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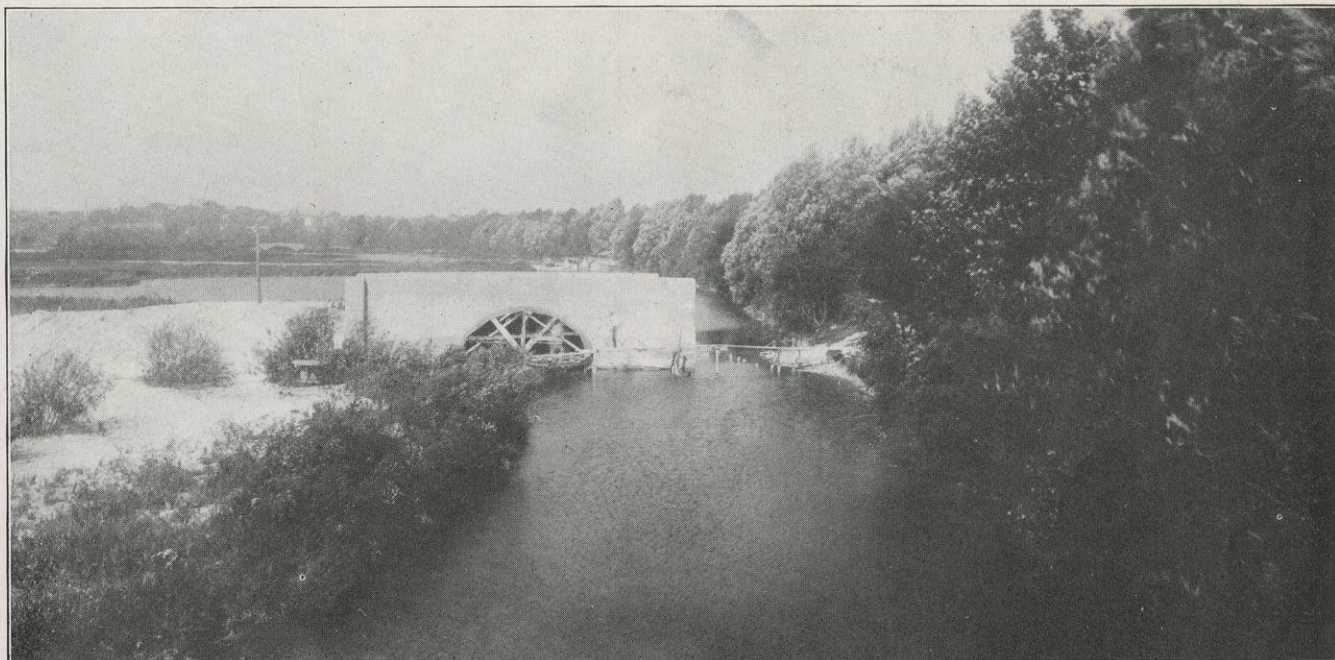
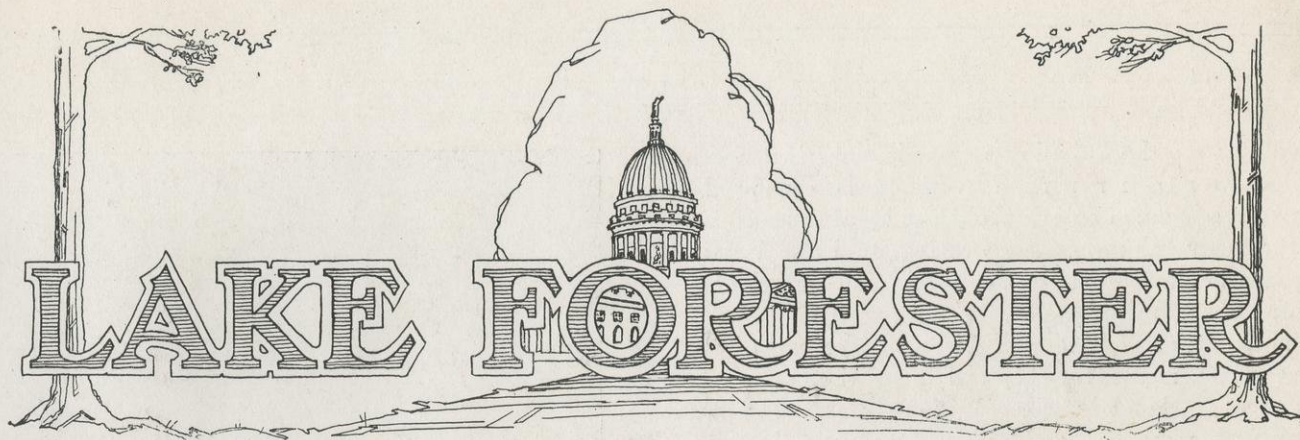
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An Open Letter to Lake Forest Investors On the Achievement of the Season

The Lake Forest Company is two months ahead of its schedule of work to be accomplished this season. You know what building conditions are. You have probably had experience with the labor troubles of the year. Materials, as you know, have been practically unobtainable, **ESPECIALLY CEMENT.**

Now you aren't surprised to learn that development companies all over the state are away behind schedule. You think it's only natural. Development companies rarely are up to schedule in normal times, and this season—it can't be expected.

NEVERTHELESS—

The Lake Forest Company is **TWO MONTHS AHEAD** of schedule.

* * * * *

An instance of the foresight used to produce this re-

sult may be of interest to you. Cement for the roads and sidewalks, and other construction was ordered in 1919, for delivery by June, 1920. In April it became evident to the Lake Forest Company that these deliveries were not going to be made according to schedule. Finally the material men gave up; they admitted that they were unable to fill the order. Consequently a representative was sent to the cement factory to keep the Lake Forest Company informed in regard to conditions at the mill. Mr. Chapman, president of the company, went to see the material men; they told him that they had done their best and could do no more. The manager of the cement mill told Mr. Chapman that he was presumptuous even to hope to have his order filled, for the cement people, too, "had done their best and could do no more." The only people who didn't

give up were the Lake Forest people, and then, when failure seemed imminent (for without the cement the season's schedule of work could not be completed) we actually saw thirty carloads arrive at Lake Forest. Today they are a part of Capitol Avenue and the adjacent roads and sidewalks.

These roads and sidewalks we consider one of our first achievements, for they are one of the first necessities of a home-builder. Without them, however beautiful may be his location, however happily-planned his home, he is isolated from society and his friends. And today eight complete blocks are provided with concrete roads and sidewalks, with six hundred extra feet on Martin street and around the Civic Center. And in addition to enjoying the advantages of these roads and sidewalks from the moment of their becoming residents of Lake Forest, its citizens will not be assessed a single penny for their building; that is one of the services of this development company.

This week also marked the completion of Capitol Avenue with the exception of a strip on the center at the lagoon. "Finest boulevard you ever rode on," remarked the foreman as we started down it in our car. And as we rolled along, we agreed with him. Smooth as a table, with a crown of only one and one-fourth inches—just enough to keep it dry—pointed directly at the stately dome of the Capitol, it meets all requirements for a motorist's ideal drive.

The temporary bridge and a short space of gravel road will have to remain for a time as the only gap in the stretch of concrete until "Old Faithful," the electric suction dredge, has completed her work of straightening up the shores of Lake Wingra. When she has finished that job the roadway will be completed.

This same week marked the completion of the seven thousand dollar concrete bridge at the end of Capitol Avenue. The forms were all removed except those directly under the arches, and the bridge, as shown in the photograph, now "stands alone." The fill for the approach on the south end is now completed, and the city of Madison will make the fill on the north end. The concrete road surface will not be laid across the bridge this season, but a sand and gravel surface will be provided until the fills have settled. Next season the finished concrete surface will be quickly laid.

Though the bridge is thirty feet wide and capable of handling all traffic that will come to it for a number of years, the builders have provided against all possible eventualities by placing it in such a position that the east parapet can be knocked off and another span of equal width placed there. Then the paving of Capitol Avenue will approach the bridge squarely. The completion of the fills and the laying of the gravel surface

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Varsity Welcome Opens New Term

A waiting group of faculty and regents of the University, with citizens of Madison, in the fair sunshine and under the green trees, on Lincoln Terrace; the statue of the Great American looking benignantly over them; a double line of watchers extending down the hill; then, to stirring music, a marching host came up the green campus, the students of the University of Wisconsin, taking part in the annual Varsity Welcome.

Thousands of boys and girls, of the best in our state, welcomed by the great institution which shelters them; and an especial welcome to the newcomers, the freshmen, who were to receive in the exercises of that hour an impression of the duties and privileges in which they were to share.

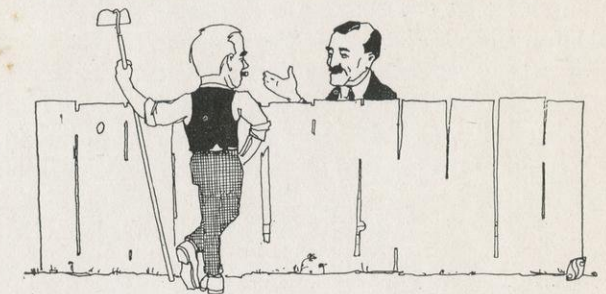
Many fathers and mothers were in the groups of on-lookers; and all over the state thousands of other fathers and mothers were thinking of their sons and daughters who thus began another year of their education. A symbol, this, of the way the whole great state turns its eyes and its thought toward Madison, throughout the year.

The event of last Friday carried with it far greater significance than at any time since its inauguration many years ago. This year the city, realizing the tremendous benefits accruing to it as the home of one of the foremost universities in the world, offered to cooperate with the faculty and students of the university in making this year's welcome the greatest in the history of the institution. That they succeeded beyond all expectation can be seen from the picture which tells better than words can tell of the success which crowned the efforts on the part of the University and the city to make this a gala event.

The Welcome consisted of two parts. The first was a pageant planned to impress those new to the University with its magnitude. The second part of the program consisted of speeches by faculty members, a member of the student body, and Justice Rosenberry, who spoke in behalf of the citizens of Madison. This part of the program was designed to give those present a clearer insight into the ideals, the purposes, the spirit

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Over the BACK FENCE



MADISON THE CITY BEAUTIFUL

It was noticed that every speaker on the program of the Varsity Welcome called attention to Madison as a city of more than ordinary beauty. The Lake Forest Company is doing its part in adding to Madison a well-planned residence section. Prof. L. S. Smith, the famous city planner, and Prof. Aust, the expert landscape designer, both of the University of Wisconsin, have been in touch with the project from the start.

THE McKENNAS MOVE INTO THEIR NEW HOUSE

Mr. John McKenna officially moved into his new house out at Lake Forest last Saturday. John says it's great to be settled again. He had the misfortune to lose his home by fire last year.

GROUND IS BROKEN FOR ANOTHER LAKE FOREST HOME

Ground was broken during the past week for the Burroughs residence. This will make the fifth residence in Lake Forest. Mr. Burroughs, who is a graduate of the Wisconsin Agricultural College, attended Michigan Agricultural College before coming to Wisconsin.

ANOTHER FISH STORY

You can always trust youngsters to know where to go to fish. Some of them told us last Saturday that fishing was good in the second lagoon and to back up their statements they showed us some good-sized fish which they had caught during the morning. That kind of proof always convinces us.

There are over 7000 students in attendance at the University this fall. These students will spend a total sum of more than \$4,500,000 in Madison during the University term.

VARSITY WELCOME OPENS NEW TERM

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of this great university of the west, and to strengthen the ties between the city and the university.

The speakers of the day caught the spirit of the occasion and told the thousands of people gathered together on Lincoln Terrace of the common development of the State, the University, and the City. They emphasized the fact that Madison is a home city, an ideal University city, and the right kind of a city to live in. They spoke of the unusual opportunities which Madison offers for wholesome recreation at all seasons of the year. There are, indeed, few cities upon whom Nature has so generously bestowed her gifts. The citizens of Madison, it was pointed out, were not slow to take advantage of the natural advantages of the city and as a result Madison is now known as one of America's beautiful cities.

The healthy growth of the University, to which this annual ceremony calls attention, is of interest to all investors in Lake Forest, because it parallels so closely the growth of Madison. Madison has never been a boom town. Its development has resulted from natural causes, and from the steady growth of its industries, of its University, and of the strength and importance of the departments of the state government. The beauty of its lakes and parks yearly is known to a wider territory, and draws an increasing number to join its population. When we tell stories in the Lake Forester of better batteries, better machinery, and better engines, as the basis for the growth of Madison's factories, we are speaking of causes which are sound reasons for growth. And so the University owes its growth to the increasing service which it performs for the State in educating its future citizens, and to the increasing realization by the State of the value of an education. These are causes which will steadily make for a greater number of students in attendance.

Among the families coming to Madison each year to live are a great number who choose this city as their home in order that their children may take advantage of the exceptional opportunities which Madison has to offer in the way of education. The majority of these families do not move away after their boys and girls have graduated from the University, but remain here in Madison because Madison is a better city.

The Lake Forest development project has been so well thought out and executed that it will be able to take care of a large share of Madison's future growth with the same facility with which the University of Wisconsin took care of the great throng of students who came to Wisconsin this fall to continue their education. This was well symbolized in the manner in which the thousands

of marching students were handled in the Varsity Welcome Ceremony of last Friday.

OPEN LETTER TO LAKE FOREST INVESTORS

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will actually connect Capitol Avenue with the city streets of Madison this season.

The city of Madison is building the road from the north end of Capitol Avenue bridge to Vilas Park, with the co-operation of the Madison Park and Pleasure Drive Association. The Lake Forest Company has contributed substantial financial assistance, and the work is being pushed rapidly to conclusion.

Electricity will be installed in the houses of our residents before the end of the season; the sewer system is already in operation. A well with a top flow of one hundred gallons per minute at present, sunk 219 feet through a sixty foot vein of white sandstone, is now supplying pure cold water for drinking, cooking and all other purposes.

The plans for the permanent pumping station are complete, and the plant which will be installed is so designed that it can easily be enlarged to meet any demands which Lake Forest will ever make on it. The machinery is now on exhibition at the LaCrosse Fair; as soon as the fair is over, it will be shipped here for installation.

But with all modern facilities within and without the house, home would be forlorn and uninviting without the coolness of the shade and the refreshing greenness of the grass. Trees have been planted on eight blocks and five whole blocks have been plowed, graded and seeded, with the addition of the parking of the sixth. The intense fertility of the soil is attested by the close-set turf which has developed, some in only four months. About five hundred shrubs are flourishing on the rear corners of the block and in the parkings along the boulevards.

The foregoing paragraphs can not give you an impression of the whole. The enumeration of the individual tasks and their accomplishment is no more the whole story than the tabulation of the census returns is the whole story of America's patriotic effort. Significant and far-reaching is the spirit of achievement which has taken possession of Lake Forest. Our dreams of yesterday are the realities of today, and we look forward to the next season with the most justifiable confidence.

Some idea of the reputation which the University of Wisconsin enjoys and which is a guarantee of its steady growth is the fact that it enrolls students in large numbers from every part of the world.

Foreign countries are represented at the University by over 130 students from 23 different countries. The countries represented here in the order of the number of their students are: China, Norway, Phillipine Islands, Canada, Japan, France, South Africa, India, Brazil, Peru, Armenia, Columbia, Finland, Germany, Guatemala, Hawaii, Iceland, Porto Rico, Spain, Switzerland, England, Mexico, and Sweden.