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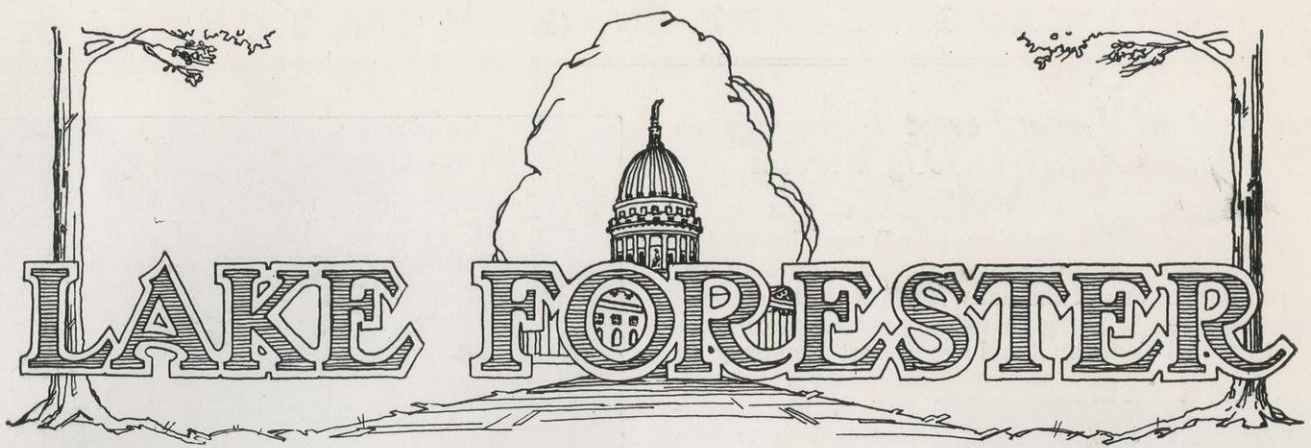
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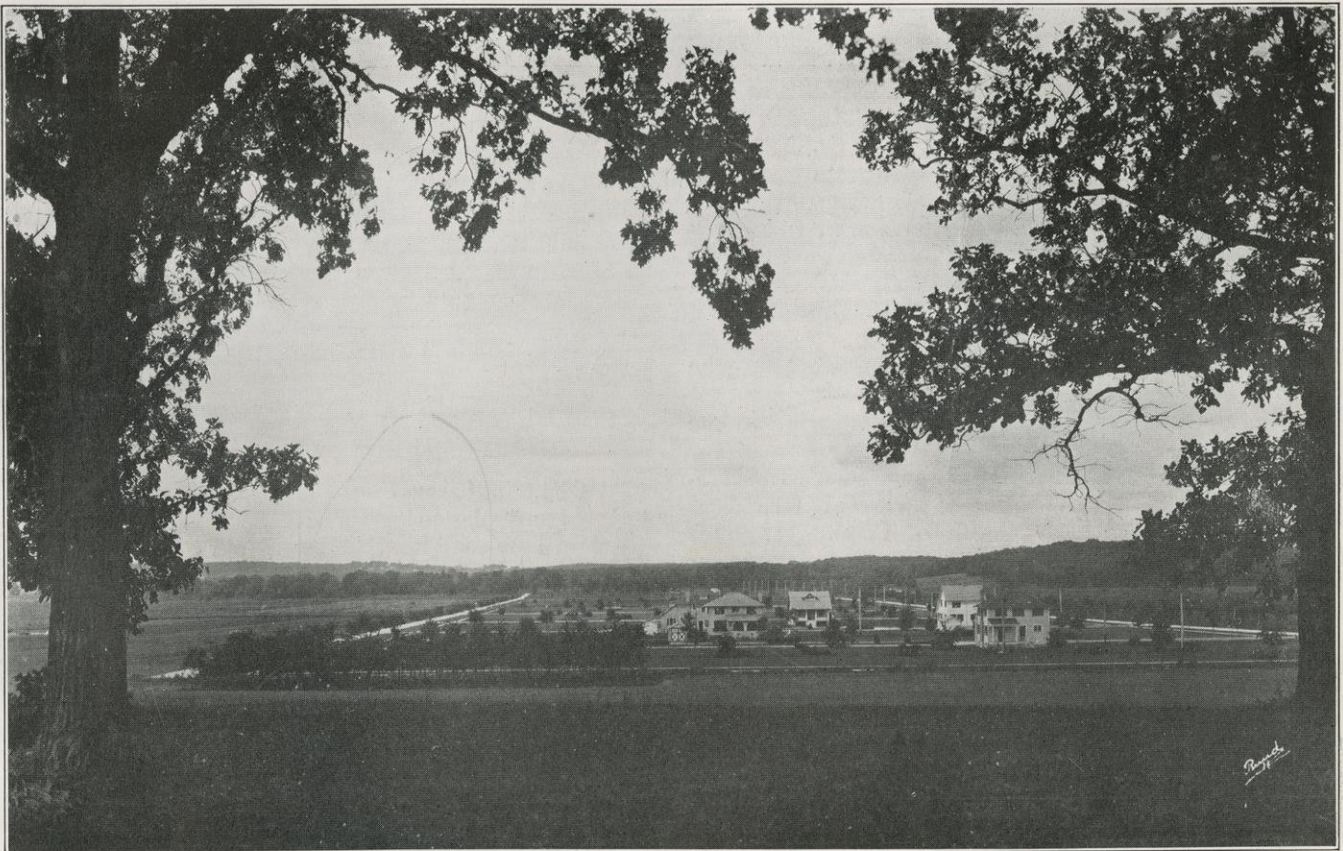


LAKE FORESTER

Vol. 2

August 15, 1921

No. 16



To Welcome the American City Bureau to Madison and Lake Forest

We are mighty glad to have the members of the summer school of the American City Bureau with us again; the sessions begin today at the University. The two hundred secretaries of Chambers of Commerce who are registered in the school are attending classes and lectures in the University buildings, and living at the fraternity and sorority houses along the shore of Lake Mendota.

Welcome to Madison!

Some of you may have been in the group of forty who visited Lake Forest last year. You will recall that we extended to you at that time an invitation to "come

back again next year and see the improvement in Lake Forest." We want to repeat that invitation. We have a lot to show you of which we are exceedingly proud. To give you an idea of what the community looks like, we have printed its latest picture on the first page.

You remember the houses that were being started last year; here they are, the homes of happy families. The trees have grown, our sod has taken a firm hold,—come out and see it again!

And you who have not seen Lake Forest we want to urge to see it before you leave Summer School. Ask

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President of Lake Forest Company to Address American City Bureau School

The executives of the American City Bureau have asked Mr. C. B. Chapman, president of the Lake Forest Company, to deliver one of the daily lectures to the school.

Mr. Chapman is going to tell the secretaries of the work that was done by the Lake Forest Company in studying the city's growth and determining how to prepare for the future population.



Mr. Lucius E. Wilson,
Vice-president of the American City Bureau, and Dean of the summer school.

We believe that their principle is a new one in the development of city real estate, and that the Lake Forest Company has made a fundamental contribution to the profession by putting it on a more scientific basis. Mr. Chapman is going to tell about it.

The work of the Bureau itself is that of pioneering in the training of men for positions as Secretaries of Chambers of Commerce. This summer school is the seventh that they have held for this purpose. They are

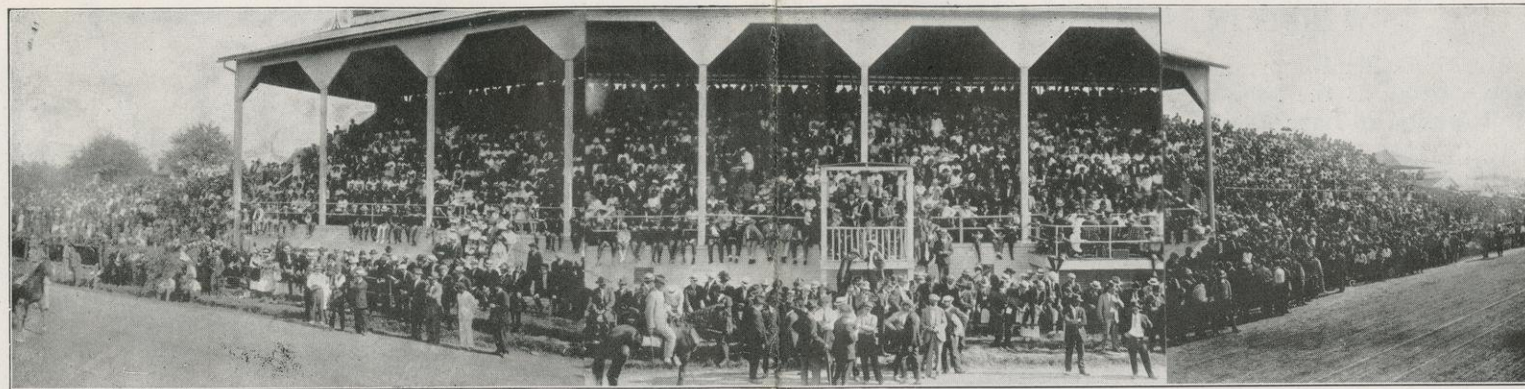
making a distinct contribution in raising the standards of the profession of civic-commercial secretaryship.

Here's what the executives of the City Bureau say about why the school is to be held here again this summer:

"The same splendid facilities which the University of Wisconsin made available for last year's session of the School will be available this year also.

"There is hardly a more beautiful city on this continent than Madison, Wisconsin. It has many parks and its streets are well shaded. It lies on a neck of land between two beautiful lakes,—Monona and Mendota,—and these connect with two others. This picturesque and unique location has brought it the name of the Four Lake City. As Carl Vrooman once said, 'Madison could be justly famed as a resort if it had no more serious and solid attractions!'"

And this is not a passing impression. At the close of the session last year, expression was asked of the secretaries attending the school, and they were so well pleased with the city's attractiveness that they voted to return.



Be Sure to Visit the Dane County Fair, August 23-26

The annual Dane County Fair is to be held this year from August 23 to 26 at the fair grounds south of Madison.

According to authorities this fair is going to be one of the best that has ever been conducted in Dane County. Big prizes will be distributed to the winners of each exhibition, and large entries are expected.

A large number of entertainment features have been secured, including aeroplane flights. Special precautions will be taken to prevent accidents, and provision will be made for carrying those who want to take a ride.

CIRCUS DAY—AUGUST 16

"Oh! The Circus-Day Parade! How the bugles played and played!
And how the glossy horses tossed their flossy manes and neighed,
As the rattle and the rhyme of the tenor-drummer's time,
Filled all the hungry hearts of us with melody sublime."
James Whitecomb Riley.

August 16 is Circus Day; Ringling Brothers and Barnum and Bailey's big three ring circus will be in Madison with its monkeys and elephants and trained horses and clowns.

The boys and girls of Madison,—and a lot of those who have been called "boys and girls" for a long, long time,—are going to have the time of their lives.

The circus has been playing in Chicago and comes to Madison as one of the first stops out of the city. It offers an opportunity for the enjoyment of a pastime that is distinctly American, nearly as much so as the game of baseball.

Who is there whose heart has not beat fast at the cleverly balanced balls on the noses of polar bears or at the thrilling gymnastics of mid-air aerobats, portrayed for weeks in advance on the bill boards of the city? Who has not risked his "life and limb" in

When you make your plan to come in to the fair, be sure to include a trip to Lake Forest. You can take the Fish Hatchery road and enter at the east corner of the community, or drive to St. Mary's Hospital and take the new short cut that has been formed by the extension of Mills Street.

The offices of the Lake Forest Company on the ninth floor of the Gay Building will be open every day, both morning and afternoon. We would be glad to have you drop in to see us while you are here. Be sure to include Lake Forest in your trip to the fair.

crowding up into the "front row" along the line of the parade and stood with open mouth and wonder-struck eyes at the dazzling splendor of the costumes? Who has not followed with envious and admiring eyes the gaudy costumes and the funny pranks of the clowns?

Well, maybe everybody hasn't. But those who haven't,—well, they don't know *all* the thrills of American childhood; that's all.

TO WELCOME THE AMERICAN CITY BUREAU TO MADISON AND TO LAKE FOREST

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someone who was out there last year about the Civic Center, about the streets that are laid out so as to conform to the natural "lay of the land" and to give broken and attractive vistas instead of monotonous "rows on rows" of houses; ask about the lagoon that will bring the lake shore right up to the doorstep of nearly every family in the community; ask about parks and parkways, about boulevards and Capitol Avenue,—don't forget to ask about the *new* idea of private parks in planning a neighborhood.

But what's the use of trying to get an idea of this achievement that represents the very latest ideas in home planning for a city by asking about it, you can see it for yourself.

We want you to see it; it will be worth your while.

Thanks; Business Is Better

A feeble old man who had passed more than fourscore years and ten, most of them in war-ridden Turkey, was asked to address a group of University students in the autumn of 1916. In a very thin, but confident voice, he summed up in a word a whole philosophy of life:

"I've seen a great many wars," he almost whispered, "but they've always come to an end."

Now, nobody is going to deny that our country has been—is still—in the throes of a violent readjustment that has strained its business sinews. It has not always been easy to look with confidence on sliding prices and striking buyers; it has not been without pain that farmers have seen the price which their products command falling below the cost of production. But like the catastrophe of the great war, such crises "have always come to an end."

And apparently it is not too optimistic to say that the present crisis has been passed and that we are on the way to better times.

At least that's what Herbert Hoover, Secretary of Commerce, said in a speech before the convention of shoe and leather men recently held in Boston.

Eugene Meyer, head of the war finance corporation, backs up Hoover's statements, and after an analysis of the situation declares that "business is going to boom soon!"

Business failures in June were fewer than in May, and involved twelve million dollars fewer liabilities than those in May. Retailers' stocks are beginning to move; farmers are getting their new crops in; bank clearings have increased; and railroad shipping is larger for June than for any other month in the year. The period of uncertainty is apparently nearly over.

And one of the biggest factors of uncertainty has been that of the value of securities and investments. Many reputable companies have been forced into bankruptcy or reorganization, and dividends have been woefully small and uncertain.

But one form of investment has been constantly steady in value; that is real estate. During the slump in prices when the price index fell from 275 in May 1920 to about 125 in June of this year, real estate values have been untouched. The man who had invested in real estate was sure of his values.

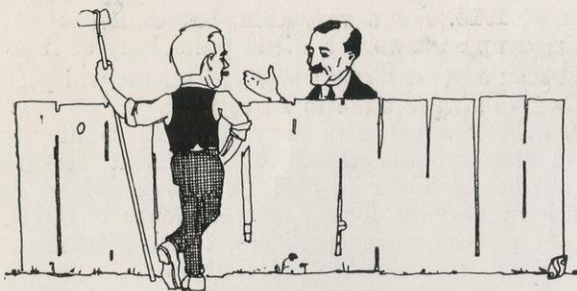
But more than this is true of the man who invested in Lake Forest, for not only has the value remained constant; it has been constantly increasing. Every inch of sidewalk built, every foot of pavement laid, every shrub and tree planted; above all, every home that is built there adds to the improvement of Lake Forest and increases the value of your investment.

With business returning to normal again, the increase will become more rapid; every day means dollars added to the value of Lake Forest property.

"If nature wants an oak, she works on the job a hundred years; is she wants a squash, six months is sufficient."

Charles W. Eliot.

Over the BACK FENCE



SUMMER SCHOOL SESSION CLOSES

The annual session of the summer school at the University closed Friday, August 5, with examinations on that day.

There was a great bustle and hurry around the campus on Friday. "When are you going to leave?" "Where are you going to spend the rest of the summer?" "I'm awfully glad to have met you,"—these were the typical greetings that were heard on every corner, and in the middle of every block.

This session has been the largest in the history of the University. About 4,500 students were enrolled. The largest number ever enrolled before was less than 4000.

As these students go away, they take with them the memories and the stories of the summer. In these Madison and its natural beauties, its friendships and its intellectual leadership play a large part. From cities and towns all over the country these students have come, and they return as personal advertisements of the attraction of our city. Since such a large proportion of these students are teachers and school executives, they have a greater influence than would the ordinary undergraduate. Their word of the advantages to be found here carries weight.

That's one reason for the growing size of the University and the city.

BOOST! BOOST!

Boost your city, boost your friend,
Boost the lodge that you attend.
Boost the street on which you're dwelling,
Boost the goods that you are selling.
Boost the people, 'round about you,
They can get along without you,
But success will quicker find them,
If they know that you're behind them.
Boost for every forward movement,
Boost for every new improvement,
Boost the man for whom you labor,
Boost the stranger and the neighbor,
Cease to be a chronic knocker,
Cease to be a progress blocker.
If you make your city better,
Boost it to the final letter.

VISITING ARCHITECT DRAWS UP PLAN FOR NEW HOME IN LAKE FOREST

Mr. O. L. McMurry, an architect from Chicago, has been visiting at the home of his nephew, Professor K. F. McMurry, in Lake Forest.

While visiting here, Mr. McMurry has been drawing up plans for a new home which "Mac" is going to build. The new home is to be modeled after Mr. McMurry's home in Chicago. It will be built just southeast of the Civic Center.

Unfortunately Robert, the son of Mr. McMurry, was taken very sick on the way up from Chicago, but he is doing better now. In a few days he hopes to be able to make the trip back.

NEW CAMPING FACILITIES FOR MADISON BOYS AND GIRLS

Madison boys, and girls too, now have a chance to satisfy the natural tendency to "go camping." The Y. M. C. A. dedicated on Saturday, August 6, the new boys' camp at Morris Park, donated by Michael B. Olbrich, John C. Olbrich, and Jacob Olbrich.

Mayor Kittleson expressed the appreciation of the city for the gift; representatives of the Y. M. C. A. spoke of what that organization would be able to accomplish with this added instrumentality, and Lowell Frautschki, speaking for the boys of Madison, expressed the desire that the boys have long felt for a place where they could be freer than they can in the city and enjoy the out of doors. Morris Park will fill that need. It is an added attraction that Madison has for the fathers and mothers of growing boys.

And the same facilities are being offered by the Y. W. C. A. to the working girls at Camp Sunrise on Lake Mendota. This camp opened August 13 and will last until August 27. During that time every working girl in Madison is eligible to spend her vacation in camp, with the attractions of swimming, organized games and the freedom of the out-of-doors.

Here's a picture of the Camp Sunrise swimming pier.

