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## What Other Cities Say About Us

"The most important part to me of this tour of Madison has been the visit to Lake Forest. It is a revelation of civic vision that I am glad to have seen, and it is no more than fair to say that I have never seen anything to equal it."

The speaker was one of a group of Secretaries of Associations of Commerce who had just completed an auto ride around Madison, ending at the development of the Lake Forest Company.

For two weeks, from August 16 to 27, there was in session at Madison the Summer School of the American City Bureau, an organization which trains men for community leadership as Secretaries of Associations of Commerce.

Drawn by the beauty of Madison's lovely lakes and the renown of the University of Wisconsin, the Bureau determined this summer on Madison as the location of its School, and has brought here great speakers on many subjects, and 245 Secretaries of civic bodies the country over to listen to them. Each of these men is working directly to promote the growth and prosperity of his own city. They are specialists in city welfare.

City planning has held a prominent place in their discussions. These men know that a city must be planned before it is built, that it must not be allowed to grow at haphazard.

They know that good streets and sidewalks, well-planned parks, adequate and sanitary water and sewer systems, and proper building restrictions, are important to the well-being of a city.

It was the editor's pleasant fortune to accompany four of these men in their tour around Madison,

and to hear what they said about Lake Forest.

We saw the East end of town, where Tenney Park confronts fine residence districts, all made out of low lying land a few years ago. We drove into Wingra Park, thickly settled with comfortable homes, parts of it lying as far from the University as the center of Lake Forest. We drove along the beautiful drives of Vilas Park and Edgewood, two tracts covering nearly half the shore of Lake Wingra; a shore area forever open to the public, and forever removed from the real estate market.

The new bridge to Capitol Avenue, where the forms are nearly ready for the cement, lay on our trip. There the visitors saw the new road being laid by the city from Vilas Park, and had explained to them the architectural plans for the development at the head of Capitol Avenue. As we drove over the Fish Hatchery Road, we learned that it had been fifty years in construction, while Capitol Avenue was being pushed through in one year.

The plan for the Civic Center, with its stores and public buildings located around the circle, was compared by one of the guests to a similar plan at Forest Hills, Long Island, the famous "model city" built by

the Russell Sage Foundation. We drove over the portion of the plat recently opened for sale, and saw the whole vista of lakes and woods and hills. We went down into the cellar of John McKenna's new house, and learned how "high and dry" it was, five feet and more above the water line, a good deal higher than the cellars in some of Madison's finest lake front homes. We saw the clear, cold waters of a spring flowing out into the west end of the lagoon, and heard the story of

### What They Said

W. J. Donald of the American City Consultants. "The landscape work has been very well done, in that you have produced closed vistas without impediment to traffic. The layout of the streets avoids any extreme."

Benjamin Schartz, Secretary of the Bureau of Municipal Research, Yonkers, N. Y. "I have known of one other city where a study of municipal growth was made as a basis for a housing development, but even this city did not investigate the question of whether this growth was permanent. The research that lies behind the Lake Forest development is unique in my experience."

W. R. Jackson, Secretary of Association of Commerce, Harrisburg, Pa. "I have seen several city developments, but Lake Forest stands out as unique in its surety of success."

how these lagoons will be always clear, cold and weedless.

The editor learned something when he visited the new water supply. Do you know why Lake Forest's wells go down 220 feet? Sixty feet through sandstone? It is so that we can tap a vein of water that falls on the ground away up north of Tomah, 120 miles away, and flows through rock for most of that distance. Associate Professor Twenhofel, one of the geologists at the University, figured out that if the well was 50 feet deep it would tap water that fell at one place; if 100 feet deep, water that fell at another place. But to go down 220 feet would give us water that was free from contamination to begin with, and that flowed through a rock filter a hundred and twenty miles long!

That was an interesting fact to our visitors, as showing the care that lies behind the plan of Lake Forest.

Then we drove out on Capitol Avenue, clear beyond the temporary bridge, and told the visiting secretaries how, in the last of September, the cement bridge near Vilas Park, and the whole great Avenue would be thrown open to the public with appropriate ceremonies, and the second great step in the development of Lake Forest would be complete.

But what impressed the visitors most was not the huge feat of engineering involved in picking up the tract bodily, as it were, and bringing it three quarters of a mile nearer Madison, to say nothing of making it far easier of access; but the fact that this new city development was based on the most careful analysis of population increase, and the permanence of the factors behind that growth.

"You have done just what a good manufacturer does," said one, "analyzed the market before beginning your campaign, so that nothing is left to guess."

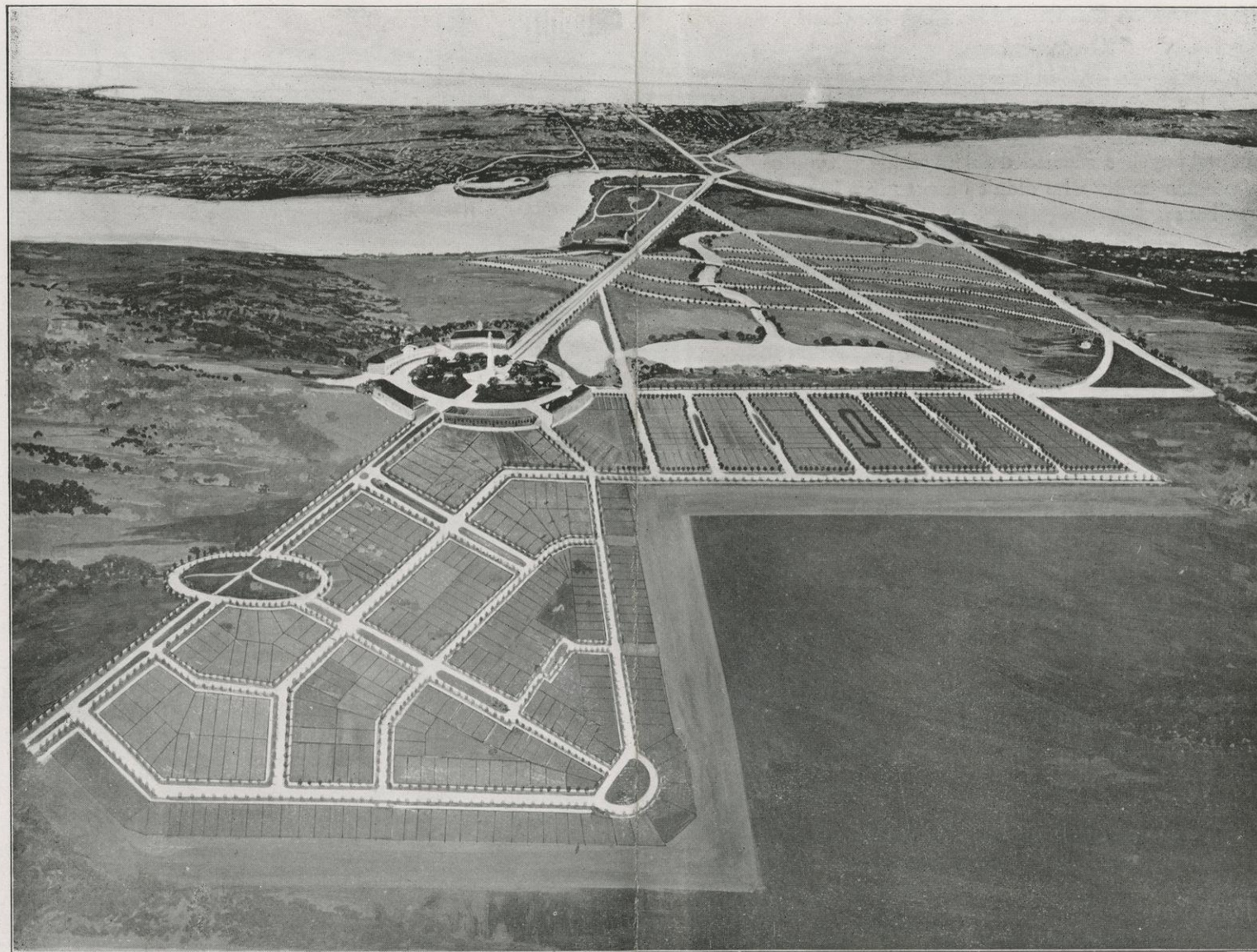
"In my city," said another, "they would wait till they were crowded before they built additions, and then their plans would be taken up too late. This is genuine city building. You have a great vision, and are doing a wonderful piece of work."

These words of praise were pleasant to hear, because, as we said in the first place, they came from men who are specialists in city welfare.

Come again, gentlemen! Come a year from now, and see the development of Lake Forest!

"The development of Lake Forest shows real vision. I have never seen a similar civic center," said L. E. Reeves, Secretary from Anderson, Ind.

"Other cities should use this development as a pattern."—H. W. Raymond, Secretary from Schenectady, N. Y.



### Private Parks—An Original Idea

If you look at the plat of Lake Forest, reproduced above, you will see in the center of some of the blocks, areas not open to the streets.

These are private parks, the latest development in city planning, and—as we believe—Lake Forest's original contribution to the store of advanced ideas in that direction.

A recent copy of the "Country Club District Bulletin," published in the interests of the famous Country Club district of Kansas City, in announcing a new tract of land, contains the following sentence:

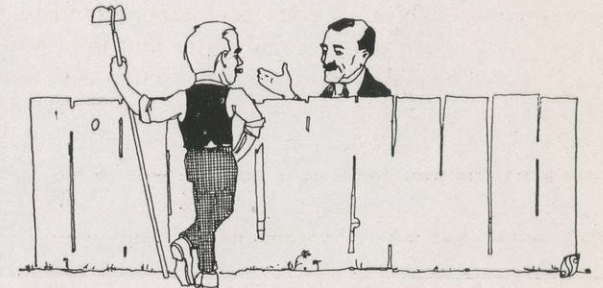
"Quite a pronounced valley through the southern portion affords an unusual opportunity for new adventure in planning residential sections by the provision

of two interior private parks for the use of the adjoining homes."

It is a pleasure to point out that what is "new adventure" for the fashionable and beautiful suburb of Kansas City is established practice at Lake Forest. The genius of our organization originated the private park idea and put it into operation when the plat was drawn up three years ago.

It is not only the owners of lots adjoining the private parks who benefit by them. The entire community has a pride in such novel and charming features, and shares in the advantage of living in a district so abundantly provided with parks that congestion is permanently impossible.

## Over the BACK FENCE



### LAKE FOREST'S FIRST BRIDE

On Saturday, August 21, John Currie Gibson was married to Miss Miriam Beardsey Hubbard, at the home of the bride's parents, 226 North Orchard Street. The couple left after the ceremony for Northern Wisconsin where they will spend a month.

Mr. and Mrs. Gibson will make their residence after September 30 at Lake Forest, where a home is being completed for them.

### WHERE BLACK BASS LOVE TO PLAY

George Webber, son of Mr. M. L. Webber, the Lake Forest engineer, pulled out over twenty good sized black lake bass and perch from the lagoon next to the Lake Forest Civic Center one day last week! The difference between this story and the usual "I caught one—" is that George had several witnesses to his string of fish and to the landing of the largest bass, three of the visiting secretaries being present. Mr. Webber tells us that he did not buy meat for three days.

Black bass enjoy the clear, cold, spring-fed waters of the Lake Forest lagoon, the headwaters of Lake Monona.

### THESE MEN WILL CARRY THE STORY OF LAKE FOREST TO THEIR COMMUNITIES

- H. A. Davidson, Erie, Pa.
- C. W. Otto, Pontiac, Mich.
- H. E. Bodine, Fort Wayne, Ind.
- W. R. Jackson, Harrisburg, Pa.
- R. Newton, New York City.
- B. Schartz, Brooklyn, N. Y.
- W. J. Donald, New York City.
- E. B. Walker, Spartansburg, S. C.
- R. Stroud, Key West, Fla.
- H. W. Raymond, Schenectady, N. Y.
- L. E. Reeves, Anderson, Ind.
- M. E. Melton, Texarkana, Texas.
- W. A. Searle, Camden, N. J.
- R. F. Malia, Hoboken, N. J.
- J. J. McFadden, Lowell, Mass.
- H. Harrison, Wichita Falls, Texas.
- R. W. Holcombe, Hutchinson, Kans.



Here nine Secretaries, with Mr. Chapman, are overlooking the Lake Forest lagoon system.

#### WHAT MR. OTTO THOUGHT OF LAKE FOREST

It was my privilege yesterday to go on a trip about Madison which took me through the Lake Forest development, and I am desirous of stating that I was very much impressed.

I live in a city which built 2,000 homes last year, and I have naturally seen much subdivision work carried on. It is only fair to state that I have seen nothing in the subdivision line that begins to approach the Lake Forest development. It appeals to me particularly because it is based upon scientific facts which prove conclusively to me that the Madison of the future will be greatly in the debt of the men who are back of this project. Mr. Chapman impresses me as being a city builder with real vision—a type of man whom it is a real pleasure to meet.

Madison is to be congratulated upon having this type of men engaged in preparing her for a great future.

C. W. OTTO,  
Mgr. Board of Commerce,  
Pontiac, Mich.

Ray Newton, Executive Secretary of two educational societies in New York City:—"I am impressed with the size of the Lake Forest project, and I am convinced that it will be a success."

The visiting Chamber of Commerce men, whose pictures appear on this page, are from the thickly populated states, such as New York, New Jersey, Massachusetts, etc., where city planning has been essential to the growth of their cities. Did you read what they said of Lake Forest?

#### IS THERE A SUBSTITUTE FOR HOMES?

People have to live somewhere.

Prehistoric man lived in caves. Our pioneer fathers lived in log houses and tents. Some folks live in log houses and sod houses still.

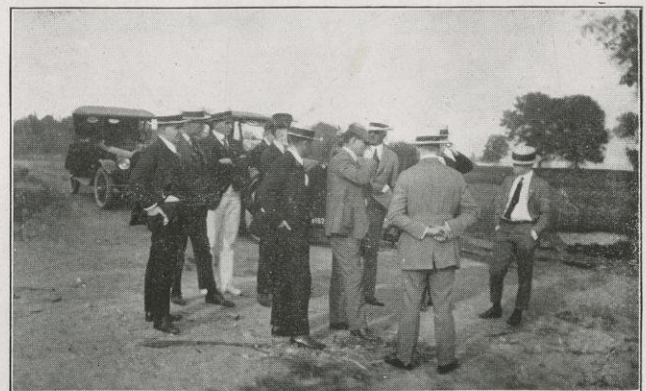
But nobody has succeeded in inventing a type of man and his family who didn't have to live in some sort of house.

Did you read Mr. Chapman's article in the August 14 issue of the Lake Forester? Read it again. Look at the maps showing the increase in building in 18 years. Think about the nineteen thousand people Madison is going to add to its present population in the next ten years. By the way, if you didn't get your copy of that issue of the Lake Forester, write us and we will send it to you. It is one of the most important numbers of the magazine.

Now are these people going to be some new-fangled variety that doesn't have to live in anything? If they are, we won't need any housing development to take care of them. But if they are going to be just folks like you and me, then they will demand houses to live in. They are coming to Madison inevitably and certainly, and they aren't going to be satisfied to sleep on the street.

If a city has the right kind of vision, it sees the coming population while still there is time to plan for it. Lake Forest is Madison's greatest plan to care for its future citizens.

In his lectures before the Secretaries, Mr. Donald made use of the Lake Forest research maps reproduced in our last issue.



Nine states are represented by these ten Secretaries attending the Summer School of Community Leadership. This picture of them was taken on their visit to the Lake Forest development, from the nearly completed bridge on Capitol avenue.