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LAKE FORESTER

Vol. 2

June 15, 1921

No. 12



Drive Straight to Lake Forest

Here's the road straight through on Mills Street past St. Mary's Hospital to Capitol Avenue Bridge.

The city workmen have finished the grading, and you can now drive straight as the crow flies from the gates of the University to Capitol Avenue.

This picture is taken from the center of Capitol Avenue Bridge and shows St. Mary's on the right. Beyond the clump of trees in front, about a mile distant, is the University. And the pavement of Mills Street begins at the edge of this picture. Behind the photographer stretches a mile of the smooth surface of Capitol Avenue, leading up to the Civic Center.

The shady roadway leading to Vilas Park is seen here on the left front of the picture.

You'll be surprised at how much nearer the completion of the grading makes Lake Forest seem. You are still in the thickly populated section when you are at St. Mary's—and only this few score yards of freshly graded street lie between you and Lake Forest. As a matter of fact, the distance from the Capitol or the University to the Civic Center is shortened by nearly a mile—and the streets of Madison clasp hands with the smooth surface of Capitol Avenue and the network of gracefully winding streets beyond it.

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DRIVE STRAIGHT TO LAKE FOREST

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The significance of this completed link in building the value of Lake Forest property would be difficult to exaggerate. It is now easy to see that Lake Forest is the logical solution to the problem of absorbing Madison's growth.

It is not long since Capitol Avenue was considered a "dream," since the Civic Center existed only in the imagination, and a blank hillside blocked the way from St. Mary's across to the entrance to Lake Forest property.

But today sees all these projects realities. Like the pushing of railroads across the plains of our own country, like the building of vast cities where once the buffalo roamed the unrestricted prairie, the plans for Lake Forest have been steadily and tirelessly carried out by men who have a vision of "the things that are not seen."

And the result of their efforts is the growing value of Lake Forest. As their plans and visions are realized; as concrete boulevards creep out to link up with the arteries of the city; as sidewalks, electricity, water, etc., appear in the community to add to the convenience of its residents; as shade trees grow and shrubbery prospers; as flowers appear and houses spring up, the value of Lake Forest property grows by leaps and bounds. The more convenient and attractive the community becomes, the more people are going to want to live there. And every improvement means dollars added to the value of the investment of every man interested.

With the forging of this last link in the chain connecting Civic Center and the streets of Madison, a tremendous undertaking is completed—and an obvious increase is added to the value of Lake Forest property.

SOMEBODY FORGOT OUR BIRTHDAY

In simple modesty we hesitated to announce the anniversary of the birth of the Lake Forester. For it is hardly the duty of a child to demand the recognition of its own first birthday—and we kept silent.

For several days we believed that the honors would yet be done; insistently the idea remained that we ought to have a cake with a single candle. But none has appeared.

And now it becomes impossible longer to maintain a sphinx-like indifference. We will shout it on the housetops "from Dan to Beersheba" if necessary, for we want the world to know that already we have reached our first birthday, passed it, are proud of it, and will pass a great many more before becoming the least bit sensitive about our age.

*Madison to Have Another Clinic and a New Church*

Another step has been taken in making Madison one of the great medical centers of the central west.

The property pictured here was purchased last week by Doctors Dwight and Davis and is to be converted into an up-to-date medical and surgical clinic.

This property stands on Washington Avenue just off Capitol Square and consists of a two story private residence and a three family apartment. The two houses will be remodeled so as to furnish the best accommodations for the clinic.

The reputation which Doctors Dwight and Davis have built up in Madison, in this whole section of the state, and in some parts of adjoining states, speaks of the confidence which people will have in this new clinic. The doctors will take possession about the first of August.

With the work of remodeling the home of the New Methodist Hospital practically completed, the foundations in for the Wisconsin General Hospital, and plans

on foot for increasing the capacity of the Madison General Hospital, it is evident that the vision of Madison as a great medical center is no longer a dream.

The project of Doctors Dwight and Davis will add to the ease of effecting this plan.

On the same date that plans were made for the new clinic, contracts were let for the new \$200,000 Luther Memorial Church, and work has begun on the lot on University Avenue near Mills Street.

It is planned to make this church the largest and most attractive of that denomination in the central west. The auditorium is planned to accommodate 2000, and the whole plant will "give a maximum of accommodation" and at the same time "be an architectural credit to the community."

More certain indications of a community's stability and desirability could not be found than in its investment in these two institutions—hospitals and churches. It is a source of great pride and no small

Lake Forest--"Planned Before Built"

Business used to be done on guess work.

A merchant guessed about how much goods he would need for the coming six months or a year—or he yielded to the persuasion of a highpowered salesman to "take a chance."

Factories used to be built and salesmen sent out on the road a long time before the owners knew whether there was any demand for their goods.

Bankers used to loan out their money and regulate their reserves very largely on a fair guess as to how much they would need.

As a matter of fact, prices used to be fixed more or less as a matter of guess, for no one knew until very recent years how much it cost to manufacture, transport, or sell a given single article.

In short, our whole business fabric used to be woven of the strands of conjecture.

But that has all changed!

Today the merchant who wants to succeed must analyze the needs of the people who trade with him until he knows what they are going to want.

The manufacturer who wants to make a new article today sends out trustworthy investigators to find out whether there is any need for his article. He then must keep accurate records of the cost of making and selling the smallest article. The banker no longer "guesses" he will need so much reserve, but he conforms to the requirements of the law in that respect.

The change that has taken place in business has made it a matter of science, not of guess.

And exactly that change has taken place in real estate dealing. Many sections of our city have been added because the promoters "figured" it ought to "be a good thing." But Lake Forest has been laid out as a result of a study as scientific as that of the most up-to-date merchant, manufacturer, or banker.

The results of such a study lead inevitably toward such an undertaking as Lake Forest. In the study there are two primary questions to be answered.

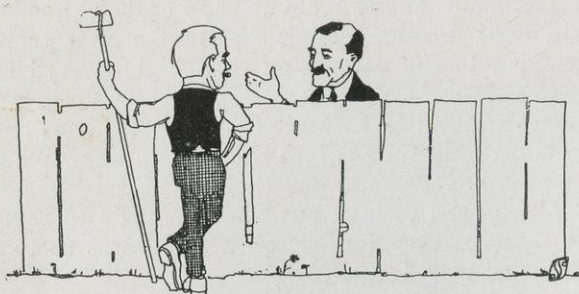
The first of these has to do with the future of Madison. Naturally if Madison were a "boom town," the product of unstable forces and founded for reasons that would soon vanish, there would be no question about the future of Madison property.

But quite the opposite is true. Madison is the product of four forces that are as stable as society—government, education, manufacturing, and natural beauty; her future is as certain as that of govern-

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amount of satisfaction that we see Madison taking her place as a leader of the central west in both respects.

Over the BACK FENCE



INITIATION IN LAKE FOREST

Professor and Mrs. McMurry and Mr. and Mrs. Gibson were hosts to the members of the Alpha Pi Delta fraternity on the occasion of their initiation on May 28.

There were nine men to be initiated, and rumor has it that the ceremonies required all the afternoon and evening. Other reports are to the effect that the "goat" was not busy all that time but that part of it was spent in games, etc. Anyhow, passersby intimate that they saw wheelbarrow races, peanut contests (whether they were in the form of competition for amount, rapidity of eating, or success in pushing the peanuts with the nose, is not told), and other queer happenings.

Mention is made of a barbecue, and of the excellencies of food served, and of the charming hospitality of the hosts.

ACCOUNTING INSTRUCTORS HAVE PICNIC AND BARBECUE AT CIVIC CENTER

Professor McMurry entertained the University staff of instructors in Accounting at Civic Center on Tuesday evening with a barbecue.

About twelve people were present; the steak was broiled over the fire; and twelve picnicking appetites were well provided for.

CHINA'S AMBASSADOR SPEAKS IN MADISON

Dr. Sze, the Ambassador of China to the United States, spoke to the Madison Kiwanis Club, and to the faculty of the University on Monday, June 6. The Kiwanis Club of Monroe were guests of the Madison Club on the occasion.

Dr. Sze expressed on behalf of China a feeling of profound gratitude to the United States for her guidance toward political freedom and for her generosity in helping during the recent famine suffering in China.

The visits of such distinguished guests help us to keep our vision wide and our interests cosmopolitan.

LAKE FOREST—"PLANNED BEFORE, BUILT"

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ment, the university, the desire for a high standard of living, and man's love for limpid waters, wooded hillsides, and purple landscapes.

With a secure future there is only one question remaining:

Where lies the path of her future growth? Inevitably again a scientific examination can give only one answer.

That answer is based upon a careful study of the past growth of the city, year by year, and the path of that growth. Such a study was presented in our issue of August 15, showing the black spots representing buildings in Madison. And a large percentage of Madison's growth for the past twenty-five years, has been west and south of the University. Today approximately 70% of her population lies west of the Capitol.

It is very natural that the future growth will be in that direction—not only urged away from the factory district, but attracted by the shores of the lake as well.

And there lies Lake Forest. Her future is founded on no haphazard guesswork, but on cold scientific analysis of simple hard facts.

Pack a few sandwiches and a piece of cake into your lunch basket, take your sweater along with you, and jump into a canoe. Out on the surface of any one of the five lakes the breeze is cooling and refreshing any evening; and you can paddle to your choice of dozens of little nooks where a picnic supper is an event, a vacation—a memory.

That's the summer appeal of Madison.



THE CALL OF WINGRA