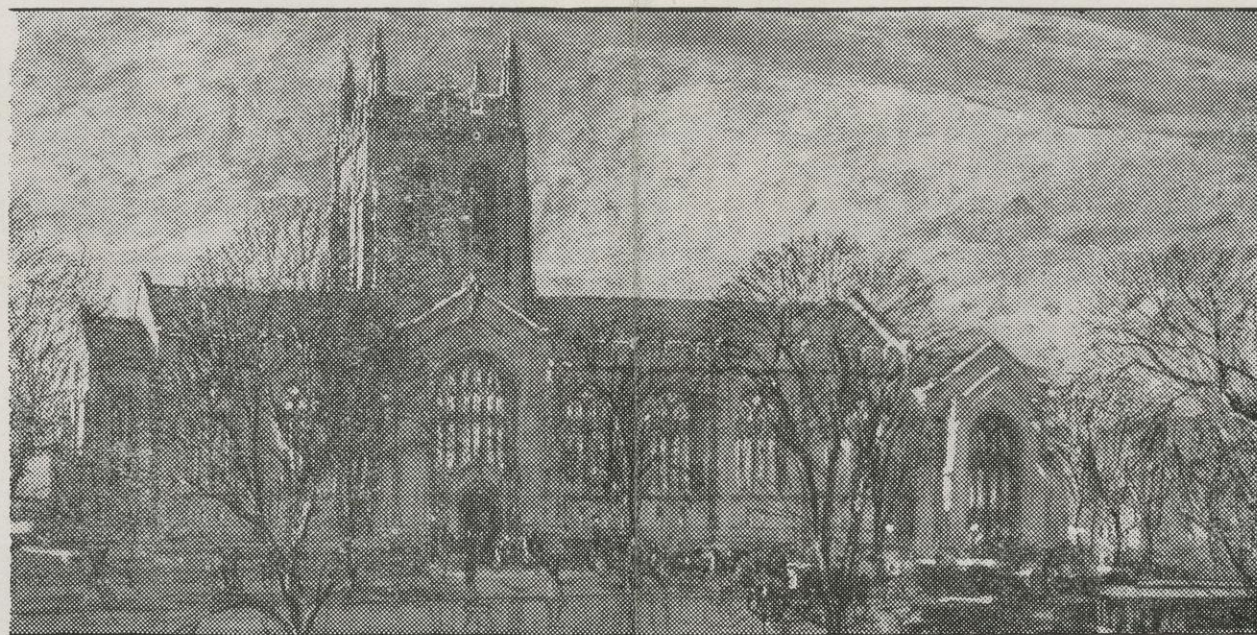
"The University of Wisconsin is more than an institution of learning maintained by the state. It is the intellectual life of the state crystallized at Madison. Its power is felt throughout Wisconsin to form and transform, to inspire and guide the common life. This potent influence reaching into every city and village of the commonwealth radiates from Madison.

"Travel to Yuma, Arizona, or Bangor, Maine, and mention Madison, and you will hear people praise its natural and created beauties. Visitors who spend but a few hours there leave with pleasant memories of the beautiful city of the four lakes.

"But Madison is not only a beautiful city. It has a sound industrial growth. Madison contains great factories. It is steadily growing in importance as a jobbing center. It is provided with notable railroad facilities. These things spell continual advancement in wealth and population.

"Madison has 125 industries with a total capitalization of more than \$15,000,000 and an annual output of products valued at even more. More than 5,000 people are employed in our industries, and more are coming all the time because they know that Madison is a pleasant place to work and play. To distribute her products three railroad systems, comprising nine lines run 102 passenger and 18 freight trains daily in and out of Madison. Madison's ideal location as a distributing point which has already put twenty-eight farm machinery depots alone in our city is enhanced by a railroad service that few cities possess. To the standard of this service is due Madison's ability to serve a surrounding trade territory of 515,000. These factors bring people to Madison. They come to work in her factories and offices, and stores. They buy interests in Madison's business; they have their headquarters there and travel out of Madison.

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## New Churches to Adorn Madison

Churches symbolize the ideals of a community, and with a total of fifty-three churches, Madison stands high in this mark of civic pride. Whatever a man's religion, or his lack of religion, he will choose as a place to live a community that is well supplied with churches over one in which there are none. And the highest influences are operating in the community that puts much pride into the building and maintenance of these civic centers. There is no other factor that is more stabilizing in a community unless it be the schools.

Consequently the plans that are on foot for the building of three large new churches in Madison should be a source of satisfaction to those who are living here and to those who have invested in Madison property. The first to be erected will be the new First Evangelical Church, which will stand at the corner of Wisconsin Avenue and East Johnson Street. It is to be in Romanesque style with all the facilities of a modern church for service in the community, including a gymnasium 32x50 feet, equipped with shower baths, and a large dining room and kitchen. Officials of this church expect work to begin on the new building in April.

Another new church, of which we print a picture, is the proposed home of the Wesley Foundation for Methodist students in the University. At the present time this organization is housed in the small chapel at Uni-

versity Avenue and Charter Street. This chapel will serve as a social and recreational center after the main addition is built. The institution when complete will represent an investment in Madison property of more than \$750,000.

It is one of the first units of the whole movement known as the Wesley Foundation. The movement was originated by the pastor of the University Methodist Church, Dr. E. W. Blakeman, and the pastor of the parallel institution at the University of Illinois, about thirteen years ago. Today there are over thirty such organizations with several complete plants in operation. The new buildings here when completed will serve as a social and religious education center for the University students.

A third new church is to be built soon by the congregation of the Luther Memorial Church. The present site at University Avenue and Lake Street has been sold and other property at University Avenue near Mills Street has been acquired. Work will soon be started on this new building.

This will make three large centers for University students. The Catholic students are very conveniently provided for in the St. Paul's University Chapel on State Street. Other denominations in the city have student pastors and centers for the student activities.

## Forest Products Laboratory Receives Increase in Appropriation

Congress has just voted an additional appropriation of \$150,000 for the Forest Products Laboratory, making the total \$400,000. The only institution in the United States that is devoted to research in the conservation of wood is this one. It literally has saved the United States millions of dollars by the discovery of new uses and new methods of caring for wood.

In a recent article in the State Journal, Frederick J. Haskin points out some of these savings. "For example," he writes, "the claims actually paid by the railroads for loss and damage to goods in transit amounts to \$100,000,000 annually. The Forest Products Laboratory found that a large part of this loss was due simply to a wrong method of nailing covers on boxes." The laboratory worked out a new method of combining the use of nails and wire binding that has resulted in the saving of a large amount of that loss.

These methods are studied in the laboratory by the use of the big box testing machine. In a rotating hollow drum are small shelves and irregular steps that catch a box and carry it up to a considerable height before letting it fall upon one corner very much as it would when tossed from a freight or an express car. After each fall, or after a certain number of falls, the box is carefully examined to determine the extent of the damage. Thus the most effective means of crating are intelligently studied.

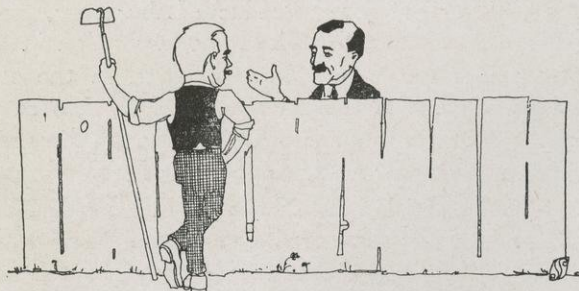
"Again, it is a matter of record that during the war experiments conducted at the laboratory in making water resistant glues and in the use of ply wood saved the War Department \$6,000,000."

By these improvements and by discovering a new source of material for making paper, new methods for taking turpentine from trees, etc., the laboratory saves the country an amount conservatively estimated at \$30,000,000 a year. And the laboratory has cost the Government, during its ten years of existence, only two million dollars. It now employs about two hundred and fifty people.

It would be no exaggeration to say that the laboratory is known all over the world. From every civilized country, from India and from China, from South Africa and from Japan come requests to the Forest Products Laboratory for information and help in solving problems encountered in the use of wood.

And to every one of these countries the fame of Madison is carried—she is known to them as the home of intelligent modern research. And with the present increase in appropriation, the laboratory will be even more effective than in the past.

## Over the BACK FENCE



### "MILK WEEK" PROMOTES CHILDRENS' HEALTH

Madison kids are going to drink a quart of milk a day—good news for fathers and mothers as well as for dairymen around Madison.

That is, if Milk Week makes the dent on the town it appears to be making. Posters have been displayed in practically every business place, showing the cheerful faces of children who are accustomed to their supply of a "quart a day"; public meetings have been held at which authoritative speakers have pointed out the value of milk as a food both for adults and for children; speakers, including Miss Jessie Hoover from the government Department of Agriculture, visited the public schools and encouraged the development of an appetite for milk; and big crowds of youngsters flocked into the Strand Theatre and the University gymnasium to hear the "Jolly Jester" talk and entertain on the subject.

Madison gets all stirred up whenever the welfare of its young citizens is mentioned. If your boy and girl live in Madison, they'll get a square chance for a healthy, happy life.

### AUTO PLATES BOOST MADISON

The Association of Commerce has originated the idea of placing an identification plate on Madison automobiles and trucks. This plate is attached to the regular license number plate, harmonizes with it in appearance, and bears the word MADISON in letters distinct enough to be easily read.

The purpose is to enable Madison citizens to recognize each other when they meet in other places, and to boost the city. More than 1000 plates have been distributed. It is already quite the fashion to tag your car.

### TECHNICAL CLUB TO SERVE MADISON

Suppose you were lucky enough to live where the best engineering brains in the city had formed a club voluntarily to study questions like that of getting more

houses built, of keeping undesirable buildings out of residence sections, of providing enough coal to keep the town warm all winter.

You'd think you were in a pretty live, public-spirited place, wouldn't you?

Madison citizens—and those who are thinking of moving to Madison—are directly interested in the new Technical Club, just formed. Professor D. W. Mead, America's foremost hydraulic engineer, is president; C. L. McMullen, sales manager of Fuller & Johnson plant, vice president; C. F. Daggett, of the State Highway Commission, secretary; and L. A. Smith, superintendent of the city water department, treasurer.

A survey of the organization and the tasks outlined for its various committees gives a glimpse of the scope of the service it will render. There are twelve committees in all, organized for the study of transportation, publicity, building and housing, public improvements, music, industries, etc.

The club has been organized after considerable discussion, and the fact that they have already attacked these questions is evidence enough of the value that their activities will have to the city. We may confidently expect that they will contribute immeasurably toward making Madison a model city.

### LAKE FOREST SALESMAN WINS PLACE IN CONTEST

Continued from page 2

"We have the cheapest power rate in the state of Wisconsin, a fact that does not tend to discourage industrial expansion.

"Madison has a total population of 40,000 people. We have ten banks, two trust companies and four building and loan associations; our assessed valuation is \$81,000,000. Madison has 11,000 telephones, one to every four of population, a higher rate than has ever been attained by any city in the world. We have eighteen miles of street car line, and sixty miles of street pavement. Our hotels can accommodate 1000 guests, and each year we entertain seventy-five conventions.

"The spiritual, moral, and social welfare of Madison is likewise safeguarded. We have thirty-five churches, a Y. M. C. A. and Y. W. C. A. The Roxana Club, the Rotary Club, the Kiwanis Club, the Madison Club, the Junior and Senior Associations of Commerce permit the business men of Madison both young and old to meet on common ground and serve their city.

"The advantages which our city offers in literature, art and music are unexcelled, except by cities many times our size. We have eight libraries, with their million books and pamphlets. There are two museums, three schools of music, one girls' academy, two commercial colleges, one vocational school under construction, costing \$350,000, five parochial schools, thirteen public schools and all these, together with our University, give us a total of 17,000 teachers and students, thus making Madison one of the greatest intellectual centers of America.

"With beauty surrounding us, and an intellectual atmosphere to inspire us, we, the people of Madison, live in happiness and contentment. We love our city as the State has made it, and we respectfully share it with you in common ownership. We have faith in its growth and future security, abiding in the fact that as grows the state in strength and power, so grows the State's own Capital."