lumbering decreased they were glad to follow the larger lumber operators to the West. Their places in the camps have been taken by the new settlers and their sons. This fact is especially noticeable in the different train scenes of ten years ago and today. Then, following the breaking up of lumber camps, every train had its load of hilarious lumber jacks—now Polish, German or other farmer boys are the only ones to be seen. When, therefore, the loss of the lumber jack, so far as population is considered, it becomes evident that the new settlers in Northern Wisconsin, during the last ten years amount to more than 100,000. The big gain in the Northern half of the State, after it was opened up for settlement continued until about 1905, when Canada and the West commenced to extensively advertise.

The development, of the Canadian Northwest, the West and now the new South, has drawn, from the settled agricultural sections of the Southern half and all the lumber towns of the Northern half of the State, much of our money, and many of our young men.

Money Loss to State. It will be noticed that many banks belong to the Wisconsin Advancement Association. They were induced to join when their attention was called to the Wisconsin money passing monthly through them to Canada, the West and the new South, amounting to hundreds upon hundreds of thousands of dollars each year. The cashier of a small bank in Wood County at first refused to join the Association, saying that he did not see how a bank was interested in this new movement for Wisconsin. He was asked to examine the books of the bank to see how much money passed thru it during that month to purchase land in the West. Out of curiosity he did this, and he was surprised to find that $80,000.00 had been sent during that time, which was lost, not only to his bank, but to the State of Wisconsin forever. It took no further argument to induce him to subscribe $50.00 at once.

Immigration Bureaus in other States. This work of Canada, the West and the South has become serious to the settled portions of the Country, especially the Middle West. It has alarmed Iowa, Michigan, Minnesota, Missouri and even conservative States like Massachusetts and New York. Within the last few years Immigration Bureaus, have been organized and State money provided, or steps taken to do so in all these States. The Immigration Bureau of New York is doing most effective work to keep her sons at home. When this advertising work of partly developed States is allowed to go on unchallenged it soon seriously affects every part of the older States, from which settlers are taken; manufacturing industries with provisions to supply a certain
trade become embarrassed for loss of part of that trade; land values, following the throwing upon the market of farm after farm, by the owners, in their feverish desire to answer the call of the advertiser to go West or South, must necessarily decrease; and after a time the depression and lethargy, found in the old Eastern States, like Vermont and New Hampshire become a fixed condition of the Country. What so often is said of the individual can always be said of a State. It never remains long at a standstill, it is ever going forward or going backward.

Advertising, as an Investment for the State. Canada allows hundreds of thousands of dollars each year to its Immigration department for advertising purposes. California, New Mexico, Montana, North Carolina, Idaho, Colorado, Florida, Minnesota, Missouri, and many other States, make large appropriations for advertising purposes. Missouri appropriated $425,000. Minnesota has been appropriating $20,000 per year, but this year, according to a campaign pledge of the Republican party of that State, and on the recommendation of Governor Eberhard, $100,000 will be appropriated. Governor Carroll of Iowa strongly urges a similar appropriation by the State of Iowa to establish an Immigration Board for that State for the purpose of stopping the fall in her population.

New settlers are constantly creating a demand for more land and new homes,—new stores to supply them, new industries to supply the new stores, thus permeating every industrial and mercantile part of the State. Permit us to cite Florida as an illustration. That State some years ago, was a typical, old fashioned, Southern State, with a vast undeveloped area of sand, and where everybody was asleep. Her metropolis, Jacksonville, was an old dead town. During the Cuban War, Napoleon Broward, in his filibustering campaigns for Cuba, with his boat, the "Three Friends," often sought refuge in the Bayous of the Everglades. He noticed that during a greater part of the year the Everglades, or a considerable part of it, was what might be called prairie land instead of swampy land. After the war he advocated the advertising and settlement of that part of the State. He was elected Governor on that issue. The first advertising by the State was from a fund derived from the sale of 100,000 acres of this land at $1.00 per acre. From that movement in the Southern part of Florida, the boom kept continually growing, until it spread, extending northward throughout the State, and now, because of the demand created through advertising, good land, sand land and poor land, have increased from one hundred to five hundred times in value. Practically every hamlet and village in the state is prosperous. Towns of from 1500 to 3000 population have sprung up, with fine buildings, within a year's time. People walk the