BEAUTIFYING THE HOME GROUNDS

While naturally it is of utmost importance to push hard on matters of economic value, it is also the policy of the Company to recognize that life is made of more than dollars and cents. For full contentment and satisfaction, it is highly desirable that we surround ourselves with objects that appeal to the aesthetic sense. So the company each year has emphasized the importance of beautifying home grounds.

As a result a flower garden was planted last summer on practically every farm in southern Sawyer county. Many of the gardens were unusually attractive, and all the farm houses took on a more home-like appearance because of the atmosphere that flowers always create.

On most new farms in the “cut-over” country, the house is likely to be bare of all decoration, and entirely without those things which give a home the air of permanency. The little touches of beauty around the farm and the farm buildings, which make them more pleasing in appearance, mean a great deal to the farmer’s wife. Anything that can be done that will make the farm more interesting and appealing to the new farmer’s family contributes directly to the success of the whole farm.

The Wisconsin Colonization Company bought enough carefully selected flower seed to plant one hundred fifty flower gardens and distributed it to practically every farm home purchased from the Wisconsin Colonization Company in southern Sawyer County. Each package of seeds was accompanied with several diagrams showing how they should be planted so as to give the most satisfactory results.

In driving through northern Wisconsin, strangers are attracted by the distinctive appearance of the Wisconsin Colonization Company’s settlements. The comfortable and well painted farm homes, the neat grounds and attractive flower gardens give the country-side a pleasing and hospitable effect.