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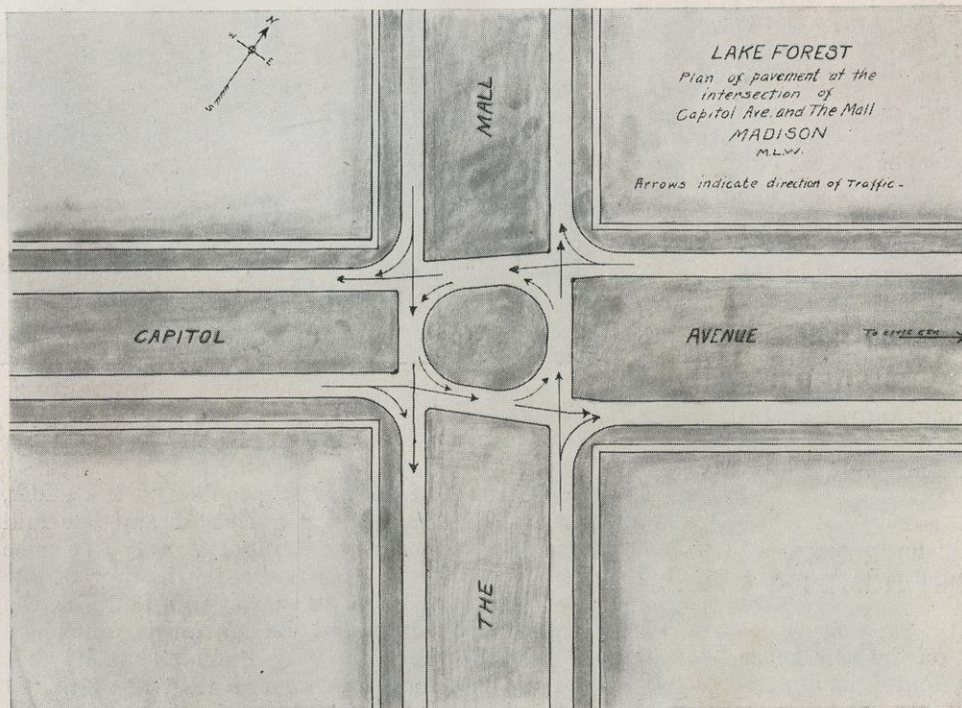
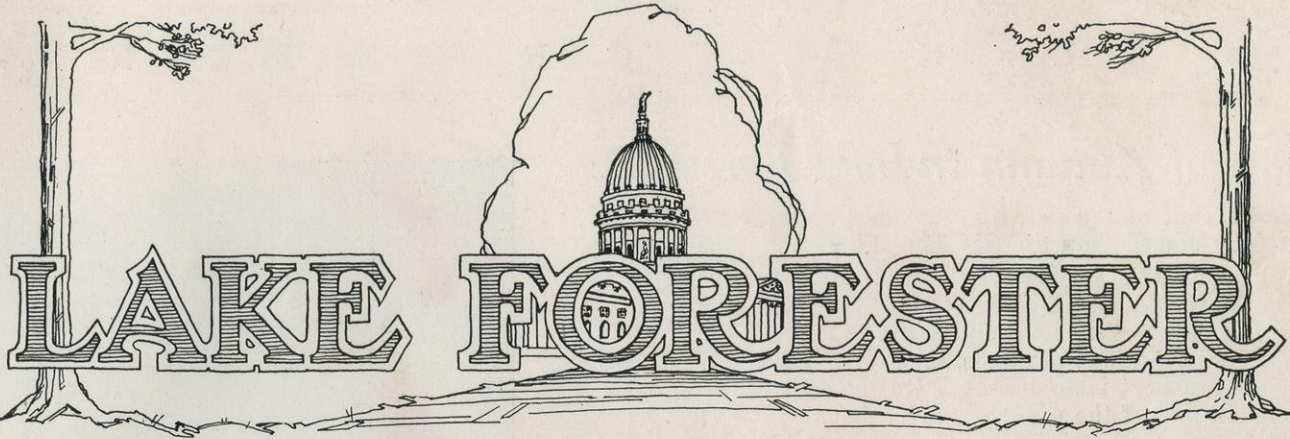
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Look at this drawing! It shows the intersection of two of the big arteries of traffic in Lake Forest, Capitol Avenue and The Mall; both are boulevards 100 to 120 feet wide. The ordinary way to make these intersections, says Mr. Webber, would be to round each corner at each intersection. Then cars could run in any direction, pass from one boulevard to the other, on the right or on the wrong side, indifferently.

But the square corners prevent this. Follow the arrows in the drawing. A car coming down The Mall would find it difficult—almost impossible—to cut in on the left-hand section of the Capitol Avenue Boulevard — the sharp corner prevents it.

The same sharp corner drives him on to the right side of the Mall when he comes from Capitol Avenue. Thus, control of the traffic is automatic. You *can* go wrong, but you have to be deliberate about it. You can't do it without thinking.

One of the reasons for our pride in this plan is that it is originated by the Lake Forest Company. It is another contribution to the science of city planning. It is another adaptation of city streets to the new demands made upon them by changes in traffic arising from the use of automobiles.

In keeping with the standards of service established in the investigation of Madison's growth, in the laying out of private parks, and so on, this automobile traffic control is a distinct advance in the science. Drive out in a week or so when the concrete has hardened, and look it over.

Automatic Control of Traffic

Here's a new idea in traffic control.

Lake Forest will not be obliged to put out standards or traffic control with the legend "Go to the Right." That method is the one that has been employed by cities and towns that "grew up" before the days of the automobile when slowly moving ox-carts, or horse-drawn vehicles could very easily avoid each other at intersections, and whether they drove on one side of the street or the other made very little difference.

In some places it is necessary even to station a policeman to enforce the "drive to the right rule."

But it would not be consistent with the Lake Forest ideals of city planning to have to employ such antiquated methods; this condition has been anticipated and provided for by the Lake Forest engineer, Mr. M. L. Webber.

Signs of Autumn in Lake Forest

The pageant of the passing seasons is nowhere more beautifully staged than in Lake Forest.

In the spring the flowers are riotous in their profusion and in the brilliance of their colors. The blue of the heavens is untarnished by the presence of a single touch of smoke or pollution; the trees, the lawns, and the lake all respond almost instantaneously to the first touch of the magic wand of the winds of springtime.

And later, the presence of the lake, the free, open stretches of unobstructed country side, and the cooling grass and shade trees temper the warmth of summer days, and fresh breezes fan away the restlessness of summer nights in the city. The smooth cut lawns, large parkings, open spaces, and the wildwood invite the romping children to a prodigal enjoyment of their youthful play, and older folk to the restfulness of out-of-door picnics and tempting campfires.

But no season of the year can excel the autumn in beauty. During the long autumnal afternoons, when the sunlight slants at the earth in long shafts or dreams through the brownish haze of declining dog days; above all, when the woodlands riot in color that perishes in the rustle of falling leaves and the pungent smoke of kindling fires—these are the days when Lake Forest will grip you with its appeal.

Take a trip out there and see, in the spirit of McCutcheon's famous cartoon, the dancing figures of Indian ghosts, the slanting tops of tattered wigwams, and the curling smoke from a thousand campfires.

FINISHING TOUCHES PUT ON THE NEW HOUSE OF THE LAKE FOREST HOMES COMPANY

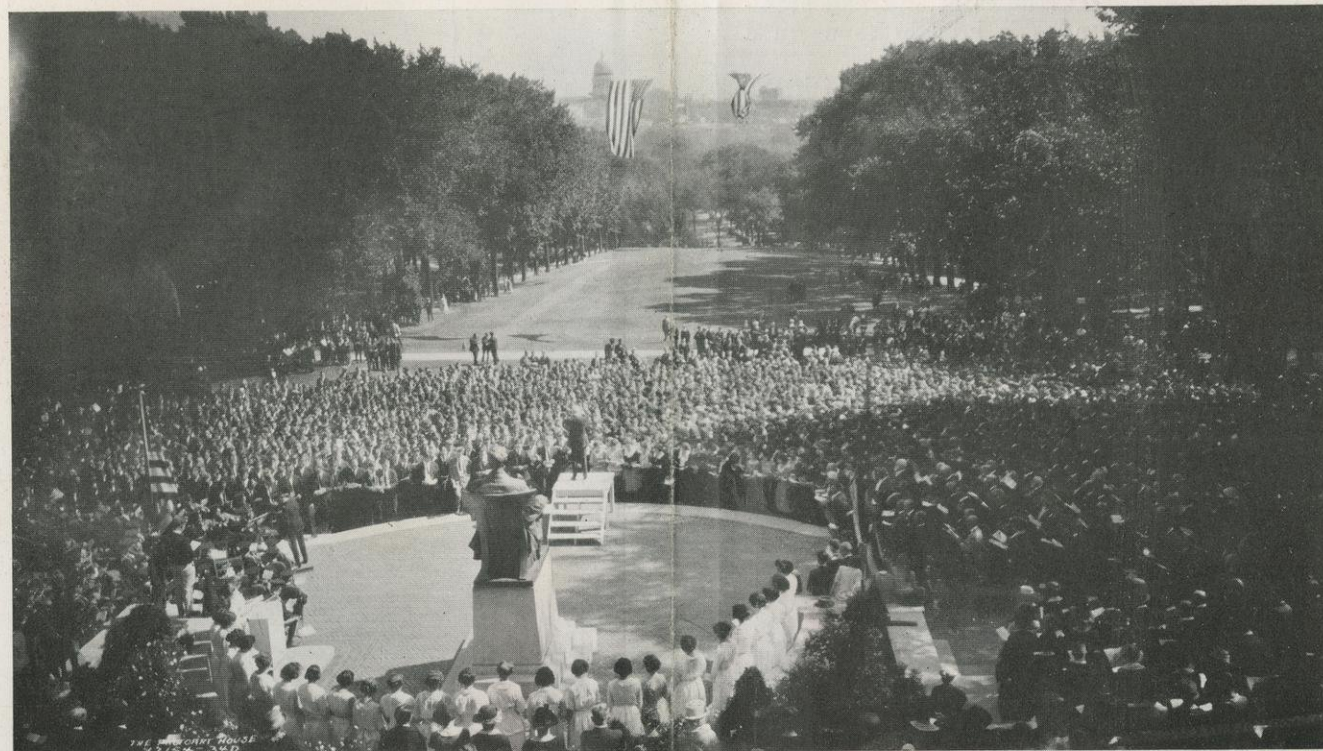
The finishing touches have been put on the new house of the Lake Forest Homes Company, and it is practically ready for occupancy.

And it's a mighty attractive house; to go through it is a pleasure. At the very entrance a homelike fireplace, set in red brick, beckons one to dreamy evenings spent around a crackling fire, building air castles in the flames, or roasting chestnuts and marshmallows over its coals.

The large living room and the pleasant dining room are finished in beautiful oak unvarnished. A roomy and comfortable kitchen, convenient basement, five bedrooms furnished with large clothes closets, and a compact bathroom complete a home where someone is going to be very comfortable before many moons. The completion of the paving up to and past the house makes it easily accessible—a place to live in town with all the attractions of the country 'round about.

"Manhood is above all riches, overtops all titles; character is greater than any career."

—"Contact."



Thousands Attend the Varsity Welcome

Immense throngs of university people and townfolk, transforming the campus into a riot of gay life and color, turned out to make the Annual Varsity Welcome to the new students the greatest in the history of the University. Favored by weather that was faultless, the brilliant spectacle fascinated its numerous onlookers from the moment the University Band struck its first note until the last notes of America died away at the close.

It was an inspiring sight. No campus anywhere could supply a setting more appropriate for a Varsity Welcome. Lincoln Terrace, with the statue of the Great American furnishing a background; the brilliant green of the trees bordering the hill framing the entire picture; the marching thousands weaving back and forth over the green campus; the double line of marchers extending down the hill—all made a perfect picture.

It was a fitting welcome to a great institution. To the two thousand students who entered the portals of Wisconsin for the first time, it expressed an ideal that cannot fail to have far-reaching effects. It created an impression of the duties and privileges in which they are to share. It symbolized the spirit which characterizes Wisconsin. This spirit, that has played such an important part in making the University of Wisconsin one of the foremost universities of the world, received praise and commendation on every hand.

The fact that Madison is a city of homes and an ideal location for the state university was repeatedly empha-

sized. No city is more replete with attractions; few cities have been so bounteously served by nature. Among the great university cities of the world, Madison stands second to none.

City and state joined with the university in making this event significant. Governor John J. Blaine, representing the state and the city, extended to the new students a genuine welcome. The governor contrasted the university of today with that of seventy-two years ago. At that time, twenty students gathered here for their education. Today, seven and a half thousand young men and women from every state in the union and from all the corners of the world are enrolled to receive the benefits of a higher education. This enrollment exceeds that of last year by six hundred. At a time when our nation is suffering a serious financial depression, such an increase is noteworthy to say the least.

This remarkable growth is significant. To Lake Forest investors every detail of that fact is of paramount interest. As integral parts of a great whole, the University of Wisconsin and the city of Madison have grown together. In each case, there has been a steady continued growth. As the university has increased its facilities to take care of its larger attendance, so Madison has enlarged its area of homes and its opportunities to its citizens. As the university has added laboratories, libraries, and similar advantages for its student body, Madison has been made a better city to live in by better and additional public utilities, better and larger stores,

Bull-Dog Grit

"My son," wrote Josh Billings, "consider the postage stamp. Its usefulness depends upon its ability to stick to one thing until it gets there."

Another writer emphasized the same idea when he caused one of the characters in *The Hoosier Schoolmaster* to say over and over again of his bull-dog: "Ef Bull once gits holt, heaven and yearth kaint make him let go."

The spirit of eternal perseverance wins admiration as certainly as it insures success. The man who is everlastingly changing from one position to another, shifting his interests here and there with every change of the moon, not only courts disaster, defeat, and failure, but undermines his confidence in himself.

There exist any number of examples of the truth of this commonplace observation; within the experience of every one of us, there has been a John Easymark or an Alexander Thrifty who exemplifies the truth of its severe application. The one has been enthusiastic, energetic, and ambitious, but he has always been subject to the obsession that the "big bear was on the other side of the mountain." Consequently, when he found himself entered upon one course of conduct, he began to grow restless, saw better opportunities somewhere else, and finally made a change.

But the other man has been marked by the cool, unimpassioned consistency with which, once having committed himself to a line of action, he stuck tenaciously to it. To him there has been no such word as discouragement.

In the end it has been those cool headed, tenacious men who have kept the world going. When the discouraged hesitate, they go boldly ahead; when the weaklings falter and drop from the ranks, they march on with the bull-dog determination of Kipling's "Boots."

And to them comes the reward—as surely as the rain comes back to the sea. The world may fall a victim of the vacillating weakling, but it will never acknowledge his leadership nor grant to him the crown of confidence. This honor comes only to those who have a bull-dog grit that never gives up.

banks, churches, and parks, and, most important of all, better homes.

Standing in the front rank as a source of better homes is Lake Forest. Its development and history are strikingly analagous to that of Wisconsin's greatest educational institution. The university owes its position of preeminence to two salient factors. In the first place, it is founded for service. Its helping hand is stretched forth to all citizens of Wisconsin, and its influence is felt everywhere. Secondly, its growth and expansion has been under the constant supervision of "men who know." The hundreds of complex issues arising from the government of a great university could only have been solved by individuals in charge who were competent to decide and to act.

In a like manner, one can trace the factors of service

(Continued on page 4)

Over the BACK FENCE



CONCRETE PAVING STILL GOING RAPIDLY ON

John Murray's men may not give you the impression of hurrying when you drive out to Lake Forest and see them working. But if you return next day, or the day after that, you'll be surprised at the progress they have made.

For every day the pavement grows longer. Since our last issue the "gang" has attacked Capitol Avenue at the point where we showed them in front of the new house of the Lake Forest Homes Company and converted it into as smooth a pavement as you were ever on, clear down to the intersection with The Mall.

Every day the forces of progress mark a victory by flinging out the flag of more pavement. Soon, almost as soon as this is in your hands, you will be able to drive clear around from the Civic Center to Martin Street, St. Cyr Boulevard, and Capitol Avenue, back to the Civic Center.

THOUSANDS ATTEND VARSITY WELCOME

(Continued from page 3)

and well executed planning in the development of Lake Forest. As an attractive place for building homes, it renders a service tremendously worth while. In Lake Forest you will find the features so essential to the making of the perfect home. Here you find the attractiveness, the healthfulness, the recreation, the accessibility so much desired.

In its development, the thoughts and efforts of authorities in civic planning have determined every action. The system of streets, boulevards, and parks, the Civic Center, the water supply—all are the results of a well-studied plan. Nothing has been left undone nor overlooked in the attempt to reach perfection. The result is beautiful Lake Forest.

LAKE FOREST PLANNER TO VISIT ITALY

Readers of the *Lake Forester* will be interested to know that the man who has been largely responsible for the plans of our community, Dr. Werner Hegemann, is

going to Italy to pursue his studies in city and architectural engineering. The news is brought to us in a letter recently received from Dr. Hegemann.

This is by no means the first foreign trip which Dr. Hegemann has made in the interests of his profession. There are, in fact, few large foreign cities which he has not visited and studied. And this wealth of experience he has brought to his work in planning Lake Forest; literally from the four corners of the earth he has gleaned ideas and suggestions for its beauty and attractiveness.

Those who will live in Lake Forest, and those who have invested there, reap the benefits. That's another service of the Lake Forest Company.



ANOTHER SECRETARY WRITES ABOUT LAKE FOREST

Still the letters come in from the secretaries who were here during the summer school of the American City Bureau.

This one came from Auburn, Maine. From that eastern city Earl S. Lewis, executive secretary of the Auburn Chamber of Commerce, writes: " * * * The real estate development of the Lake Forest Company is one of the finest I have ever seen. I particularly like the far-seeing and orderly plan the company is using, as illustrated, for instance, by the location of the Civic Center. I also think the location wisely chosen * * *

"I can not let this opportunity pass without expressing to you our hearty appreciation of the many courtesies extended to us by the Madison Association and by its genial secretary."

This picture here was taken of the secretaries while they were standing at the intersection of Martin Street and The Mall and looking at a map of the community. It makes a very striking contrast with the picture snapped last year—a contrast that shows much more vividly than words can what a change has taken place in Lake Forest during the last twelve months.