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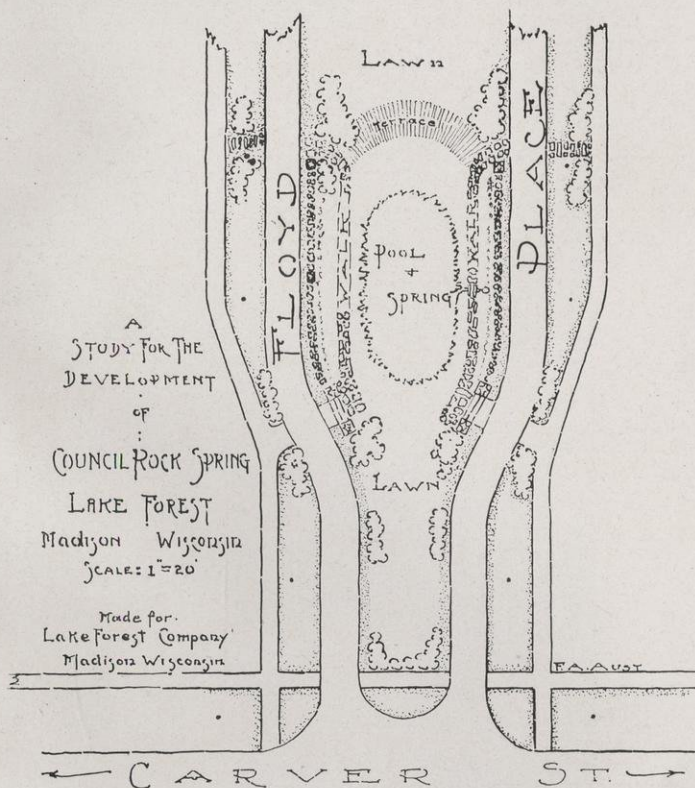
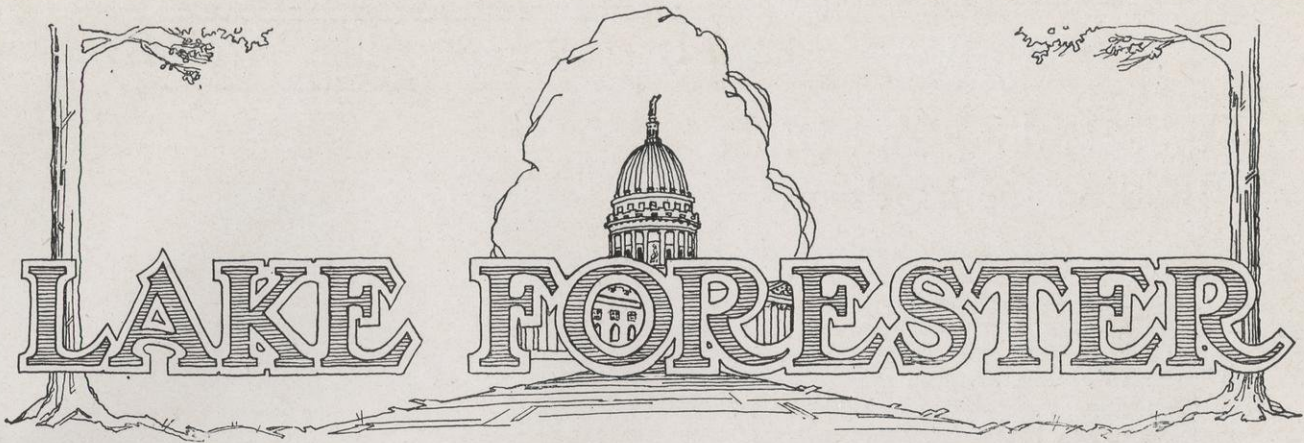
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Preserving the Natural Beauty of Lake Forest

The ideal of the Lake Forest Company—to surround you with all the beauty that nature bestows combined with all the convenience that modern science affords—is nowhere better exemplified than in the plans for the development of Council Rock Spring Garden.

This name has been given to the proposed sunken garden on Carver Street opposite the lagoon. From Indian tradition come the first two words of the name—Council Rock, and from the nature of the garden originates the remainder—Spring Garden. Professor F. A. Aust, designer, suggests that the atmosphere to be created about this garden will be one of dignified natural beauty. Its theme will be one of restoration—

Dear Folks:

When this comes to you Christmas will be almost here; we want to extend to you the greetings of this happy season.

The greatest satisfaction in human experience comes when another shares our vision with us; when another believes in the ideal with which we are inspired, and embraces as his own an enterprise into which we have put our efforts.

To each of you who shares in the vision and the ideal of our enterprise, we express our appreciation. Your confidence is our inspiration.

And may yours be a Christmas of perfect happiness, and your New Year one of infinite promise.

Cordially yours,
Lake Forest Company



restoration of the spring to the boiling, bubbling, untamed condition, and restoration of the native plants and wild flowers found there before the advent of civilization.

To the passer-by, it will look like a little piece of one of our national parks brought to Madison for his enjoyment. Walking down Carver Street, past some of Lake Forest's finest homes, he will pass on the left the lagoon and on the right a miniature lake, from the surface of which will be reflected an artistic combination of birches and willows, red branched dogwood, native roses and other wild flowers that can be found around Madison, together with rock outcroppings and other elements of which the garden will be made.

A gentle grassy slope about two hundred feet long will lead from the walk to the pond which will be about five feet below the level of the street. It will be about 25 feet in width by about 60 feet in length, will have a heavy sod bank, and will be filled with crystal clear

Another Banking and Office Building for Madison

On the north side of the square a huge derrick has recently been put into position at the corner of Pinckney Street and East Washington Avenue. One hundred feet high it stands, a powerful giant of iron and steel inert and inactive for the present, but ready to do a hundred men's work. And in a few days it will be doing it—lifting great blocks of stone and steel beams as easily as one lifts a knife and fork. It will then be playing its part in the building of the new home of the \$10,000,000 merger of the Central Wisconsin Trust Company, The First National Bank, and the Merchants and Savings Bank, which was mentioned in a former issue of the *Lake Forester*.

The architects of the new building—James R. and Edward J. Law—recently completed the plans, and Madison will soon have another large modern office and banking building. It will be a seven story structure, the first floor and basement to be occupied by the bank and trust company departments, and the remaining six floors to be used for office purposes. It will be finished with Bedford stone, and will possess a strength and dignity of appearance in keeping with the institution it will house. Dignified simplicity will be the keynote of its architecture. There will be but two ornamental features, the beautiful arches which will form the entrances, and the Italian Renaissance cornice at the top. The impression of solidity and strength will be gained from the type of construction used and from the ample proportions of the structure. Structural steel will be used largely for the framework, rather than concrete, in order that the work may be pushed during the winter.

The interior will be modern in every respect. A spacious lobby will occupy the center of the lower floor, and around it will be arranged the cages for the clerks and tellers, those of the banking department on one side, and those of the trust company on the other.

A mezzanine floor will extend across the back and along the two sides, and here will be located the directors' rooms and clerical offices. Another distinctive feature will be the conference rooms directly off the main lobby. In fact the arrangement of the entire first floor has been worked out by the architects to detailed perfection, so as to provide the utmost efficiency and economy of space, and at the same time give the maximum of service to the public.

The vault in the basement is another interesting feature. This vault is 16 feet wide and 42 feet long, and will contain 7,000 safe deposit boxes in addition to other larger compartments. It is protected on all sides by a 27-inch wall of reinforced concrete, in the making of which, by the way, more than three miles of one-inch steel bars were used. The door is ten inches through, made of manganese steel, and equipped with four time locks.

The upper six floors of the new building will be used for office purposes, with an entrance on Pinckney Street east of the main bank entrance. Some idea of



the size of the building can be gained from the fact that each floor will accommodate twenty-one office suites of two rooms each. Removable partitions will make it possible to increase the size of these suites if it becomes desirable to do so. Every office will be lighted from the outside. Two Otis high-speed elevators will insure quick service to and from the upper floors.

The building when completed will be a beautiful one, and an admirable example of modern bank construction. But after all the building itself is not the important thing, for it is but the embodiment of an idea. The idea back of it—the idea which is bringing the building into existence—is the big consideration. And that idea is service to Madison and the region round about it. It is a recognition of the progress and growth our city is making. It means that Madison is requiring the facilities and the institutions that go with a genuinely important commercial center.

This was the idea and motive that underlay the big \$10,000,000 merger last spring. For Madison has long been a banking center of more than usual prominence. Its bank clearings average now over \$1,500,000 a week. Located as it is in the center of a very rich and prosperous agricultural community, it draws from that community a great deal of patronage for its institutions. A survey of its products and resources show how large is the demand made upon Madison institutions and facilities for the marketing of those products. Last year alone the tobacco crop and the milk production called for the exchange of more than \$15,000,000.

This takes no account of the extraordinary industrial growth of the city, and its average growth in population of upwards of fifty per cent every ten years. All these mean a bigger and a more prosperous city, and with such steady growth there must be greater facilities provided to take care of the city's ever-increasing needs.

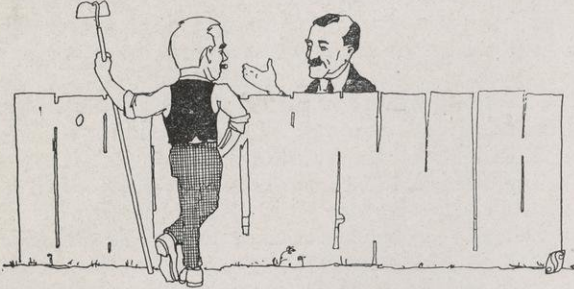
Just as Lake Forest is designed to provide homes for the increasing population of our city, so the new bank merger and the new building are to take care of the expansion in the financial needs of our rapidly developing industries, our retail interests, and our every day business affairs. To finance the bigger Madison of today and of tomorrow is the motive behind them both.

And when the citizens of the city thus trust its future and provide for it, there can be no doubt as to the prosperity and development that follow. Madison enjoys this confidence of its citizens; there could be no greater assurance of its future.

VISITING CONTRACTOR PRAISES LAKE FOREST HOME

Mr. O. L. McMurry visited last week end at the home of his nephew, Professor A. K. McMurry in Lake Forest. Mr. McMurry is a contractor in Chicago. He was naturally interested in the materials and construction of the new homes and manifested great surprise at the fine quality of the materials that our builders have been able to procure. He was especially attracted by the hardwood floors and declared that it was impossible to find materials of the same quality in the Chicago market in any considerable quantity at the present time.

Over the BACK FENCE



COLORS FOR LAKE FOREST COMMUNITY

A member of the Lake Forest family has suggested the selection of colors for our community. He wants some way in which Lake Foresters can identify themselves with this modern development in city planning and building. It's a fine idea! Lake Foresters have a lot to be proud of, and they ought to have a symbol that would stand for those things. Let's have community colors—fly them from the Civic Center underneath our national flag, and wave them from your automobiles so that "he who runs may read."

And what shall those colors be? Some one suggests blue to denote the clear sparkling fresh water of the spring and the lagoon; another wants purple for the autumn haze that hangs at the horizon; still another insists upon green as the representation of the fine verdure of the parkways and private parks.

What shall it be? You have as much right to say as anyone. Call up the office, or drop us a post card and give us your preference.

67,000 VISIT THE STATE CAPITOL DURING SEASON

Sixty seven thousand people viewed the panorama of the four lake region from the dome of the state Capitol this season. This is an average of 446 persons a day for the five months of the season—or one person nearly every minute for each eight-hour day. Placed shoulder to shoulder with two feet for each person, this crowd would form a complete ring all the way round Lake Mendota; and they all came in a single season.

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water from a natural spring issuing from the rocks above. Lily pads will be lying here and there on the surface.

On the opposite side of the pool the ground will rise back to the street level in two terraces. Birch and willow trees will decorate each side to form a background, and marsh grasses and such wild flowers as Prairie Phlox and Wild Sweet William, Marsh Marigold and violets, ferns and Moccasin Flowers will cover the slopes of the terraces.

Both to the right and to the left of the pool natural rock outcroppings with ferns, wild flowers, and such

small shrubs as will take root and grow in between the boulders will form the frame for the pictured beauty. The spring will rise up and flow out through the stepping stones of the walk at the right and down into the pool. Little stone steps and trails will be made, leading from Carver Street down around the spring, and running also from the street at the left of the garden to the pool.

With the large rock such as marked council grounds of the Winnebago Indians, the setting will be such as will easily suggest to one's fancy the days when great chiefs with their tribes met at the Council Rock, and the smoke of hundreds of little fires rose and mingled with that arising from the big rock where the chieftains sat and smoked the pipe of peace.

In making the garden a retaining wall will be built around the pool and the spring. This wall will extend into the ground for a depth of six feet and continue along the course of the spring in order to shut out all surface seepage and all possibility of contamination of the water. As the water comes from a waterbearing rock stratum at a depth of 150 feet, it will be clear as crystal and cold as ice throughout the year.

The flow will be heavy enough to make for a rapid change of water in the pool or miniature lake below. The overflow from this will be piped to the lagoon, the water of which will be kept fresh by this and numerous other springs.

The excavation work on the garden is already begun and the specifications and plans are ready for the rapid progress of the work. It is probable that the end of next season will see the completion of all that the hand of man can do to beautify the garden. From then on it becomes nature's job, and nature usually beautifies any spot when she is given a chance.

The Council Rock Spring Gardens, along with the Lagoon and other beauty spots, will give to Lake Forest an artistic effect that is often grossly neglected in real estate development projects. Of course, we must first have utility and comfort, but it is largely the beauty of the entire district that determines whether or not it shall be a place to live or a place to exist. Lake Forest will truly become a place to live.

In many places, in even one or two around Madison, natural springs have been filled in and had their courses diverted with the development of the surrounding country. This is a mistake that the Lake Forest Company is wisely planning to avoid, according to Professor F. A. Aust.

A natural spring lends itself admirably to the creation of beautiful effects in landscape gardening, and this one is a fine, deep-seated spring—all that could be desired by any gardener. The sand washed up by it is the same as that found at a depth of 150 feet in digging the community well.

To Lake Forest investors the garden means a great deal. In too many developments we destroy every opportunity to beautify the surroundings: too often we forget that we must like our surroundings if we are really going to enjoy our homes. For the benefit of those who are to live in Lake Forest, the company will lose no opportunity to smooth off "the harsh corners of materialism." Lake Forest must be beautiful as well as comfortable.