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## Lake Forester. Vol. 2, No. 2 1921-01-15

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# LAKE FORESTER

Vol. 2

January 15, 1921

No. 2

THE citizens of Madison witnessed interesting and significant ceremonies on January 3; the occasion was the inauguration of the new governor, John J. Blaine, with his staff of state officers. The Capitol was simply but beautifully decorated for the occasion with wreaths and ropes of smilax, with the colors of the state, and with the National Flag.

It is estimated that three thousand people gathered in the rotunda and on the steps and balconies of the Capitol to witness the ceremonies. At 11:45 the University Band struck up the music of "On Wisconsin." The new governor and his staff were seated on a temporary platform in the south wing of the rotunda. Retiring governor E. L. Phillip, William R. Bagley, the master of ceremonies, and the other participants in the program, filed out of the executive chambers through a line of Wisconsin National Guards at "present arms" to their places on the platform with the incoming officials.

The audience sang "America", and the master of ceremonies introduced Chief Justice Siebecker. For a few minutes Justice Siebecker thrilled his audience with a concise, well-chosen presentation of the ideals of Wisconsin statehood and state leaders. This was an innovation in the usual ceremony.

The Chief Justice then administered the oath of office, and John J. Blaine of Boscobel became the twenty-

## New Governor Takes Reins



GOVERNOR  
JOHN J. BLAINE

eighth governor of Wisconsin. The same oath was administered to the governor's official family, George F. Comings, lieutenant governor, William J. Morgan, attorney general, Elmer S. Hall, secretary of state, and Henry Johnson, state treasurer. Each member received the acclamations of the crowd expressed in cheers as he took the oath. To the playing of the Star Spangled Banner the flag of the battleship *Wisconsin* was unfurled from the top of the dome and greeted with a burst of applause; and the ceremonies were at an end.

In the evening interest again centered in the Capitol with the inaugural ball as the feature of the program. Because of the governor's expressed wish that the occasion be very informal, hundreds had the opportunity and privilege of participating. The event was admirably conducted and proved both delightful and democratic.

Though this inaugural ceremony is a regular biennial event to Madison, it never fails to appeal to the citizens. It brings new forces into our state government and new associations into our society.

But most significant, perhaps, is that it focuses the eyes of the state and of adjoining states on Madison. Not only do hundreds come here both to make their homes and to witness the ceremonies, but thousands, hundreds of thousands, turn their thoughts toward the

*Continued on Page 2*

### Possibilities of Future University Growth

It is both interesting and reassuring to compare the predictions of people who have made an intimate and exhaustive study of the probable growth of our universities and colleges with the forecasts of the Lake Forest Company in regard to the future of our own university. In fact such a comparison forces upon us the fact that the Lake Forest Company has been very conservative in its estimates.

The results of such a study were recently reported in the *Literary Digest*. Mr. Julius H. Barnes, Chairman of the Institute for Public Service, has made predictions regarding the probable size of our colleges and universities in 1950. Basing his conclusions upon the growth of the last six years, he states that in 1950 the United States would have enrolled 1,138,000 college and university students. The number has jumped in six years from 187,000 to 294,000.

With the regular rate of increase, the University of Wisconsin, Mr. Barnes predicts, will enroll over 20,000 in 1950.

Though this estimate may be larger than will actually be realized, it is probably smaller; a great many factors that can not now be foreseen will have entered in to affect the situation. But it is a sure indication of the fact that our university is facing an inevitable period of expansion and growth that will tell tremendously on the city and surrounding property. With an enrollment of only 15,000, the extent of the university community would be doubled; the radius of her immediate influence would extend at least twice as far as at present.

For there is only one direction in which her population logically can be expected to expand. The east is already overcrowded; the north is barred by the waters of the lake; while the university grounds themselves extend for a considerable distance to the west. There remain only the south and southwest quarters for future expansion of homes for university people.

In that direction, and but little farther than University Heights from the gates of the university, lies Lake Forest. It seems not unreasonable to predict that a large proportion of the increase will find homes there.

#### NEW GOVERNOR TAKES REINS

*Continued from Page 1*

capital city as the home of their government, as the source of their laws, and as the center of civic activities.

Thus Madison becomes a common word in the home, and is linked with the name of the state itself.

### INCREASING THE VALUE OF YOUR INVESTMENT

The business world is going through a period of the most violent readjustment that we have ever seen. Spurred by high prices and the promise of large returns in a market that was frantic with buying, manufacturers and wholesalers extended their operations to an unprecedented degree in an endeavor to provide the goods that the public and their dealers demanded; wages and the prices of raw materials climbed on the ladder of competitive bidding until both were beyond the means of ordinary forces of business to reach. Credit, the superstructure of our "card-house of business"—became over burdened with the load of increasing costs and of feverish speculation. A reaction set in.

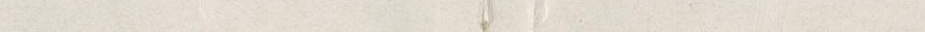
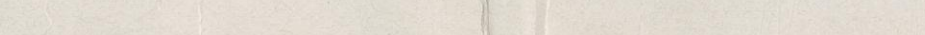
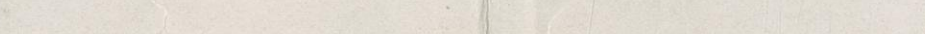
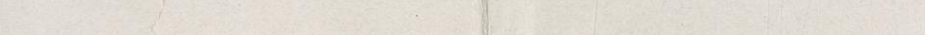
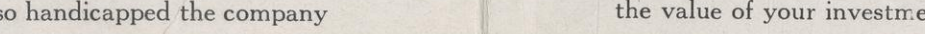
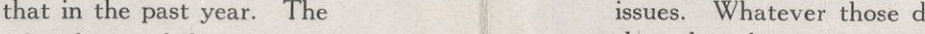
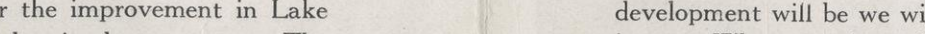
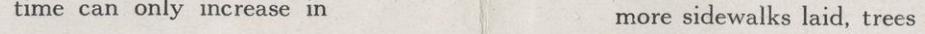
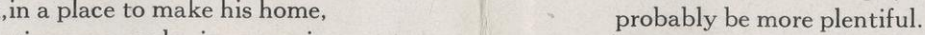
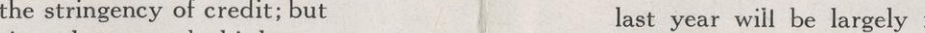
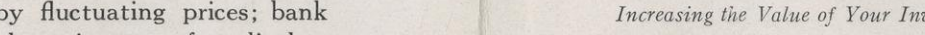
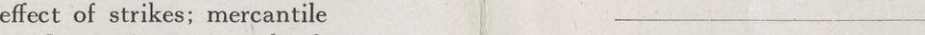
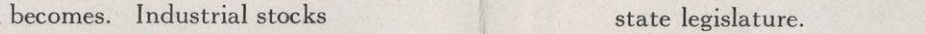
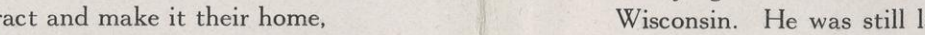
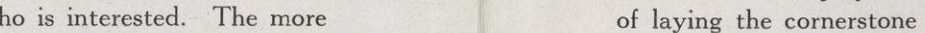
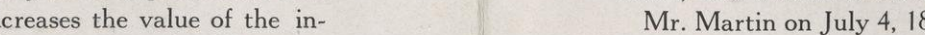
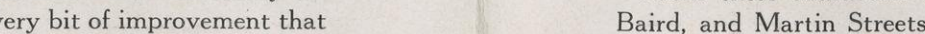
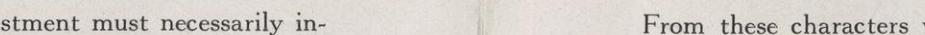
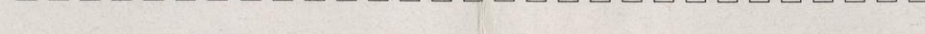
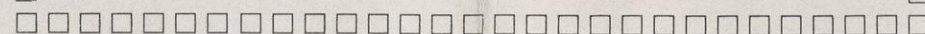
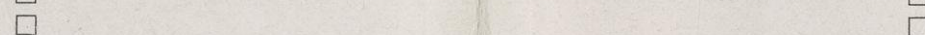
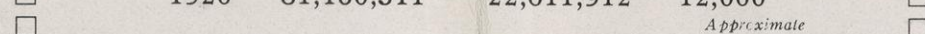
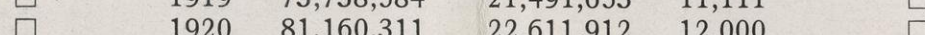
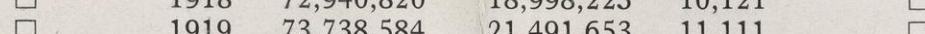
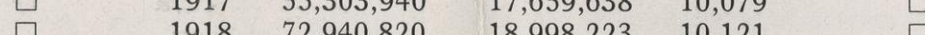
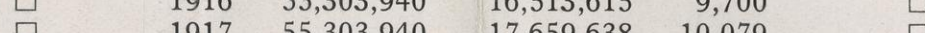
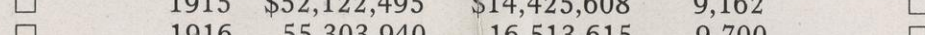
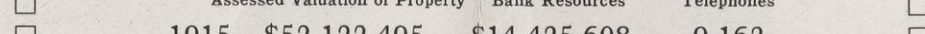
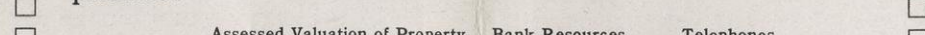
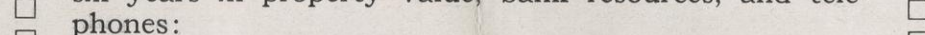
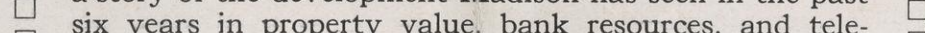
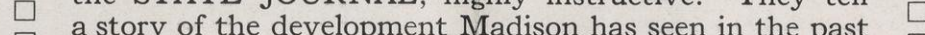
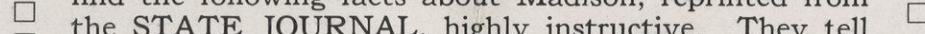
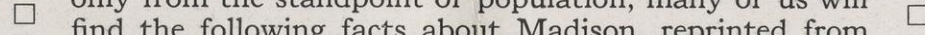
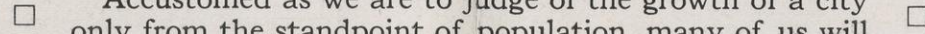
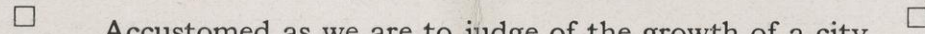
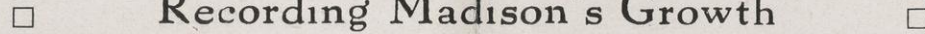
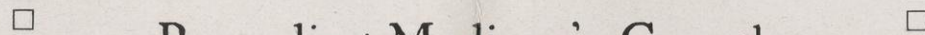
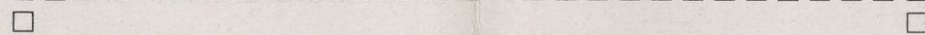
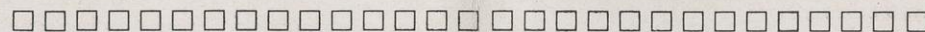
The most immediate results of this reaction were a refusal of banks to loan money on many of the ordinary operations of business and an ensuing refusal of consumers to buy.

Inevitably the value of industrial and commercial stocks began to fluctuate, and the value of many securities became uncertain. They still remain so.

But at such a time it should be, we feel, a source of great satisfaction to Lake Forest investors to have invested in an enterprise whose whole character is such

that the value of the investment must necessarily increase as time goes on. Every bit of improvement that is made on Lake Forest increases the value of the investment of every man who is interested. The more people who move on the tract and make it their home, the more valuable the land becomes. Industrial stocks may decline through the effect of strikes; mercantile stocks may be reduced by fluctuating prices; bank stocks may be affected by the stringency of credit; but he who has invested in land, in a place to make his home, has an investment which time can only increase in value.

During the coming year the improvement in Lake Forest will be as great as that in the past year. The congestion of freight that so handicapped the company

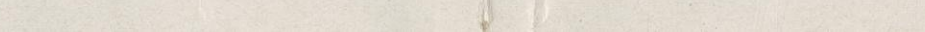
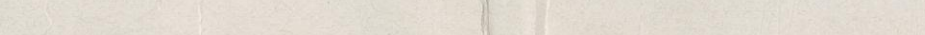
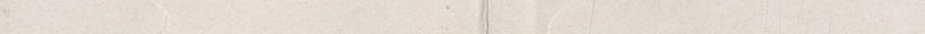
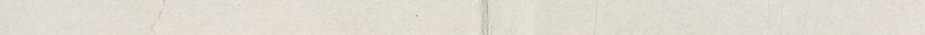
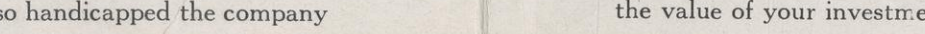
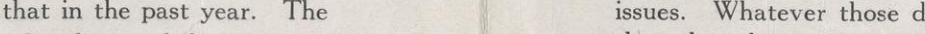
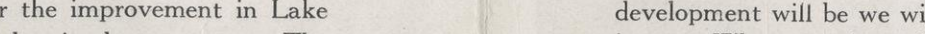
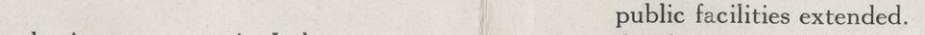
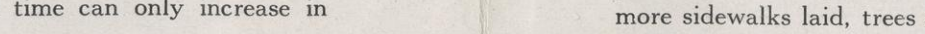
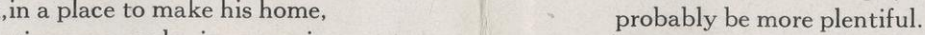
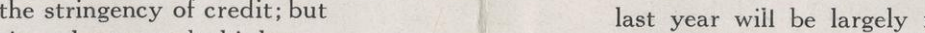
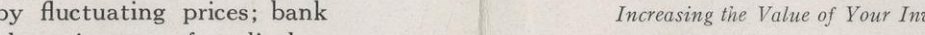
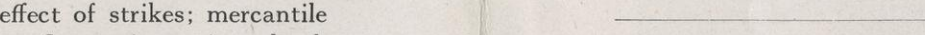
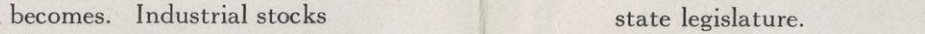
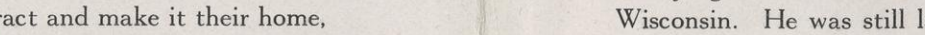
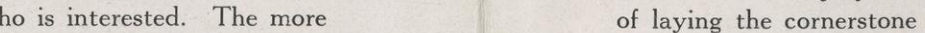
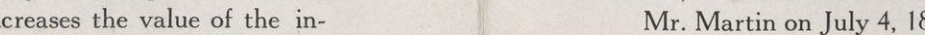
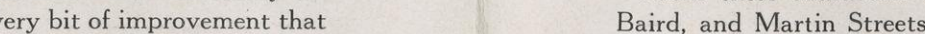
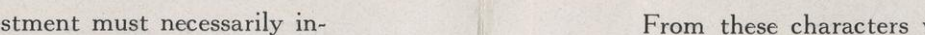
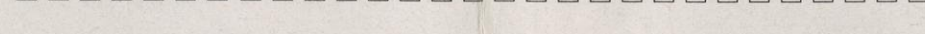
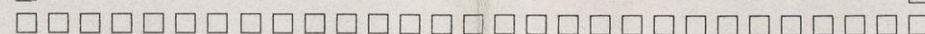


### Recording Madison's Growth

Accustomed as we are to judge of the growth of a city only from the standpoint of population, many of us will find the following facts about Madison, reprinted from the *STATE JOURNAL*, highly instructive. They tell a story of the development Madison has seen in the past six years in property value, bank resources, and telephones:

	Assessed Valuation of Property	Bank Resources	Telephones
1915	\$52,122,495	\$14,425,608	9,162
1916	55,303,940	16,513,615	9,700
1917	55,303,940	17,659,638	10,079
1918	72,940,820	18,998,223	10,121
1919	73,738,584	21,491,653	11,111
1920	81,160,311	22,611,912	12,000

*Approximate*



### NAMING OUR STREETS

It's not so far now across the state from Green Bay to the Mississippi; but back in the early part of the nineteenth century the trip was long enough to test a man's endurance and courage. At least we have record of the first expedition to make the trip. It was made in 1829 by a party from Green Bay. Their train was a train of horses and pack animals; their Pullmans the saddles of their ponies and the "bed they made in the wilderness"; their dining cars the open sky, and their supplies secured from their own skill as marksmen.

And under these conditions the first party of travelers (so far as our records go), consisted of three lawyers from Green Bay, Honorable James Duane

Doty, Judge of the United States Court, Henry S. Baird, and Morgan L. Martin. Their guide was a Menominee Indian who led them along the east side of Lake Winnebago through Fond du Lac, and by way of Green Lake to the Four Lake region. They crossed the outlet between Second and Third Lakes, where Madison now stands, when there was nothing but the natural beauty of the spot to suggest its possibilities and its future fame.

Thence they went on to Blue Mounds, seeing no white man on their journey all the way from Green Bay.

From these characters we get the names of Doty, Baird, and Martin Streets.

Mr. Martin on July 4, 1837 assisted in the ceremony of laying the cornerstone for the first state house in Wisconsin. He was still later made a member of the state legislature.

*Increasing the Value of Your Investment—Continued*

last year will be largely relieved, and materials will probably be more plentiful. Other streets will be paved, more sidewalks laid, trees and shrubbery planted, and public facilities extended. Just what the details of the development will be we will tell you in our succeeding issues. Whatever those details are, they will add to the value of your investment.

### An Ice Boat or Pair of Skates and Madison's Four Lakes

If you were coming into Madison on the Northwestern one of these beautiful days, the thing that would probably strike your vision first would be a fleet of white winged ice boats, skimming over the glossy surface of the lakes. This great attraction of our city was never more perfect than now. With no snow on the ice the whole of the four lakes is open to an iceboater to wander wherever his fancy leads him.

And the same thing is true of skaters. For miles in a straight line the smooth surface beckons skaters to the fresh crisp air of out of doors.

That's the winter appeal of Madison.

#### MOISEIWITSCH CLOSES BRILLIANT MUSICAL SERIES

The series of concerts that ended Tuesday evening, January 11, is characteristic of the exceptional opportunities enjoyed by Madison citizens.

On that occasion the gymnasium was crowded with students and Madison residents who had come to hear Benno Moiseiwitsch, the great Russian pianist. His concert was exceedingly pleasing; he played with consummate art both in technique and in interpretation.

The other two numbers of the series were Fritz Kreisler and May Petersen. Their concerts were equally pleasing. The series could hardly have been improved.

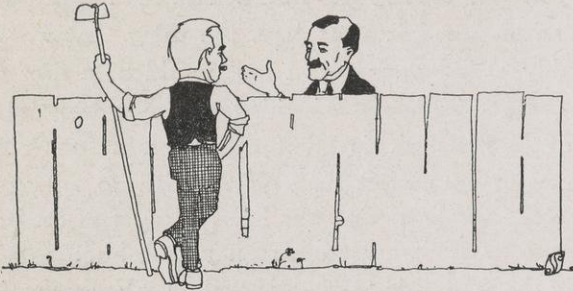
The opportunity to hear such artists is rare outside of our big cities; it is possible in very few cities the size of Madison.

#### PICK UP YOUR PHONE AND CALL HIM —IN MADISON

Of course your neighbor has a telephone—if you live in Madison. For there is a telephone for every three citizens, approximately. With a population of 39,000 we have 12,000 telephones.

The largest proportion found anywhere in the world is in the United States where there is an average of one telephone to every nine people. France has fewer telephones than Chicago, and all the world has only a third as many as the United States. In single buildings in Chicago there are more telephones than are found in the whole of Greece.

## Over the BACK FENCE



### HOW'S THIS FOR A FISH STORY?

We are very particular about the veracity of fish stories that find their way into these pages. A story to be printed here about fish must not only be true; it must be proved. But here's one that comes with supporting evidence, furnished by witnesses whose veracity cannot be doubted, and whose imaginations were never known to lead them astray—and we print it.

Grant McKay, one of the employees of the Lake Forest Company, was trying his luck off Picnic Point just before the lake froze over. His record haul in a single night is 300 pounds of white fish. Can anyone beat that for a single evening? Not only those who have been working with him on the plat, but practically all the office force as well, have been enjoying the fruit of Grant's good haul—and of his generous disposition of it.

### CONFERENCES AT MADISON AWAKEN WIDE-SPREAD INTEREST

A series of conferences is to be held at Madison beginning the first of February that promises to be of wide interest and far reaching results to Wisconsin farmers. The chief speakers are to be Secretary of Agriculture, E. T. Meredith, President of the American Farm Bureau Federation, F. R. Howard, and Governor John J. Blaine.

Conferences are to be held by the Wisconsin sugar beet producers, butter makers, cheese makers, and Wisconsin members of the Fleece Wool States' Growers' association. These conferences are scheduled from the first to the tenth of February.

### HOLIDAY VISITORS AT LAKE FOREST

Mr. and Mrs. J. C. Gibson had the pleasure of entertaining Mr. Gibson's father and mother in their new home in Lake Forest during the holidays. Mr. and Mrs. Gibson came up from Kenosha for the visit.

### SLOGANS FOR MADISON

The Chamber of Commerce has invented the following slogans for use on the letters of Madison firms. It is a fine bunch of slogans; each one presents in a concise way an outstanding feature of Madison's attractiveness, or a service that Madison is ready to render:

Madison is the gateway to 10,000 lakes.

Madison capitalizes winter sports.

Ice boating is a great sport in Madison.

Ski jumpers have a big slide in Madison.

Sail on ice in Madison—a mile a minute.

Tourists in Wisconsin come to Madison first.

Write us about your summer trip via Madison.

See Madison in your auto this summer.

May we send you the Madison Motor Guide Book?

### DID JOHN LOSE HIS LABORS?

It's not much we get to write these days of John Murray and his "merry men;" the season is not favorable to their activities. But while the last snow was on the ground, they did render a very appreciable service. Along Capitol Avenue they planted a row of trees—in the snow. And when the weather moderated, like the delicate maiden in Hawthorne's story *The Snow Image*, the row of trees disappeared. John has not said whether he expected them to grow.

But we needn't grow sympathetic over the destruction of John's efforts; he was out placing lines of brush as markers to guide automobilists. Next summer he will plant trees that will grow.

### AN APPRECIATION

Editorially the *State Journal* makes the following comments on the article entitled "Acres of People" which appeared in our last issue and was published in the *Journal* as an advertisement:

"As an argument setting forth certain phases of the philosophy of modern city building it possessed unusual merit. It was written with a clear understanding of present conditions and materials, and with unusual foresight it proceeded from present causes to future effects. \* \* \* Individuals who grasp and set forth their personal problems with strength and clearness contribute to the common good. \* \* \* A city whose business men are cleanly ambitious, hopefully self-reliant, conscious of opportunity and capable of foresight, possesses sound ground for faith in its present stability and future development."