afterwards will give demonstrations, throughout the State on the field and with moving pictures, on land clearing.

This Home Department will also work in co-operation with the Madison and County Agricultural Schools, to the extent that it will bring to the attention of every farmer in Northern Wisconsin, the result of the experiments of these Schools. It will endeavor to make common to all, the work of the Agricultural Colleges and their experimental associations, for intensive farming and high class dairying.

**County Organizations.** It is now engaged in organizing branch associations throughout the Northern part of the State, especially among the people of the Northern cities, for the industrial development of these cities, and among the new farmers of Northern Wisconsin, for co-operation and successful farming. It has already started such associations in Antigo, Crandon, Stevens Point and other towns.

**Lecture Course.** The Association has also maintained for the last three months through Illinois and Iowa, a lecture bureau, consisting of advance agents, Mayor LaMont, of Wausau, as lecturer, with stereoptican scenes and moving pictures, on Wisconsin. The newspapers of the towns where these lectures were given throughout these States had long writeups on Wisconsin, and an unusual interest was created, as against the South and West, in favor of undeveloped Wisconsin.

**Land Show.** One thousand square feet of floor space has already been purchased for the great Colliseum land show to be held at Chicago next fall. The Wisconsin display at this land show must necessarily be held under the auspices of the State Board of Immigration and the Wisconsin Agricultural School. Such an exhibit was maintained last year on a smaller scale, with only 200 square feet of floor space.

**New York Land Show.** New York has also announced a big land show to be held next fall where prizes amounting to thousands of dollars will be given as premiums for the best crops of various kinds. Steps should be immediately taken to enable the Wisconsin University and other schools of agriculture in this State to prepare for this contest. The States winning prizes at this contest will get the widest publicity, and Wisconsin, under the direction of the University should be the first in the contest.

**Publicity Department.** In the work of advertising the State and especially its undeveloped portions, throughout the country, the Association, by its publicity department, has already organized a
news service bureau. The news and editorial column of the large Metropolitan papers, especially of Chicago, Milwaukee, Minneapolis, and St. Paul, have been freely given for publicity work on Wisconsin. The publishers of these papers are only too anxious to attract new settlers to that area which is tributary to their cities, instead of the far West. The Inter-Ocean, Examiner, Tribune, and Record-Herald, have already printed pages concerning this new movement for Wisconsin. Especial attention is called to the article which appeared in the Chicago Record-Herald of April 2nd, and of which copies can be obtained from the State Board of Immigration. The Milwaukee papers, have likewise joined in the work and articles and advertisements concerning the advantages of Northern Wisconsin have and will continue to appear.

The newspapers, published in Foreign languages, and the farm journals, have also taken up the good work. The publishers of these papers honestly believe that Wisconsin offers better advantages to the home seeker than the West, or the South and will not hesitate to publish those facts.

**Farm Journals.** Plans are already under way for the joint work of the ten leading farm journals of the Middle West with a circulation of over 1,000,000 a week, to tell the world about the undeveloped areas of Wisconsin, and the great opportunities there, for general farming, especially fruit culture, truck gardening and dairying. Among the papers, journals and magazines in which articles have appeared within the last forty days or are to appear within the next thirty days, concerning the advantages of Wisconsin, to the homeseeker, are the following: The Chicago Record-Herald; Chicago Tribune; Chicago Evening Post; Chicago Examiner; Milwaukee Sentinel; Milwaukee Free Press; Evening Wisconsin; Illinois Staats Zeitung; Germania; Milwaukee News; Polish Syndicate of papers; Bohemian Syndicate of papers; Wisconsin Farmer; Orange Judd Farmer; Prairie Farmer; Wisconsin Agriculturalist; Northwestern Farmer; Hoard's Dairyman; St. Paul Farmer; Breeder's Gazette; Swedish Tribune News; Scandinaven; Der Deutsche Farmer; Northwestern Agriculturalist; Homestead; Real Estate Seller; National Land and Irrigation Journal, etc.

**Benefit to the State by Way of Taxation.** If the State Board of Immigration, the Wisconsin Schools of Agriculture and the Wisconsin Advancement Association, through their joint efforts, succeed in bringing to the State during the next five years, 10,000 new settlers, which is a conservative estimate, it will mean an available increase, for State and County taxes, of over two hundred thousand dollars per year.