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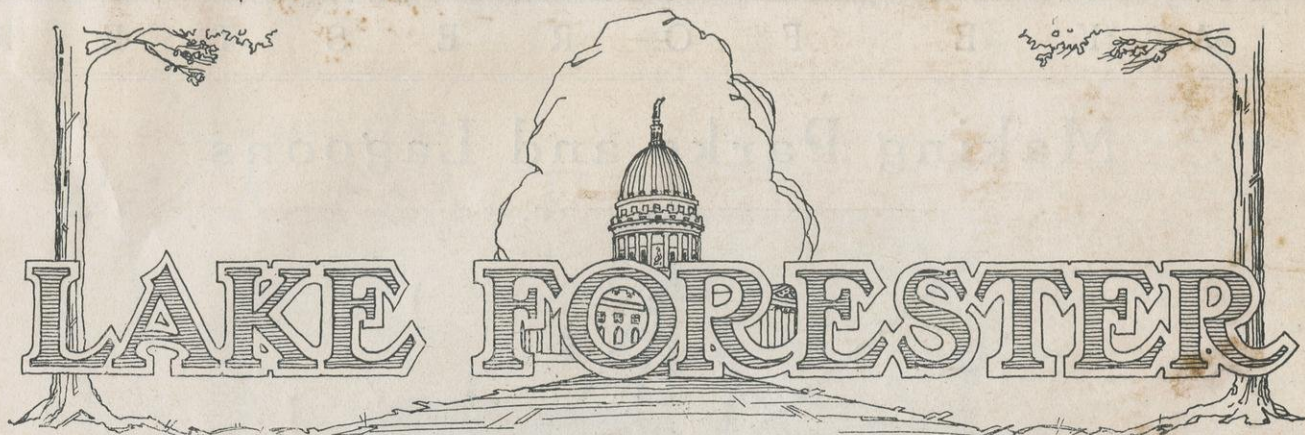
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# LAKE FORESTER

Vol. 1. No. 1.

May 15, 1920

## The Future of Madison

By GOV. PHILIPP

*No. 1 of a series of interviews by prominent officials granted exclusively to the  
LAKE FORESTER*

A capital will develop just as surely and as swiftly as her state, and oftentimes a great deal faster. Madison is one of those cities that has grown apace with the development of the state, and, from all appearances, will continue to grow just as speedily and well in the future.

Within ten years Madison's population should stand above the 60,000 mark. The steady increase of population in the last ten years, as revealed by the last census, has not been that of the mushroom development of a boom town nor the result of a temporary stimulus. Her growth has been the healthy, logical expansion of a capital city generously endowed with natural and man-made gifts.

Several people have called Madison the most beautiful city in the world. The university, industries, the picturesque lakes, and the unusually well developed park system are only a few of the factors that have made for the past growth of Madison and will continue to function in the future.

But all these natural advantages will not be visited endlessly upon us if we fail to fulfill our corresponding obligations. Madison needs, and needs badly, a large number of homes. The housing shortage, severe all over the nation, is particularly acute in Madison.

People will continue to come to Madison to make their homes here, perhaps because of their university sons and daughters, perhaps because of their natural desires to spend the later years of their life in this beautiful capital, as so many have already done.

We must prepare now to house the people that will come. Much good work has already been done in this direction but not enough. The public spirited citizens who have taken the lead in this work are to be praised but they can not do it alone. Build now for the future as well as the present. Help to make Madison the city it should and will be if every body pitches in and does his part.



### Greeting!

To tell you the things you should know about Madison and Lake Forest—that's all.

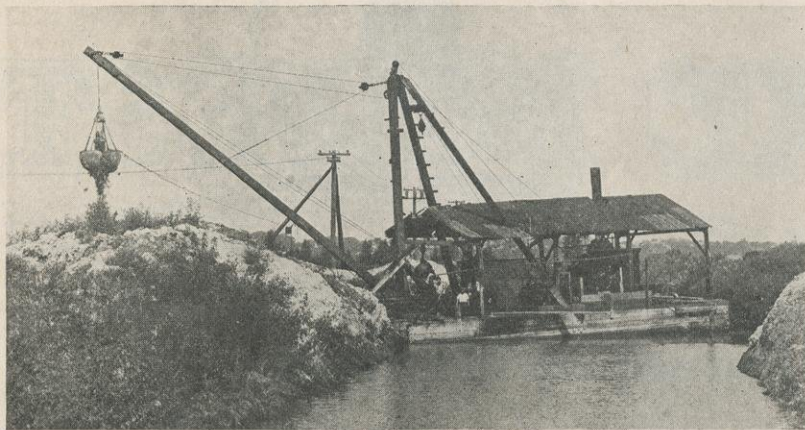
To give you bits of interesting and "newsy" information, to refrain from boring you, and to further the spirit of civic pride and generosity that has made Madison a beautiful and GOOD city to live in—that is the aim of the Lake Forester which here makes its bow.

At Lake Forest a great project is underway—the greatest piece of work of its kind that has ever been undertaken in Wisconsin. Hundreds of us are interested in it; every citizen of Madison and of the state should be interested in it.

To keep you informed as to the progress of this work, and to do it in an interesting, readable way will be the function of this little magazine.

When you have finished reading the Lake Forester hand it to your friend. The things that interest you will interest him.

## Making Parks and Lagoons



The electrically driven dredges of the Lake Forest Company, working day and night continuously, have removed 600,000 cubic yards of earth—a heap as large as 30 Gay buildings in a row.

How would you like to tackle with a shovel the job of moving a pile of earth 30 times as large as the nine-story Gay building in Madison?

If you worked hard and dug three cubic yards a day you would finish the job in something like 550 years.

Eight men, working day and night in 12 hour shifts, have just rounded out a job of this size at Lake Forest. They have not only dug out 600,000 cubic yards of earth—a heap as large as 30 Gay buildings in a row—but they have carried it in some cases as far as three-quarters of a mile.

But, of course, they haven't done it with shovels.

This "little job"—it is not yet completed—is being done with two great dredges. One, a pump-dredge, can turn out the work of 115 teams of horses every 24 hours—and it digs right along, day and night.

Out of the lakes and lagoons it is sucking earth, carrying it long distances, and building up land that will soon be transformed into one of Madison's most beautiful parks.

This dredge, built at a cost of \$18,000, is electrically driven and is, perhaps, the most modern in the Northwest. It is so powerful that stones as big as large pumpkins are shot through its ten-inch pipe like peas through a small boy's pea-shooter.

An "orange peel," or shovel dredge, the pump dredge's helper, is capable of removing 100 cubic yards of earth an hour. It cost \$8,000.

Much of Vilas Park, the playground of Madison's thousands, was built by the same two dredges. Now they are busy building up Lake Forest's playgrounds and parks and scooping out its lagoons. Vilas Park is "just across the way" from Lake Forest, a few minute's drive. Its zoo is one of the most complete and interesting in the Middle West.

Tenney and Brittingham parks, two of Madison's

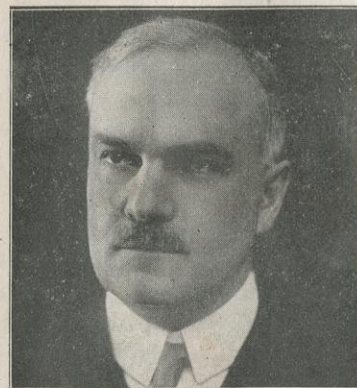
most beautiful playgrounds, were also "built" just as the Lake Forest parks are being made.

Day and night the work on Lake Forest's parks and lagoons is being pushed. Clean shore lines are being drawn and spring-fed lagoons are being widened and deepened. Done without the dredges this would cost too much; the dredges make it possible.

The Lake Forest dredges are bringing into the very heart of Lake Forest two of the things that have made Madison the home-town of discriminating people—the lakes and the parks.

### Chandler B. Chapman

President of the  
Lake Forest Company



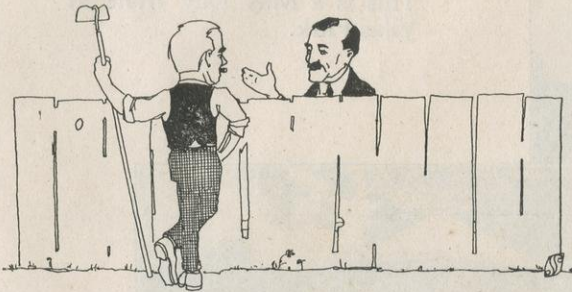
*"And fools who came to scoff  
Remained to buy"*

Some five years ago two Madison men decided that the time had come when Madison needed an up-to-date office building. When the architect's plans for a modern 9-story structure were submitted and accepted, the remaining 33,998 inhabitants of Madison sniffed rather contemptuously and muttered something about complete disaster. When the work of excavation had been completed and the building began to rear itself they began to take notice. When they discovered that all available space had

*(Continued on following page)*

*Courtesy of DeLonge*

## Over the BACK FENCE



### THE KING OF GAME FISH IS WITH US

Real game fishing will be no novelty for Lake Foresters who will be able to go angling almost in their front yards. With the completion of the lock the spring-fed lagoons of Lake Forest will become the head-waters of Lake Monona. Numerous black bass, always seeking the cooler head-waters, have decided that the lagoons of Lake Forest make eminently satisfactory homes. A string, a worm, a sharp tug on the string—and some Lake Forester pulls out his breakfast.

### JACKSONVILLE FALLS INTO LINE

Mr. George L. Rose of Jacksonville, Illinois, who picked out his lot last winter, was an enthusiastic visitor to the plat last week. He was very pleasantly surprised to note the progress of the work, and, before leaving, made arrangements for starting work on his house. Mr. Rose is planning to have his daughter take a four-year course at the university.

### THE MIXER'S ON THE JOB

The civic center, the heart of Lake Forest, is beginning to take form. The pouring of concrete for the circular pavement was begun last week and the work is being pushed from now on.

### LET'S GO OUT AND WATCH THE TREES GROW

Lake Foresters who find the time hanging heavily on their hands can be pleasantly entertained by sitting down and watching the trees and shrubbery grow. This developed soil is so

mixed that it is remarkably fertile. Vegetation seems to spring up almost twice as fast as in ordinary soil and the trees and bushes which were planted last year are unusually well advanced.

Tree planting was completed this week on Floyd Place, Catlin Place, and the north side of Martin Street. Elms are well in the majority, with ash and catalpa following in the order named.

### SOMETHING TO REMEMBER 20 YEARS HENCE

On May 8 the last bit of work was done on the basement of Lake Forest's first house.

### THE LATEST "COME BACK"

Mr. Elbert Carpenter has come back to the sales force of the company after an absence of more than two years. "Carp" went down to the Municipal Pier in Chicago, where he learned to peel potatoes, how to determine latitude and longitude, the proper way of making beds, and other things an ensign must know. He spent some time at the Great Lakes Training Station before he was transferred to the school at Pelham Bay, where he received his ensign's commission. After sailing the S. S. Pioneer up and down the lakes until he knew every harbor by its first name he was put in charge of the Chicago navigation school of the U. S. Shipping Board. Here he spent the greater part of a year training officers for the merchant marine, obtaining his release just last month.

(Continued from Page 2)

been leased long before the building was ready for occupancy they admitted that perhaps they had been rather hasty in passing judgment.

The builder of the Gay building was Leonard W. Gay, who was assisted in the planning by Chandler B. Chapman, now president of the Lake Forest Company. Although the completion of the Gay Building was probably the biggest single achievement of these wise planners up to that time their undertakings of a similar nature for the past twenty-five years had been uniformly successful. Their record is unusual. Of the many local propositions they have undertaken, not one has come short of complete success.

The piece of property at the head of State Street on which the Chapman block now stands was bought 21 years ago for \$16,800. A two-story building was erected at a cost of not quite \$19,000. This property has averaged a net income of 10% on the original investment to date, and its value has increased several hundred per cent.

The North Side subdivision, consisting entirely of developed land in the plat immediately west of Tenney Park, was bought by these men some twenty years ago for an average price of \$250 per lot. Some of these same lots are selling today around \$5000 each.

The introduction of a business section on lower State Street is a striking example of judicious outlook backed with courage. Eight years ago on State Street there was not a single business place of any kind between Gilman and Park Streets. These two men secured several pieces of frontage and built the two-

story building known as the Chocolate Shop. Immediately following they built an adjoining structure now occupied by Morgan Brothers and the Pantorium. In the course of five years they sold this property for an increase of \$375 net profit per front foot.

Mr. Chapman is a practical planner. The business men of Madison realized it when they elected him president of the Association of Commerce, which office he now holds. "Undertaking" with Chapman is synonymous with "success."

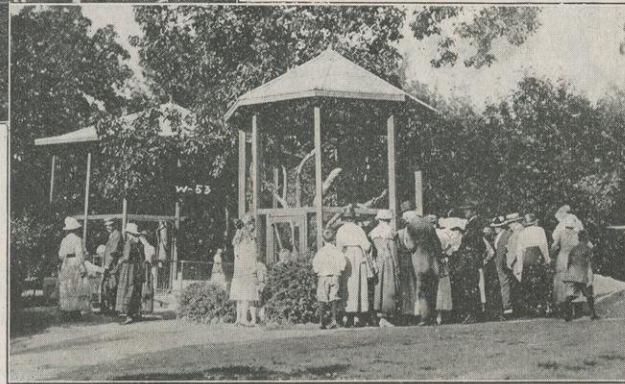
### DO YOU KNOW

1. The saving in city taxes on a \$10,000 house in Lake Forest and one of the same price in the city of Madison would pay for the Lake Forest lot in twelve years.
2. That Lake Forest is as close to the Capitol as Wingra Park and other residential sections of Madison.
3. That trees, grass, and shrubbery grow almost twice as fast in this developed soil as in ordinary earth?
4. That 80% of all the homes west of Mills street have been built in the last twenty years?
5. That the Lake Forest district will undoubtedly absorb 75% of Madison expansion for a number of years.



Courtesy Photoart

The monkey cages at Vilas Park are one of the most popular attractions of the large Zoo.



Courtesy Ruud and Irion

There is plenty of room for children to play in Madison. This is a May Day frolic at Vilas Park.

## Madison's Wonderful Park System

A king of ancient Assyria, to please his wife from the hill country, built upon the plains towering hills of earth and stone which he adorned with hanging gardens. This gigantic work, performed to please the whim of a queen, was counted among the Seven Wonders of the ancient world.

To such length did men go, even in that distant time, to make their outdoor surroundings pleasant. Madison, the center of a district abounding in natural beauty, has one of its greatest assets in its famous parks and drives. Among the things that have made Madison, these stand first.

"Madison's main claim as a place to live in or a place to visit," says John Nolen, noted city planner, in his book *Madison—a Model City*, "rests upon the beautiful lakes and the unique achievements in park making of the Park and Pleasure Drive Association."

This association, first of its kind in the world, has made Madison famous for its pleasure grounds and drives. It has spent more than \$425,000 to this end.

"It is safe to say that Madison is more favorably known than any other city of its size in the country," says the *Grand Rapids (Mich.) Free Press*. "And that it is so is due to the public spirit and generosity which have led its citizens to work and give for years to achieve a purpose that any one except a dreamer would, at the beginning, have scoffed at as utterly beyond possibility."

The best of Madison's parks is Henry Vilas Park. Thousands of persons are drawn to this pleasure ground every Sunday during the summer months. Its Zoo is

one of the most complete and interesting in the middle west.

Vilas Park is just next door to Lake Forest. But within Lake Forest itself is being built, just as beautiful Vilas Park was built, a sister pleasure place that will rival Madison's most popular recreation spot.

"The best location for a large city park is open to discussion, but there is certainly much to be said in favor of Lake Wingra and its environs," says John Nolen again. "The lake itself is a beautiful little body of water, a veritable gem, and while some of the land around it would require filling later on, there is much high and slightly and well-wooded property. The ineffable charm of Henry Vilas Park, the most beautiful of Madison's pleasure grounds, gives a foretaste of what might readily be done with a much larger tract in the same neighborhood."

The Lake Forest parks will be the full realization of that foretaste of what may be done to duplicate the "ineffable charm" of Vilas Park in the Lake Wingra, or Lake Forest neighborhood.

"A park should be close enough so that a tired mother with a baby in her arms can walk to it of an evening and enjoy herself for an hour or so," says Prof. Edward A. Ross, the noted sociologist.

Of such a sort will be the Lake Forest Parks—almost in the front yards of Lake Forest residents. Beautiful parks, the factor that perhaps above all others, has made Madison, will be one of the unique charms of this delightful home tract.