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
streets of Jacksonville at night, unable to find lodging places. That city now has twenty wholesale stores, real estate values are continually jumping in prices, rents pay 15 per cent on the investments. Everybody, even the old Southerner, has awakened and is boosting his State, and contented.

**People Leaving State.** Another important feature, to be considered, is the number of people who contemplate leaving the State to go West or South that will be induced to remain here. Thousands of Wisconsin people, especially young men are to be heard in every town, on every train, discussing the advantages of the South and the West, and of their intention to go there as soon as they possibly can. Hundreds are actually on the way or packing up to go. These people have all seen so many glowing advertisements of the West or the South, and nothing about Wisconsin, that they actually believe there is nothing here.

The member of the legislature, Mr. Strouf, from Manitowoc County, who introduced one of the bills to abolish the State Board of Immigration, frankly admits that his father and brothers have already left Wisconsin for Montana, and that he expects to follow them in the near future. His advice should probably be followed concerning the future of Wisconsin as he must have her welfare at heart.

If the number of people, that are now seriously thinking of leaving Wisconsin could be given, a fact important enough to be ascertained, by the legislature through a committee appointed for that purpose, there would be no question about an appropriation from the State of fifty to one hundred thousand dollars, to exploit the advantages of Wisconsin's unoccupied lands over the places to which these men contemplate going.

**Work of the Association.** The Wisconsin Advancement Association, under its charter and by-laws, is limited to the work of advertising the State. For that purpose it has a Home Department, so called, and a Publicity Department.

The work of the Home Department will be to assist the settler in the State by constantly bringing to his attention the best methods of developing and cultivating the land upon which he is located.

**Land Clearing Contest.** In the carrying on of this work, the Home Department, has already inaugurated a stump pulling and land clearing contest, to be held during the last week in May in the Counties of Clark, Marathon and Marinette. Premiums amounting to $1000.00 will then be given to the best steam power, and the best hand power, land clearing machines, taking part in this contest. The work is in charge of a joint committee selected from the State Board of Immigration and this Association. Judges