



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Lake Forester. Vol. 2, No. 17 1921-09-01

[Madison, Wisconsin]: [Lake Forest Company], 1921-09-01

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

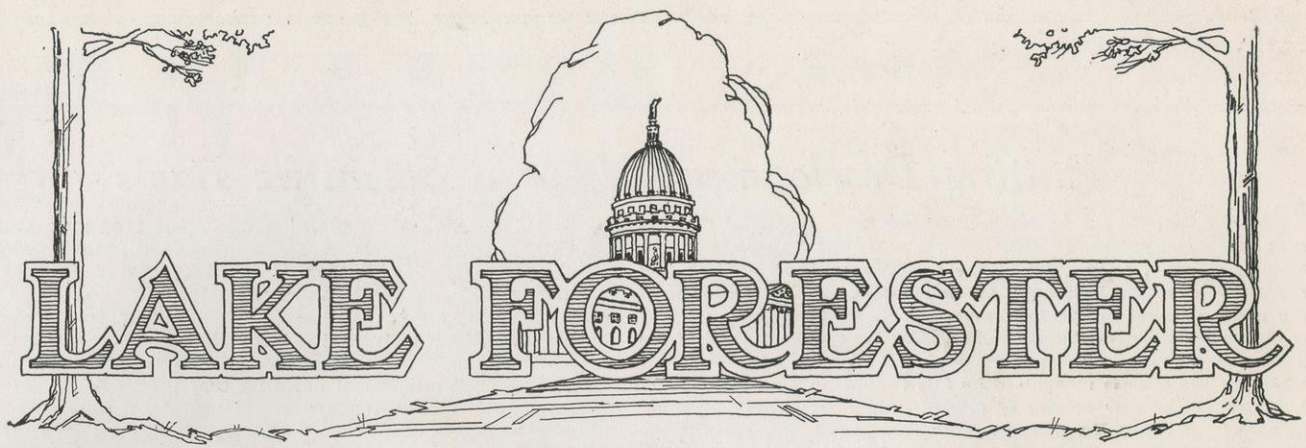
<http://rightsstatements.org/vocab/NoC-US/1.0/>

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

September 1, 1921

No. 17



Making Concrete Pavements Grow in Lake Forest

For the past weeks the concrete mixer, which you will see in the background of this picture, has been busy as a bee in Lake Forest; and every time it turns over a new bit of pavement is added to the boulevards, streets, and sidewalks of Lake Forest.

Lake Forest is no place for loafers these days; it's almost dangerous to take a trip out there unless you're looking for a job. For before you've hardly stopped your car, you're likely as not to see John Murray coming toward you with a shovel or a mason's trowel and trying to force it on you. For John's intent upon making things hum; and they *are* humming.

From the point where the Mall crosses Martin Street, southwest of Civic Center, to the southwest, past the break in the street, on toward St. Cyr Boulevard the concrete pavement is already laid. And its length is rapidly increasing. The transition point seen here is laid at the Mall, and the grading on St. Cyr Circle is ready for the attentions of the "concrete gang."

Such rapid progress recalls the strenuous days of a year ago when the surface of Capitol Avenue was creeping toward the bridge, except that now the
(Continued on Page 3)

Putting Development Upon a Scientific Basis

(Several times in the LAKE FORESTER we have mentioned the fact that the development of Lake Forest was based upon scientific knowledge and investigation of the future growth of Madison and the future need for homes for her population. In accordance with the announcement in our last issue, Mr. C. B. Chapman, president of the Lake Forest Company, spoke before the summer school of the American City Bureau here last week on this subject. The work which he has done is recognized by this body as original and a contribution to the new science of city planning. It is a pleasure to be able to give you Mr. Chapman's address to the School.—Editor).

"During the last twenty-five years there has been a great increase in the amount of thought that has been given to the city planning idea. Good work has been done in planning to take care of the future growth of our cities. It has seemed to me, however, that not enough study has been given to the determination of what the future growth of our cities is to be. I realize that in many cities this is a difficult and perhaps an impossible problem. At best, the answer to this question must be only approximate, but I believe that in any city where a material growth is expected, a more careful study of the prospects for the future growth of that city should be made in order to lay the foundation for any proper city planning. A city should be planned to meet the needs of its population. If this is so, how can you plan a city without first coming to a rather definite idea as to the number and quality of your future population?"

"It is customary for the city planner to get statistics with regard to the past growth of a city and from these to determine the rate of growth in the past. He then usually assumes that the future growth will be at approximately the same rate as has been experienced during the past decade. He may take into consideration some of the most important factors that have affected the growth of the city and he may alter his estimate in accordance with his opinion as to the way in which these factors may operate in the future. I believe, however, that it has not been customary to give sufficient amount of study to the determination of the value of the different factors that affect the growth of our cities.

"For the purpose of illustration, * * I will give a brief outline of a study of a similar character that I have made in Madison."

(Mr. Chapman gave here a summary of the population figures of Madison for the past thirty years. It is interesting to note that his estimate in 1914, of the 1920 population of Madison, based upon this analysis, was 39,775. If the population of South Madison is added to the census figure of 38,378, his estimate is seen to be almost the exact figure.)

"The estimate made in 1914 indicated that during the next ten years we might reasonably expect an increase of 13,282 in the population. We could in this way figure the number of dwellings that would be required. * * It was difficult to estimate the exact number of houses that would be required as quite a number of the families would undoubtedly be housed in flat buildings. * *

"During the winter of 1916-1917, I came to the conclusion that a more careful detailed study would be required * * to determine the approximate number of dwellings that would naturally be built on the side of town on which our tract was located and outside the already partially built-up districts. * * (To determine this) it seemed that the first thing to be done was to make an accurate survey with the idea of finding just what our present housing condition was. This was done by going on foot through the entire city taking a city map in sections and taking notes which indicated exactly the number and location of all of the buildings in each block, dividing them into four classes: single family houses, flat buildings, business buildings, and public buildings. * *

"The city was next divided into two parts, called East and West, the dividing line being Wisconsin Avenue and Monona

Avenue. An estimate, which was reinforced by a study of the building permits during the previous six years, indicated that approximately two-thirds of the increase in population were settling on the west side of the city.

"The next step was to divide the city into one-half mile zones, measured from the Capitol as a center, the idea being that a more intensive study of each zone would more definitely indicate the amount of building that might be expected in that zone in the next ten years. It was soon found necessary to subdivide these zones * * the growth would be influenced in different sections by very different factors.

"After the zones had been subdivided, each section was studied with the idea of determining the different factors that contributed to the growth of that section." (Here a minute study of two sections, showing how these factors operate, was presented.)

"After each of the different sections had been considered and had been discussed with a number of men whose opinion was thought valuable, an estimate was made as to the probable amount of building that would be done in each section during the next ten years. * *

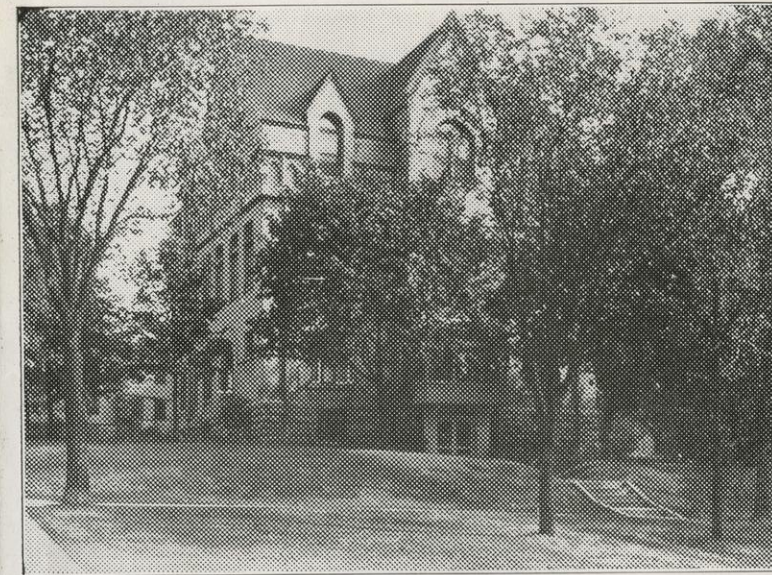
"The result of these studies was as follows: we might reasonably expect 2,371 families to settle in Madison west of the Capitol within ten years and 1,188 of these families would settle in the already built-up sections; * * 1,183 families would require building places outside of the present built-up districts.

"The next thing to determine was in what sections these 1,183 families were going to locate. It was realized that here a number of new factors would come into play * * for example: distance of new residence sections from the center of the city, possibilities of development, present trend of growth, transportation and finally * * the size of the plat that might be developed under one management. It is readily seen that an early provision for public utilities is of the utmost importance in suburban development. * *

"In a study to determine the probable future growth of a city it should always be borne in mind that it is necessary not only to know to what extent the population will increase, but it is also of great importance to know from what sources the increase will come. * *

"I will again use our Madison situation as an illustration and will give some of the principal factors that operate to increase our population: * * The State University (is one), which with its constantly increasing attendance brings a constantly increasing faculty and an increasing number of people who are in one way or another directly or indirectly employed in taking care of the needs of the students. This includes the merchant, the professional men, and even the common laborer, and what is perhaps more important, it includes the families who move here in order to educate their children, and who almost invariably continue to live here after their children are educated. (2) The location of the State Capitol in Madison operates in much the same way as does the University, though not to so large an extent. (3) The natural beauty of our city and the surrounding country constantly brings people to Madison as permanent residents. (4) The rich agricultural territory surrounding us * * makes Madison a logical distributing point and a logical place of residence for a large number of traveling men. (5) Our industries have had a solid and satisfactory growth in the past and we may reasonably look for an increased growth in the future. (6) We have a large number of successful and well-to-do retired farmers, and the development of the rich agricultural territory surrounding us indicates that we will have an increasing number in this class in the future.

"I think that without question we may expect in the future a material growth influenced by each of the above factors, but I also think that a careful study would indicate that these factors will not all operate with the same force as in the past. Such a study should show approximately the increase in popu-



New Methodist Hospital Dedicated and Opened for Patients

The new Methodist Hospital at the corner of Washington avenue and North Henry Street was dedicated August 19, and opened to receive patients on the 24th. Already more than thirty people have been admitted to its wards and are receiving treatment.

The building, of which we give you here a picture, was formerly known as the St. Regina Academy. For its present purposes it has been completely remodeled by Eugene Marks, contractor. Fireproof floors have been put in to replace the wooden; elevator service has been installed; an addition, including sun porches and kitchen, has been added in the rear; operating rooms have been fitted up on the top floor; a complete new plan of partitions has been worked out so as to give the maximum amount of space. The offices have been placed on the ground floor, which was formerly the basement. The steps in front have been removed and a new entrance made by digging away the grade in

front of the building and providing an entrance on the lower floor more nearly on a level with the street.

lution that could be expected from each source, and we could then have a much better idea of the manner in which our city should be planned in order to care for the increased population. * *

"It may be that a study of this kind is the duty of the city rather than the city planner. * * Statistics of this kind might be somewhat expensive to keep, but they would form a basis for accurate information with regard to the city's growth, and would be of very great value in the determination of the various problems that should be solved by the city planner."

Here is a careful presentation of the safeguards that the Lake Forest Company erected before you invested your money. It is difficult to conceive of a more thorough and painstaking investigation to determine the soundness of a proposition. The bed rock has been reached; your investment is in a fundamental need of the city of Madison, as nearly as human intelligence can predict the future. That's the service of the Lake Forest Company.—Editor.

front of the building and providing an entrance on the lower floor more nearly on a level with the street.

Altogether the hospital is equipped to take care of thirty-five patients. With rooms and wards completely furnished with new equipment, with operating rooms provided with modern apparatus including X-ray machines, with a corps of well-trained nurses under skilled direction, the hospital will give the best of service to rich and poor alike, without distinction as to sect, creed, color, or belief.

The dedicatory services were held on the lawn on Friday, August 19; Bishop Mitchell of St. Paul presided. These ceremonies were the climax of three days of inspections and entertainments constituting the dedicatory program, which was attended by Methodists and others from all parts of Western Wisconsin.

Mayor Milo I. Kittleson gave a response to the dedication on the part of the city. He spoke of the hospital as a "stride in the development of Madison as a growing center of medicine and surgery"; adding that "the attention of the entire middle west is focused on Madison, and with the development of the University school of medicine our facilities will be unequalled. We need more hospital accommodations than the average city of this size, for we have practitioners whose skill and knowledge draw hospital patients from distant places.

"The Methodist Hospital is an invaluable asset. There is room for the ambitious program to build a great hospital on this site as conditions permit."

It will be remembered that this is the first unit of a hospital that will accommodate six hundred patients. Already the lots adjoining the one now occupied have been purchased by the Association, and as soon as conditions permit, construction of other units will be started.

Mayor Kittleson's statement of the renown of our practitioners is well supported by a letter received by the hospital board from Dr. William J. Mayo, of the

(Continued on page 4)

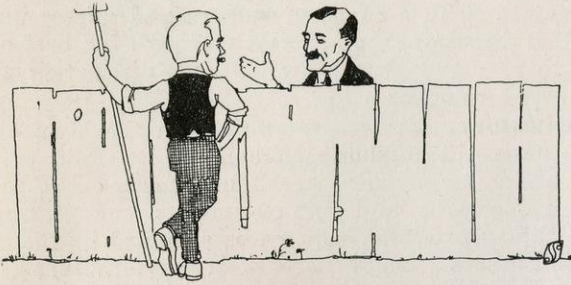
MAKING CONCRETE PAVEMENTS GROW IN LAKE FOREST

(Continued from Page 1)

streets are going in the opposite direction. With the Civic Center connected with the city streets, the community naturally begins to look toward the west and the south, out beyond the first section, even beyond the second, and into the Burr Oak Section. For the new house of the Lake Forest Homes Company in this last section is only a block to the right of the photographer. It is practically complete now, and the improvements are nearly up to that section.

The plans of the company are marching steadily on notwithstanding the depression that prevails in some quarters—and Lake Forest marches on with the development of those plans. The vision of yesterday is constantly the realization of today; and the value of Lake Forest property grows with the development of every foot of her improvements.

Over the BACK FENCE



SECRETARIES VISIT LAKE FOREST

A group of the secretaries of Chambers of Commerce attending the summer school of the American City Bureau visited Lake Forest last week.

The party was formed at the Union Building, headquarters of the summer school. It included about twenty-five secretaries in all. After a drive through the University grounds and to Observatory Point, the party drove through Vilas Park to the new short cut from St. Mary's, on to the smooth pavement of Capitol Avenue and up to the Civic Center.

A circuit was made of the Lake Forest homes, which gave a fleeting glimpse of the new golf course, and the first stop was made at the intersection of The Mall and Martin Street. Here the secretaries were given their bearings and their questions were answered. Then they were driven around the western section of the plot.

They were all very much impressed with the size and the completeness of the plans; repeatedly they remarked about the surprise which they felt at the vision that was behind the development. In our next issue we will give you some of their statements.

FORTY-FOURTH COUNTY FAIR A BIG SUCCESS

The forty-fourth Dane County fair was a gratifying success again this year. Entries were full by the morning of the first day, August 23, and the books had to be closed at that time.

The crowds were large and enthusiastic; more than 50,000 people attended, it is said. Banks and business houses were closed on Thursday afternoon for Madison Day, and practically every one in the city "closed up shop" and went to see the live-stock, machinery, and produce shows, to watch the races and the "free acts" before the grandstand, and to be entertained by the sideshows and the bawling booth-keepers.

Wonders there were to behold! Fortunes could be read by divining palm readers; strange vagaries of nature could be seen in the collections of freakish animals and extraordinarily fat men and lean women.

The finest of Dane County's agricultural products were on exhibit. Horses and ponies with carefully curried manes and bodies; cattle and sheep and hogs of pedigreed and "scrub" stock, painstakingly manicured and "bathed"; chickens and geese and other fowls, strutting in their pride or hissing in disgust; grains and garden produce, selected with scrupulous care,—these all competed for the attention of the visitors and the favor of the judges. And they were all worth seeing.

Tracy D. Randall led the prize takers, capturing fourteen firsts and four seconds of the awards for beef cattle. The Rentschler Floral Company took eight first prizes and four seconds in the flower exhibits. And of the others, space would forbid our mentioning them all. It was a good fair and deserved the good attendance which it enjoyed.

NEW METHODIST HOSPITAL DEDICATED AND OPENED FOR PATIENTS

(Continued from page 3)

famous Mayo Brothers' clinic at Rochester, Minnesota. Dr. Mayo compliments very highly the work of our physicians. As a matter of fact, the Jackson clinic, which is to be connected with the new hospital, has recently added four highly skilled men to its staff. Dr. I. R. Sisk is a graduate of Vanderbilt University and has studied for the past year at the Mayo Brothers Hospital; Dr. Albert H. Coughlin is a graduate of Washington University at St. Louis; Dr. Willard Shipman is a graduate of our own University and of Harvard University school of medicine; and Dr. Carl S. Harper comes from the Universities of Pennsylvania and Wisconsin.

The officers of the board of the hospital are R. H. Hovey, president, L. J. Tucker, secretary, and R. E. Thomas, treasurer. The superintendent in charge is Miss Bessie Pease, who has been in charge of the Stoeber Hospital on Wisconsin Avenue.

We congratulate the Methodists on their achievement, and ourselves upon the added medical facilities which they have provided. It is the first forward step in establishing another sound basis for the future growth of our city.

"TWELVE THINGS TO REMEMBER"

- The Value of Time.
- The Success of Perseverence
- The Pleasure of Working
- The Dignity of Simplicity
- The Worth of Character
- The Power of Kindness
- The Influence of Example
- The Obligation of Duty
- The Wisdom of Economy
- The Virtue of Patience
- The Improvement of Talent
- The Joy of Originating.

—Quoted by Marshall Field.