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## The story of the Per Ola settlements in Forest County, Wisconsin. [191-]

[Crandon, Wisconsin]: [The Per Ola Land Company], [191-]

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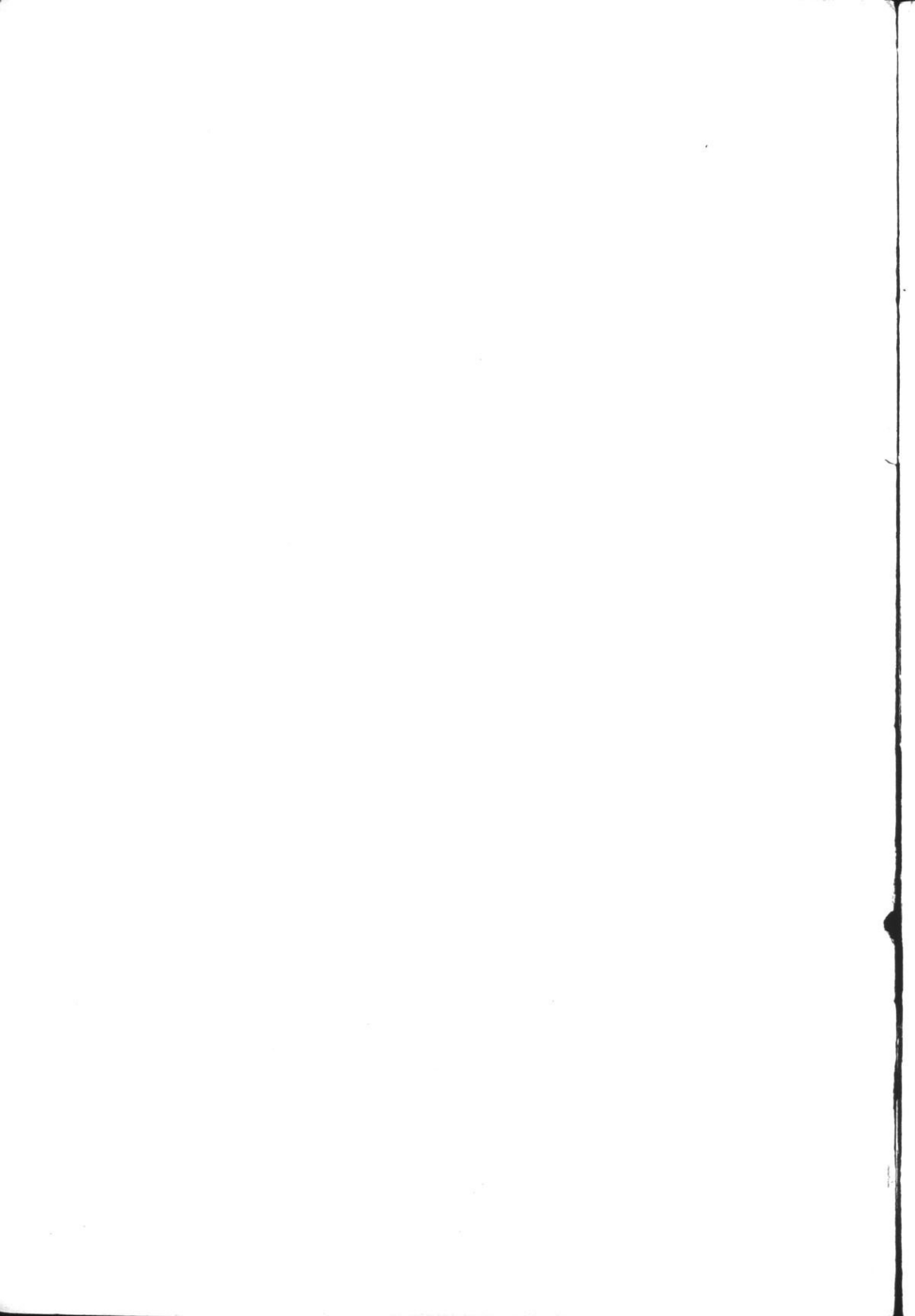


*The Story of*  
***The Per Ola Settlements***  
 ...In...  
***Forest County***  
***Wisconsin***

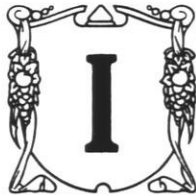
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***“Man needs Clothes, but truth loves to go naked”***



# FOREWORD



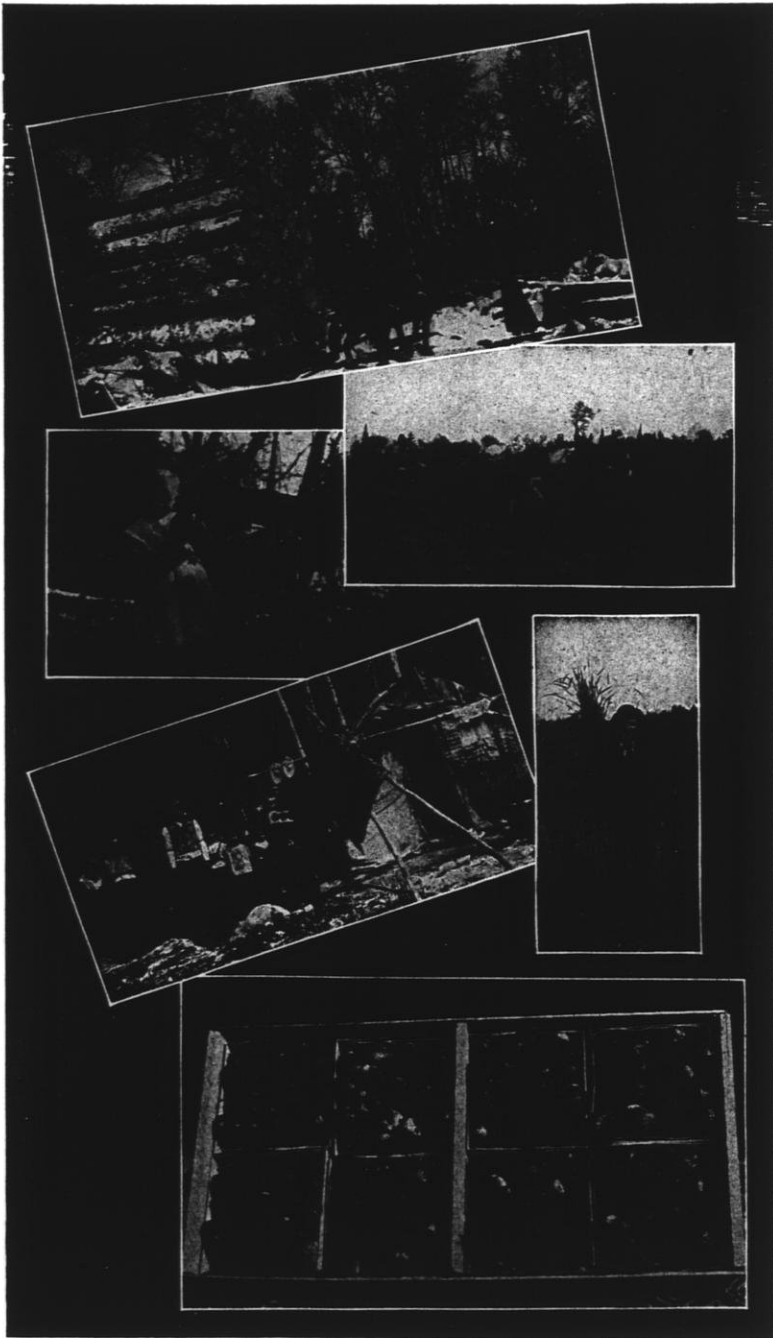
IN the preparation of the following material, at the request of the Per Ola Land Co., I have assisted in presenting conditions in Forest County, as they are, and all statements I have made are based on actual results. Where yields have been mentioned, these have been actually produced. I will at any time be glad to corroborate these statements by reference to the farmers themselves. I believe that any settler with average ability will equal and *exceed* these yields, and as county agricultural advisor will help them in every way possible.

I have also read the manuscripts of the leaflets and the folders and find them to be according to facts and best printed information furnished by State and Federal Agricultural Departments.

JOHN SWENEHART, Jr.

*Agricultural Representative of the College  
of Agriculture, University of Wisconsin*





Scenes of the Past and the Present

# To Our Friends!

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You want a farm? Of course you do.

If you work in a factory, or have saved some money by work in other lines in cities, or in the woods, or in mines, or as a sailor, you want to secure a parcel of land that will support your family when your earning ability slackens, and where your children can get a better start in life than you had yourself.

If you are a renter you are looking forward to the day when you can plough your own field.

If you are a farmer and have sons, you want them to become sturdy, independent farmers like yourself, instead of drifting to the big cities, where **one** country boy in a hundred may achieve great success, while common, ill-paid drudgery is the lot that awaits the ninety-nine.

If you have some money to place, where it is absolutely sure to yield ample returns, you know that good land in a young growing community is the safest and best of all investments.

You want a farm; that is settled. Where and how will you get it? The time is past when Uncle Sam had farms for all who were wise enough to profit by his generosity. Now you have to buy your land with your own money. But you know that land values are rising rapidly and that you should secure your farm while it is still possible for you to get good land at reasonable prices.

In selecting your land you must remember, first, last and all the time, that real values depend upon the quality of the soil,—a soil that will produce large crops and wear well—at prices as low and on terms as easy as you can obtain; with good water and a healthful climate; with ample means of transportation; as close to the big markets as possible; in a law-abiding community, where your family can live in peace and enjoy the comforts of civilized life, and where your children will find good schools and grow up in a clean, moral atmosphere. That is what you want, and all of these things you will find combined, if you settle on the lands chosen for the Per Ola Settlements in the choicest part of Forest County, Northern Wisconsin.

The current of migration is now setting towards Northern Wisconsin. According to state immigration statistics, the emigration from the State of Wisconsin to the Sister States and to the Dominion of Canada is steadily on the decrease, while the immigration from the Sister States and the Dominion of Canada to Wisconsin is on an ever-growing increase. This is proof enough that once a man settles in Wisconsin, it is difficult to dislodge him. Home seekers are coming to understand that right here and now is the last chance for securing a parcel of the best of the remaining virgin lands in the United States. The good, well watered prairie lands of the West are exhausted. Other lands of the West and of the far

West do not appeal to a majority of the home seekers. The rush to Canada is over; for some time American settlers on Canadian lands have been returning in increasing numbers. Comparatively few people from the middle west are looking for homes in the south.



A good fire will do many men's work clearing land. Sow clover and timothy in the ashes and you will have a fine meadow between the stumps next year.

The most important part of the country, where the homeseeker of moderate means still has a chance to get good lands on easy terms, is in that great northwestern plain in Northern Wisconsin where majestic forests have held sway from time immemorial. This region presents unexcelled attractions.

In all of the United States no better opportunities are to be found than here for building successful farming communities. Nowhere else are good lands to be had so cheap and, at the same time, so near to the large central markets of the country.

As long as rich prairie lands were to be had as a gift from the government, or at low prices, the flood of land seekers swept past the timbered regions of Central and Northern Wisconsin. Here the lands were still covered with their magnificent crop of timber and thus were not available for settling. But now that the virgin woods are disappearing, Northern Wisconsin is coming into its own as a farming region. "The Wisconsin Movement" is already assuming large proportions. Nothing is surer than that the experience of other sections of the country is to be repeated here; in a few years the best of these fine lands, the last of the vast northwestern domain of forest and prairie, will be gone like the rest, and the plow and the mower will reign in the former paradise of the axman.

# FOREST COUNTY

Forest County is located in the greatest hardwood region in the northern half of Wisconsin, and has an area of about 1,400 square miles. The predominant feature of the lay of the land (the topography of the country) taken as a whole is a plain, sloping from northwest to southeast and lying from 1,600 to over 1,800 feet above the level of the ocean. The greater part of the surface is broadly rolling. There is rarely a difference of 100 feet in height between neighboring low and high points. Scattered through the area are many smooth tracts from one to several square miles in extent.



While clearing land, the settler makes money on the wood products and his cows and pastures.

## RIVERS, SPRINGS AND LAKES.

Forest County is exceptionally well watered. Numerous springs, brooks and streams form the head waters of the Wolf, Peshtigo, Menominee and Oconto Rivers. Among the larger of its many beautiful still waters are the lakes of Asinigkagemag, Metonga, Pine, Pickerel, Silver, Rolling Stone, Rat, Song, Twin, Butternut, Crane, Franklin, Birch and Rice. In the streams and lakes, game fish are plentiful, including trout, black bass, golden pike, great northern pike, pickerel and perch. Among the many varieties of fish in Asinigkagemag is the lake trout or land-locked salmon, which attains a weight of over thirty pounds and is found in but few inland lakes in the state.

Good soft water is generally within easy reach everywhere, either from bubbling springs, or streams, or from wells at depths varying from ten to thirty-five feet. Of course, where one desires to sink a well on the top of a hill, greater depths must be expected.

## SOIL.

Land values depend upon many factors, the most important of which is the quality of the soil. Poor soil makes land of little value even if it is near to market, because it will produce little or nothing without expensive and careful building up.

Soil fixes the price of land. A low price indicates usually a poor soil; a higher price, a better soil. If the price is your only guide in buying land, it is very unsafe for you to pick a piece of cheap land. To illustrate: if we were offered wild land at \$10.00, \$15.00 and \$25.00 per acre, we would take it for granted that the \$25.00 land would be the cheapest and best to buy. Many a city man who knows little or nothing about soils has been "stung" by unscrupulous agents who have used a comparison of prices as their chief argument, without discussing real soil values. Competition, of course, is a great protection to the land-buying public as it compels the owners of the best land to offer it at reasonable prices. Yet those who sell poor to worthless land often manage to obtain a price that represents many times the real value of the land, even though the prices that they quote are apparently lower than those demanded for good land. As long as buyers do not familiarize themselves with the productiveness of the different soils, they will suffer serious losses which may cripple them and jeopardize the future welfare and happiness of their families. If prospective buyers would write to the proper county, state and federal authorities for correct information in regard to lands in the different districts where land companies operate, the fraudulent land dealer would be put out of business.



The woods will make you a good living and money to spare from the beginning.

It is easy to find land that looks inviting to inexperienced eyes; yet it will yield little or nothing because the soil is too poor; such land is worthless and expensive even as a gift. The man who attempts to farm it will soon discover that the best thing he can do is to quit and leave it, although he will lose what he has paid for it besides his labor and cost of improvement.

In looking about for a suitable location for the Per Ola Settlement, the first aim of the originator of the "Per Ola Plan" was to obtain land

that had rich soil. In some other counties of this state, as well as in Michigan, he could have secured on very favorable terms, large tracts of land that he could have offered to customers for a fraction of the price that our Per Ola lands command, but he knew that barren sand cannot produce crops; therefore, he choose this district because here he found what you want—rich productive soils.

The prevailing soil here is a rich silt loam, which is known in our state as "Kennan Silt Loam." The color of the soil is brown, sometimes breaking into a gray. It turns darker after cultivation. The depth of the top soil is from ten to eighteen inches. The sub-surface soil is a heavier clay loam. Underlying this surface and sub-surface soil is a layer of coarse gravel, usually known as glacial till. In this northern climate, where a heavy rainfall and a close textured surface soil prevails, underdrainage is absolutely essential. This is provided by the nature in the sub-sub-soil. The coarse gravel and small cobbles mixed with material of fine sand of clay nature provide very efficient sub-drainage for this soil, while it does not expose the soil to the danger of leeching and underground seepage usually encountered in sandy and porous soils. It is a notable fact, that this soil becomes dried out sufficiently for tillage very soon after heavy rain and does not bake (or crack) as often happens with the heavier varieties of soil. At the same time, experience shows that the soil holds water very efficiently.

*"Simple truth was ever wisdom."*



The land begins to produce before the stumps are pulled up

The soil is rich in humus or plant food and contains all the mineral elements that are required to make large crops. The original crop of dense forests of big hardwood trees of different species, such as maple, basswood, yellow birch, elm, etc., is in itself conclusive evidence of its productiveness, and experience has demonstrated that this soil will produce cultivated crops even more abundantly.



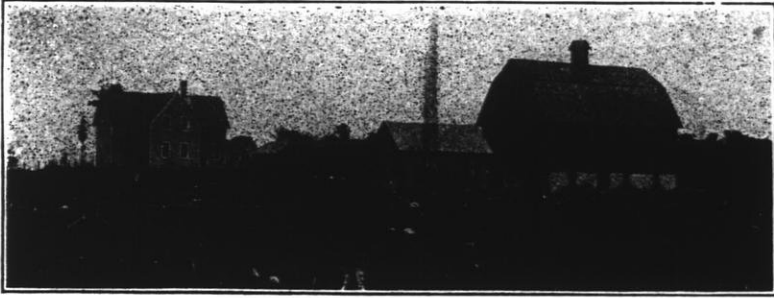
A comfortable home and the beginning of independence.

The Kennan silt loam compares very favorably with the soils in the southern part of the State and the Forest soils of the richest part of Illinois, where the average land values vary from \$150.00 to \$250.00 per acre.

While the lay of the land and the character of the subsoil afford needed drainage, the remarkable quality of this soil to retain moisture assures us against the danger of drought and the clay subsoil prevents seepage and leeching. The rainfall is ample, yet dry spells have not been unknown here. But the oldest settlers in the district know of no drought that has ever injured the crops.

What any good judge of land wants is soil that will produce great staples that are always in demand at good prices. That is the kind of soil we have. It will grow large crops of all grains, such as wheat, oats, barley, rye, corn, etc., every year; it will produce exceptional yields of all root crops and vegetables such as carrots, potatoes, rutabagas, etc., and our fields of clover, timothy and other grasses are almost phenomenal. The farmer here is not limited to any one line of crops. We have an ideal soil for mixed farming—grains, root crops, dairying, stock raising, and other lines of husbandry.

We ask anyone who intends to buy land in our Settlement to verify our statements about soil here. Get one of the government soil maps, and see for yourself what it tells about our soil; compare it with the soils in other districts where land is for sale, or write to the agricultural representative of United States Agricultural Department of the University of Wisconsin, whose address is: Crandon, Forest County, Wisconsin. He will tell you that the State Department of Agriculture describes our soil as Kennan silt loam, and that of all the soil varieties of Northeastern Wisconsin, our soil offers more agricultural advantages than the rest. It also describes our soil as one of the most important soils of Northern Wisconsin and especially adapted to grains, grasses, potatoes, and vegetables. The Federal Government describes it in a similar manner, but calls it Gloucester silt loam.



## CLIMATE.

The climate of Forest County is dry, healthful and invigorating for man and beast. On account of its dryness the cold spells of the winter season are not oppressive, much less so than where the air is more charged with moisture. The summer and fall seasons are delightful. During the winter the ground is covered with crisp, dry snow, which not only protects winter crops, but also insures a rare purity of air. Malaria is unknown here.

There are about five days during the summer when the temperature rises above 90 degrees, and it seldom reaches 100 degrees. Strong winds or violent storms are uncommon. As a whole, the climate of Forest County compares favorably with the climate of the different sections of the same latitude in the State of Wisconsin.

The amount and especially the seasonal distribution of the annual rainfall has a tremendous influence on the yield of all crops.

Thus, corn and potatoes require a heavy rainfall extending through summer and early autumn months, while for the best pasturage, a more uniform distribution throughout the entire growing season is essential.

If the rainfall is excessive and the soil porous (sandy), leeching of the soluble compounds which form the soluble plant food of the soil, takes place to such an extent that only a very low degree of fertility is possible.

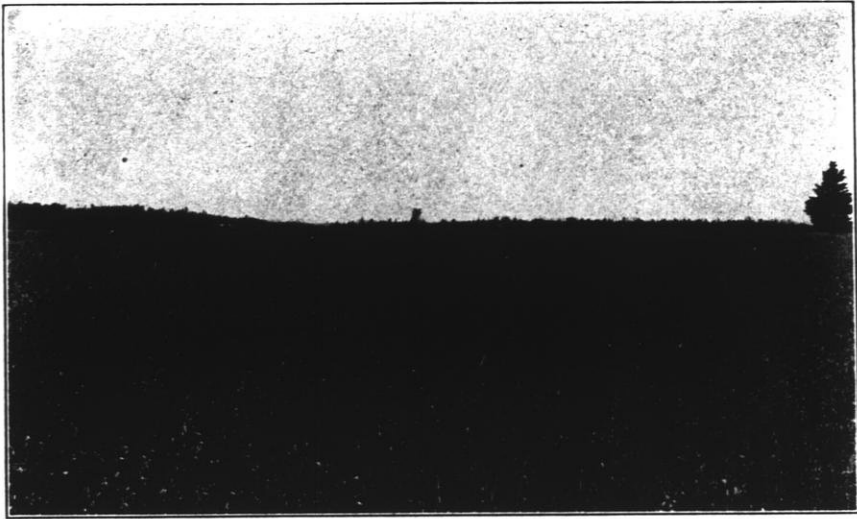
This will forcefully drive home to you the importance of the following facts:

The rainfall of Forest County is ample and regular, averaging about 36 inches for the year at Crandon. Nearly one-half of the total rainfall occurs during the months of May, June, July and August, and nearly 70 per cent from April to September. The soil is a Kennan silt loam, which does not permit leeching. The drainage is as near perfect as a gently rolling to rolling topography can afford.

The growing season is sufficient to mature all grain crops, root crops, fodder crops and vegetables adapted to the climates of the Middle and North Western states. In line with the general experience elsewhere, it may be assumed that the growing season in Forest County, too, will lengthen as the woods disappear, and the country becomes more densely settled, and more and more land is being placed under cultivation.

The seeding time for small grain begins April the 15th to 20th; potatoes and corn are planted about the middle of May. The varieties of potatoes may be planted as late as June 15th and give good results; but early planting is recommended.





A bumper crop of oats 1916.

## CROPS OF FOREST COUNTY

(The chapter on crops, like many other parts of this booklet, has been written by John Swenhardt, Jr., the federal and state agricultural representative in Forest County.)

### GRAIN CROPS.

The grain crops most commonly known in Forest county are oats, wheat, barley, rye and corn.

**OATS.** Our oat crops cannot be excelled. Many yields of 50 to 100 bushels or better to the acre have been produced of Wisconsin No. 1, Wisconsin No. 4 and local varieties. Fifty bushel to the acre is common in all parts of the country with only average good methods of cultivation.

**WHEAT.** Although wheat has not been extensively grown so far, all experience has shown that our conditions are very favorable to its growth. Yields of 20 to 40 bushels have been produced. In fact, with the exception of one single case where the yield was 14 bushels per acre, lower yields than these have not been recorded. Marquis, a variety of spring wheat, does best among spring varieties; Wisconsin No. 2 is popular as a winter variety.

**BARLEY.** As is true with wheat, barley has not been largely grown, but wherever tried has been a success, and much larger acreage will be sown this spring. Wisconsin No. 5 has given best results. One farmer only a few days ago told me he figured on 40 to 50 bushels per acre.



Silos are being built every year in our settlements.

**RYE.** Rye is just coming in as a winter grain crop. Only small patches have been sown. All have done well. Wisconsin No. 2 is the variety recommended.

**CORN.** There has been considerable doubt expressed by many in the corn district of Illinois, as to whether or not corn will mature in this section; or it has been maintained that only early varieties of Flint corn were practical. However, in the spring of 1916, I distributed a Yellow Dent Corn sent out from the Wisconsin Experimental Station and known as Wisconsin No. 25. I distributed this corn among about twelve farmers. In connection with this work, I established certain rules under which the farmers were to handle this corn. In each case, as far as possible, I selected land which had air drainage. By this, I mean, I selected land which was not entirely surrounded by woods, reasonably high in elevation so that at all times air could circulate freely away from the corn field. In the matter of cultivation and planting, the methods urged were similar to good practice in the southern part of the State of Wisconsin or Illinois. In addition, I suggested that the cultivation of the land prior to planting should be as thorough as possible, in order to air out the land. This was due to the fact that the soil on most of these farms was new, and had not been under cultivation more than a year or two. The results of this work were very promising. I believe, in every case where my directions were followed, good sound ripe corn was produced. Last fall, under my direction, a considerable quantity of this corn was selected for seed purposes. This corn germinated perfectly this spring and most of it is now (June 20, 1917) far enough advanced to be cultivated. Farmers in this section have been maturing corn for a number of years. The varieties, which they have grown, have been Northern Wisconsin Dent, and several different varieties of early Yellow Dent. It should, of course, be understood that we do not try to raise the big ears that are produced in Illinois, but with our soil conditions, we can raise several smaller ears on the same ground where one big ear is raised farther south.

In my opinion, as soon as timber and brush have been removed, air drainage well established and the sun has been permitted to get in its work on the soil, we will be able to mature corn quite as well as in southern parts of the state.



Oat field 7 miles north of Crandon.

CORN for SILAGE yields 8 to 14 tons. One of our best farmers figures on 12 and better on the average. For silage, we grow some of the later varieties. Among these varieties, the well-known variety, GOLDEN GLOW, and Wisconsin No. 12 are the most important.

### **FIELD AND ROOT CROPS.**

RUTABAGAS, CARROTS, STOCK BEETS. A source of much food for dairy, as well as other stock, is found in root crops. Several farmers raise regularly from 800 to 1200 bushels of rutabagas per acre, 600 bushels carrots and 700 to 1000 bushels stock beets. Canadian rutabagas are being planted in drills for human food market this year, 1917. About a hundred carloads will be shipped if conditions continue favorable.

### **VEGETABLES.**

The soil adapted to potatoes and similar crops is also well adapted to the growing of vegetables. Our soil is very fast, which is necessary for the growth of the finest quality of vegetables. All users of our vegetables will testify to their superior quality. Our radishes are crisp and firm and cannot be excelled; the same is true of all root crops. Cabbages and tomatoes do very well. Thousands of heads of cabbage are raised for use in the lumber camps. One farmer has a five-acre cabbage patch this year, (1917).

Some of the lower lands, when cleared, produce ideal celery, and our markets will furnish a demand for this product. Of course, in this new country such crops have not as yet received much attention.

To the new settler, the suitability of our country for vegetables is a very valuable consideration. He can raise the greater portion of his living by planting vegetables, which furnishes him not only food for



A fine field of Barley  $2\frac{1}{2}$  miles south of Crandon.

immediate use, but enables him to store quantities of roots and root crops; such as rutabagas, carrots, turnips, parsnips, onions, potatoes, in fact any root crops grown in a temperate climate. He also can grow beans, peas, cabbage and many other vegetables which may be canned or dried for winter use. I might add that some of our farmers are producing a small quantity of wheat, which they are sending to mill in order to grind their own flour. Negotiations are now on for bringing a small mill into this vicinity for community use.

#### **FRUIT.**

Fruit culture, although new, is growing rapidly. Hardy varieties of apples are growing into first class family orchards. No commercial orcharding has as yet been started. Plums also do well here. A few cherry trees have been planted and are known to bear fruit each year. The wild cherry tree is very common. Small fruits of all kinds are grown. Many varieties are wild, including raspberries, strawberries, blackberries and blueberries. Our soils in many places are particularly adapted to small fruits; and the writer has yet to see a finer product grown elsewhere. There is surely a future in the small fruit business here.

#### **CLOVER AND GRASSES.**

We have the ideal grass and clover country. Everywhere white and alsike clovers come up along the logging roads without seeding, except what is scattered by passing of teams in winter. Red top and timothy are also seeded everywhere the same way, until now we look upon these as almost wild plants. Blue joint, Kentucky Blue Grass, and common wild grasses prevail everywhere. Three tons medium red clover hay per acre is a common yield. As high as five tons per acre often occur.



Wheat is a sure crop, average yield over 30 bushels.

Most of this seeding is done between the stumps. Brush is first cut and removed, after which a spring tooth harrow is used to tear up the soil. Oats is then broadcasted in with alsike, red clover and timothy. The oats can be cut for hay or grain crop in the fall. The next year heavy hay crops may be cut. **A seeding of alsike clover** will continue good for several years during which time the stumps may be removed, and then a crop of potatoes planted. Some farmers do not sow any oats but just seed the clover and timothy seed. Considerable agitation has developed relative to the production of clover seed. At present, we have no clover hullers in the country, but the immense growth of clover hay and the heavy seeding, which has been found wherever the plants have not been cut green the second time, has indicated that the growing of the second cutting of clover for seed for market would be very profitable. From the indications we have had in this way, I believe that a yield of 3 to 5 bushels of clover seed might be expected. Several farmers intend to raise some seed this coming year.

FIELD PEAS and BEANS, like clover, seem to be adapted to our conditions. Immense yields of pea hay are grown in all parts of this section. Vines 8 to 10 feet in length may be found in many places. Very little ripe seed has so far been raised because the demand for forage is greater than for seed.

ALFALFA does well here; but the soil is acid and therefore requires an application of lime, which may be purchased at very reasonable prices in car lots. Inoculation is also necessary, but this costs but a few cents per acre so the expense is negligible. One farmer took four tons of hay from one acre last season. Only small plats have been started as yet, but this crop will be produced in abundance in the future.

# The Cash Crop of Forest County

Forest County has always been among the leading potato raising counties in proportion to the acreage under plow. Forest County had two years ago the second largest number of State inspected potato fields among the counties of Wisconsin. In December, 1915, it was one of the five counties that contributed potatoes for the State Exhibit at the National Potato Show at Grand Rapids, Mich. The Wisconsin exhibit took first place at that show.

## SOME ACTUAL FIGURES.

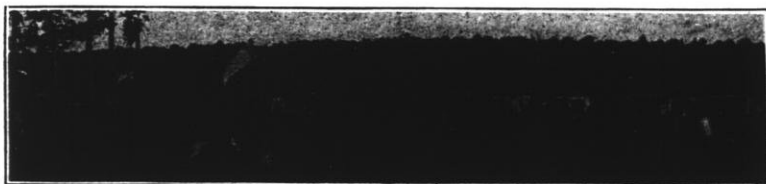
Although 1915 was a poor year as far as yield was concerned, the following figures taken from results on my farm that year show that there is profit in potato raising. All of the work had to be done with hired help, which resulted in a higher cost than if I had been able to do the work myself. About one-half of this land was brushed in the spring; therefore, the present condition of the land is much better than a year ago.

The following is cost of production:

|   |          |
|---|----------|
| Seed and treatment .....                  | \$35.20  |
| Discing and harrowing .....               | 33.10    |
| Planting .....                            | 17.00    |
| Cultivating .....                         | 19.55    |
| Hoeing and Bugging .....                  | 66.94    |
| Poison .....                              | 5.00     |
| Digging and picking up .....              | 67.59    |
| Hauling .....                             | 20.25    |
| <hr/>                                     |          |
| Total cost for 830 bushels .....          | \$264.63 |
| Cost per bushel .....                     | 31 9-10c |
| Yield 150 bushels per acre—5½ acres ..... |          |
| Profit per acre .....                     | \$64.60  |
| Profit per bushel .....                   | 43 1-10c |

These results show that potatoes, planted in time and given reasonable care, will do well. Nothing extraordinary was done in the raising of these potatoes. They were planted May 15th.

FRANK SHOEMAKER





Corn and Pumpkins were ever good friends in Forest County.

### **POTATO CROPS WILL PAY FOR LAND.**

If we plant our potatoes as most people do, in rows about 3 ft. apart, and the hills about 16 inches apart, we should have about 11,000 hills per acre. Allow for a thousand hills missing, we will have 10,000 left. At one pound per hill, this would be 10,000 pounds, or 167 bushels per acre. One pound is a small hill, but even at that an acre of potatoes would be worth \$75.00 at 45 cents per bushel, which was less than the average price in the period between 1905 and 1914. Since that time, during the years 1915, 1916 and 1917 prices have been abnormally high, and have not been figured as we do not want to create a wrong and exaggerated impression. This is not so bad when we figure that outside our own labor, the cost should not be over \$20.00 per acre, including pay for some help at harvest time. Figure this over. There is no mistake. Potatoes, properly handled, will pay the cost of the land on which they were raised. Of course, the seasons vary, but the intelligent farmer, who is awake to the best methods, can surely make good profits on potatoes. Let a farmer raise a reasonable acreage of potatoes every year, say one acre per cow; let him study his market, and at the same time improve the quality of his crop, and he will surely make good money from his potato crop. We would not advise the practice of rushing in a large acreage, thus making the potato game a gamble. It is the farmer who raises a certain conservative acreage every year that comes out the winner in the end.

Now, suppose these potatoes were Per Ola brand. The house-wife, say in Chicago, finds that Per Ola potatoes show less waste, are cleaner and cook up better. Don't you suppose she would be glad to pay 55 cents instead of 45 plus cost of marketing? Of course! There is always a demand for the good stuff. Anyhow, State Inspected Potatoes demand almost twice as high prices as common. Therefore, let us make Per Ola potatoes stand for quality, and we may look to this crop for sure and good profits.





The Hay crop is always important to the farmer.

### COWS AND CLOVER AN UNBEATEN COMBINATION.

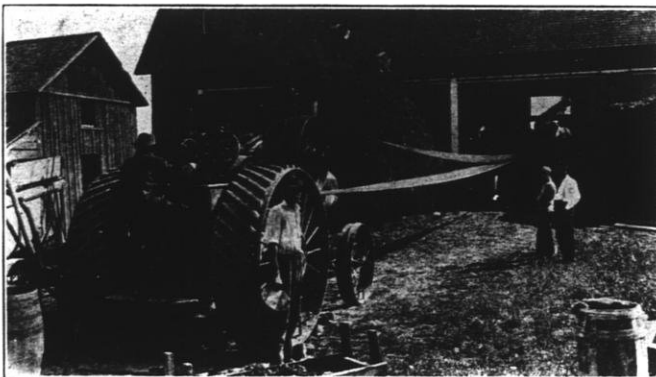
It is admitted that Forest county cannot be beaten in the raising of clover and forage crops. As stated elsewhere, clover hay yields from two tons up; yields of five tons per acre in one cutting have been known. Corn for silage cannot be beaten; from twelve to fourteen tons per acre is common. Roots grow wonderfully. James Marshall raises from 800 to 1000 bushels rutabagas each year on one acre. That is why we say, we have a dairy and live stock country. Moreover, with dairy we can use a lot of stump land while waiting for stumps to rot. "While The Clover Grows, The Stumps Die," and your land is rising in value so in five or six years through this kind of farming combined with the new clearing plan of Per Ola Land Co. you find yourself an owner of \$100.00 to \$150.00 per acre land.

Wisconsin is famous as a dairy state. To give you an idea of the bigness of the business, I may state that, if all the milch-cows of Wisconsin were placed side by side in stalls, they would occupy a dairy building extending from Lake Michigan to the Atlantic ocean; our young stock would fill the other side of the barn. We have developed more pure-bred dairy cattle than any other state. Yet, we still have large areas of most fertile lands which when brought under cultivation will support as many more.

These facts show that Wisconsin certainly is the land of "Milk and Honey" of traditional fame. Here also you will find increasing fertility of the soil, most prosperous communities and more comfort in the homes.

In Forest county the general conditions for stock raising are very favorable. We have the clover and feed crops which never fail. Under a dairy system our soil is inexhaustible. We have the finest and softest water to be found.





A familiar scene in all good farming communities.

### COMPARISON OF THE RECORDS OF "BUTTERCUP AND SPOT," TWO COWS, UNCOVERS THE SECRET OF SUCCESSFUL DAIRYING.

Buttercup produced:

397 lbs. butterfat .....\$119.10

Calf and skimmilk ..... 35.50

Total.....\$154.60

Spot produced:

140 lbs. butterfat .....\$42.00

Calf and skimmilk..... 22.00

Total.....\$64.00

Buttercup pays at least 60 to 70 dollars profit while Spot just about pays for feed and shelter, that is, she is nothing but a "Cheap Boarder." Cows like Buttercup are worth much more than the price usually demanded. Both are grades, of about the same size, and stand in the same barn.

The Per Ola farmer can find the Buttercup kind and with our abundant feed there can be no question as to profits.

Five years ago Mr. C. E. Cummings, who lives a few miles north of Crandon, bought "Esther M," a pure bred Guernsey cow, and paid \$200.00 for her. She has raised three bull calves which were sold for about \$40.00 each. Her daughter, "Jennie Hiles," has produced two heifers and one bull. This bull sold for \$40.00 as a calf. The two heifers are now in the herd. Mr. Cummings has sold one heifer from the old cow. He has sold over \$200.00 worth of stock from this cow, while the stock that he has raised from her is worth \$700.00 at least. He has, furthermore, had the milk from one cow for four seasons and from another cow for two seasons. This makes the total income from the original investment of \$200.00 in a good cow over \$1000.00. Compare this with the results from "any old cow," and see the difference.

*"Truth needs no flowers of speech."*



Cattle Show at the County Fair at Crandon 1916.

### LIVE STOCK.

(By John Swenehart, Federal, State and County Agricultural representative).

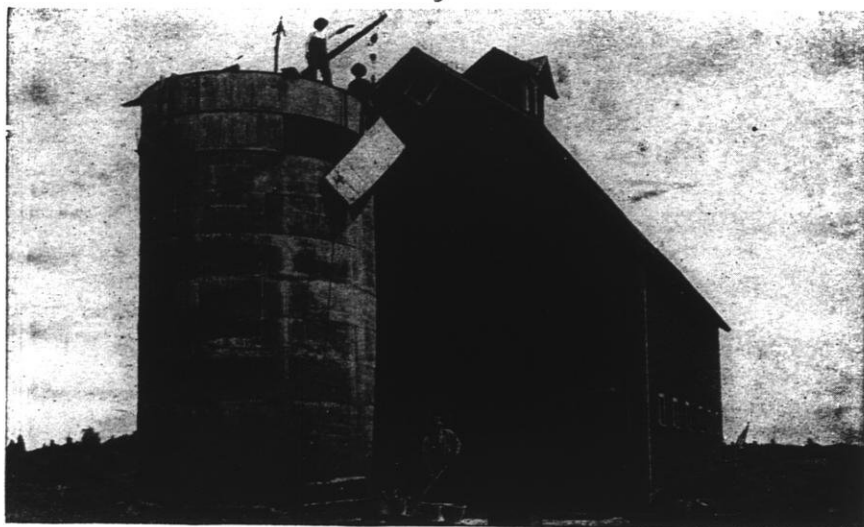
It is obvious that a county which produces such abundant crops of feed is a stockman's home. Our climate, contrary to popular belief, is not hard on stock when compared with that of many so called live stock sections. There is money to be made in all kinds of stock: horses, cattle, both beef and dairy, sheep, hogs and poultry. Dairying must ultimately reign supreme as the country develops. Other crops and other live stock will be side lines. Abundant feed and good markets make dairying profitable. We are working to unite on one breed and develop a reputation for high-grade stock; Holstein and Guernseys predominate among dairy breeds at present.

BEEF production has so far been largely confined to the purchase of young stock in spring, and after a summer spent on our pastures, the stock is marketed, the increase in weight and price per pound returning a good profit. Actual beef raising is on the increase and in some places will take the place of dairying.

SHEEP do well on brush land and return a profit while helping the new settler to subdue the land. Several farmers are starting in sheep raising this year.

HOG raising is one of the surest of all methods for the new settler to make a living. The cost of breeding stock is small and the increase rapid. Clover pastures as well as peas and wild plants with barley and corn will produce finest pork.

POULTRY is another branch of the live stock industry which returns big profit on small investment. One man has 22 hens which have laid 82 dozen eggs in three months, during December, January and February. Space forbids a list of similar records.



Getting ready for big business.

Where shelter material is easily available in form of cheap lumber, and feed is plentiful—why not a live stock country? On account of the good water and clean conditions, general diseases of animals are very scarce. Only a few isolated cases of hog cholera have occurred, and these came probably with salt pork shipments. In each case the hog pasture was disinfected, the well herd was vaccinated, and the infected animals destroyed. The disease was thus eradicated and no further outbreaks have occurred. Foot and mouth disease has not been found anywhere here or in the vicinity. Black leg is unknown.

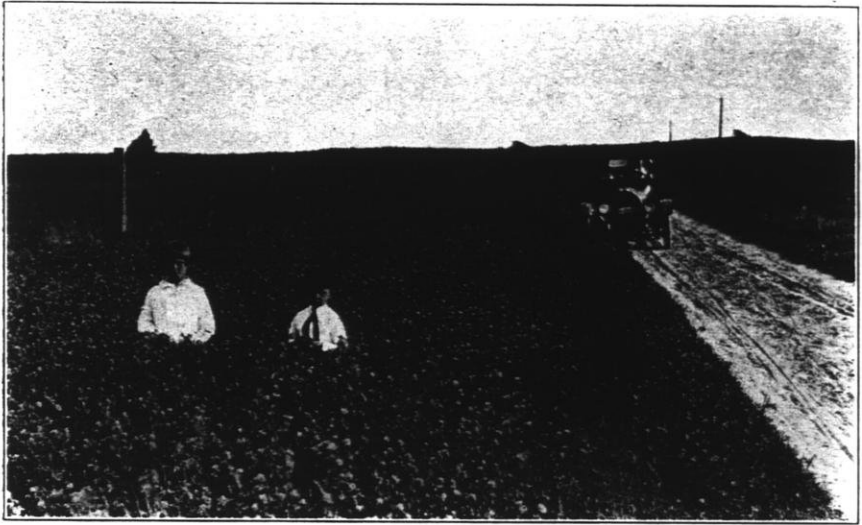
### **BEE INDUSTRY.**

Heavy clover crop, the myriad of wild flowers and the basswood in our district make bee-keeping a good, profitable side line for the farmer. One man has a large number, and his honey takes a premium on the market. For the man who understands this industry, there are undeveloped possibilities.

### **FARM TOOLS AND IMPLEMENTS.**

Very few tools are needed at first. A spring tooth cultivator and a two section peg tooth harrow and walking plow are necessary with the first team. Saws, axes, cant hook, grindstone, brush scythe, and other wood working tools will be needed. All the various small tools, not including stump puller, plows and harrows, should not cost more than about \$25.00.

Carpenter tools as used on any farm are needed. Farm implements are the same here as in the lower country. Sometimes a slight difference in price due to higher freight is charged. Most standard implements are sold at the same price everywhere.



Clover grows wild waist high in the roads.

### **NEARLY A VIRGIN FIELD.**

Forest county is practically a virgin field as a farming country. It may be said that farming is just beginning. According to the census of 1910, only 3.1 per cent of its 896,000 acres of land area were owned by residing farmers, and only a little over one-half of one percent was under cultivation. There are now only about 400 farms in the county, averaging about 60 acres in size. The average acreage of improved land by farm is about 15 acres. The extent of improved lands in farms is about 6,000 acres as compared with 1,573 acres in 1900.

### **LAND VALUES RISING.**

During recent years land values in Forest County have been rising rapidly. Considering the backward state of farming here, it is clear that the rise has been caused, not so much by development as by the excellent qualities of the soil. In the decade of 1900 to 1910 the average value per acre of farm property more than doubled, increasing from \$10.72 in 1900 to \$21.08 in 1910. According to report based on land sales compiled by the state tax commission the rise was even more rapid during the next five years, the increase in value from 1910 to 1915 approximating 60 percent. Another outstanding feature of the report is that the increase in land values has been even greater in Forest County than in almost any other county in the state, with very few exceptions, where special causes account for a greater rise, as for instance, in such counties as Douglas and Milwaukee, where the general average for the county has been raised by the rapid rise of city real estate.

The values of land, improved and unimproved, vary according to the character of the soil, the lay of the land, location, etc. The best grade of cut-over lands brings from \$22.50 to \$30.00 per acre, and most of the



Peas and Tobacco.

As can be seen the wild cut-over land in the back-ground is covered with lots of timber and wood, which will pay for the brushing and clearing (not stumping).

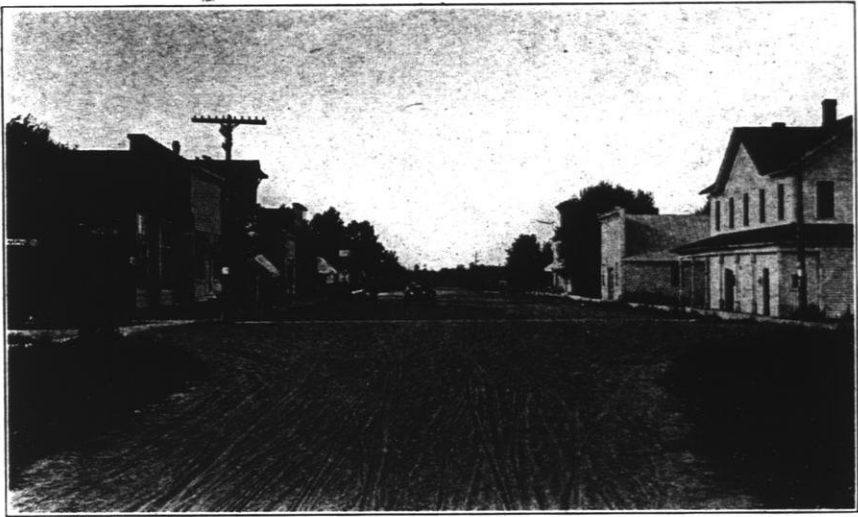
wild lands have a value between these limits. In districts in neighboring counties to the south of Forest, where farming is well developed, land values are quite high. In the vicinity of Bonduel, farms often sell for \$100.00 per acre, and improved farms several miles from Antigo for up to \$75.00 an acre, while those nearer town command correspondingly higher prices or \$150.00 to \$200.00 per acre. Around Gillett and throughout southern Oconto county farms on good soil sell for \$50.00 to \$100.00 per acre.

Partly improved farms in the Crandon and North Crandon districts vary in value between \$35.00 and \$100.00 an acre. There are some well improved farms in this district that cannot be touched for \$125.00 per acre or even more.

### **CUT-OVER LANDS.**

The cut-over lands of this district are not entirely stripped of timber. Only the larger timber has been removed. In many cases, enough money to pay for the clearing and brushing of the land (not the stumping) can be realized from the sale of the remaining lighter timber. There is a ready market, either at the local wood-working mills or for shipment, for logs, bolts, ties, poles and posts. Other products of "The First Crop" of the new lands upon which the settler may partly rely to tide him over the first stages of developing his farm, are yellow birch, maple, hemlock and basswood logs. There is a steady demand for cordwood and kilnwood, which are found in abundance on the cut-over lands. The advantage to the new settler of this source of cash money at the very start is apparent.

***"Truth seeks no corners."***



North Crandon, a clean nice enterprising little town 8 miles north of the city of Crandon the County Seat.

### MARKETS AND TRANSPORTATION.

Forest County, and especially the Crandon district, is located within easy reach of the large markets of the middle west; Chicago and Milwaukee to the south, the twin cities of Minnesota to the west, and the twin cities of Lake Superior to the northwest. Besides these, we have the smaller cities of central and southern Wisconsin and the extensive lumber camps of the vicinity and the mining districts to the north, where many of the products of the farm find ready sale at good prices.

Three lines of railroads traverse the county. The Chicago and North-western railway taps both the eastern and western part of the county and reaches Crandon by a line from Pelican. The Soo line crosses the county from east to west, establishing direct connections by rail and water with the eastern markets and with Duluth, and St. Paul and Minneapolis to the west. The Wisconsin Northern Railway, recently completed, runs from Black Creek, South of Shawano, through the center of the county as far as North Crandon. It is expected that this road will be extended south from Black Creek to Appleton and Neenah-Menasha, and north to the Iron Country, Michigan. When completed as planned, it will furnish the shortest and quickest outlet to Milwaukee and Chicago.

Besides the regular railways, there are a number of private logging railroads branching out in various directions. They are owned by large land holders who naturally take a keen interest in assisting the settlers in marketing their products and are willing to contract the handling of crops as well as live stock.

***“It is hard for an empty bag to stand upright.”***



VIEWS OF CRANDON WIS.

Court House.

### THE QUEEN OF THE NORTHERN WOODS.

The city of Crandon, the county seat of Forest County, is a progressive city of some 2,000 people, noted for its good stores, fine court house, good schools, and ornamental churches. Its banking facilities are adequate, and three railways serve the needs of transportation. Mills and manufacturing plants, such as are required in a lumbering district, are found here. A creamery and two potato warehouses are well equipped to handle the respective products of the farm. The streets are broad. Among modern improvements are a public electric light plant and an efficient telephone system, cement sidewalks, etc.

Situated, as it is between a number of enchanting lakes; Asinig-Kagemag and Metonga Lake on the east, and Clear Lake and Peshtigo Lake on the north, and a little body of water called Surprise Lake in the center of the town, Crandon is unexcelled among the cities of the state for the beauty of its surroundings.

The Commercial Club of Crandon, an organization of public-spirited business men, farmers and others, is doing everything that can be done to promote the welfare of the city and the surrounding farming communities and ease the path of the new settler.

### ROAD BUILDING.

The building of good public roads is being pushed with great energy. Forest county has adopted the state road system, every town having made a special assessment for that purpose. All road work is being done





High School at Crandon.

under state or township supervision. The county, the several towns, and the city of Crandon have made ample provisions for all necessary road machinery, which is now in use. Owing to the favorable soil conditions, good roads are easily built and cheaply kept in good condition; they stay built. In a few years the county will have a complete network of well graded and surfaced public highways, one of the very best in the state. As every farmer knows, good roads are of the utmost importance for the prosperity of a farming community.

### SCHOOLS.

Everything possible has been done for the education of the rising generation. Forest County is proud of its public schools, and justly so. The cities and towns are provided with up-to-date school buildings that would be a credit to any community. Schools are all under efficient state supervision. A number of high schools are part of the public school system. In some of the farming districts, public school busses carry the children between the school and their homes during all seasons, free of charge.

***“Facts are to the mind the same thing as food to the body.”***





40 acre farm a few miles from Crandon, worth over \$100.00 per acre.

### **A READY MADE COMMUNITY.**

In some respects the proposition here presented is a novel one and somewhat exceptional. During all the history of "The Winning of the West" the land seeker looking for cheap good land had to leave civilization behind him and go miles and miles beyond the settled communities. Here he can settle close to a modern city served by three railroads and near to large markets, amid the comforts of a well-ordered rural neighborhood. This may appear rather strong, but the explanation is simple enough:

This has been, and still is to a great extent, a lumbering district. The lumber industry has been the dominating force in the life of the community. It has brought the markets here; it has built this city and borne the greater part of the burden in providing roads and schools and other improvements. A few farmers have followed in the foot steps of the logger; but farming is still in its infancy here. Only enough has been done to demonstrate the fertility of the soil and prove that intelligent farming yields good returns.

A settler may establish his home here knowing that he will not have to encounter many of the most trying hardships and privations connected with pioneer life. (The Per Ola Clearing Plan, which provides the use of free clearing machinery for our settlers, eliminates the difficulties of clearing timberland.) He will find the community all ready for him, so to speak. It says to him: Here you have all those things that it takes years to organize and develop in new districts: complete local government, schools, churches, markets, railroads, roads, telephone, rural free delivery; and in the midst of it all, the best of untilled lands at very reasonable prices.



Cornfield August 10th, 1916.

However, it is not to be understood that the beginner has no hard work ahead of him. No farm, in forest or on plain, was ever built up without good steady work. But here the settler will not be exposed to the many risks and privations that nearly always have confronted and still confront the lone pioneer on the prairie or in the woods. Here as elsewhere, of course, he must be prepared for tilling work. The land must be cleared, before he can crop it. There is no doubt that, in the past, the task of clearing has frightened away many homeseekers who would have preferred a home in the wooded regions of Wisconsin had they been offered the advantages of the Per Ola Clearing Plan—which is fully explained in another part of this booklet—rather than to settle on the open storm-swept prairie. While the settler on the western prairie lands has not had a sensibly easier time of it than the farmer in the woods in recent years, still, the problem of clearing has kept many of the home seekers away from the good lands of Northern Wisconsin.

### **CHURCHES.**

The various denominations have organized congregations in the communities of the county. They are all doing good and active work. In the city of Crandon, Lutherans, Presbyterians, Methodists, Catholics and other denominations have fine churches.

### **OPPORTUNITIES FOR WORK**

Settlers who need work will find plenty of it at fair wages in the logging camps and saw mills of the district. As the owners of the lands controlled by this company are also the owners of the logging camps and

saw-mills, it follows that employment will be given first to all settlers who may want it. The settler who needs it is thus assured of a cash income during the winter months, which will enable the man of small means to provide for his family and make it easier for him to develop his farm. If he should prefer to be his own boss, he can make good wages during the winter season harvesting the wood crop left on his land, by cutting cord wood, etc., for all of which he has a good cash market at Crandon.

### HUNTING AND FISHING.

Northern Wisconsin, and especially Forest County, is the hunter's and fisherman's paradise. Every season this section is visited by hunters and fishermen from the southern part of the state and other states.

The game includes deer, black bear, rabbits, partridge, and other small game. Ducks are plentiful in the lakes, where they find an abundance of food in the wild rice-lands. Geese are also found.

Fishing is exceptionally good in the lakes and streams of the county, where fine strings of brook trout, landlocked salmon, black bass, pike and pickerel reward the rodman's skill.

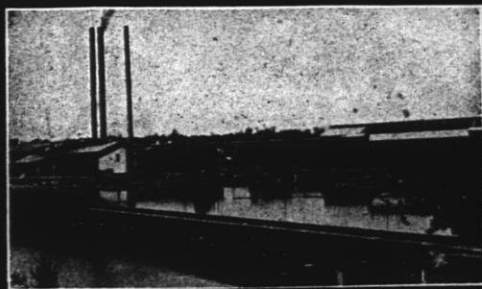
### ASSISTANCE OF THE COUNTY AGRICULTURAL REPRESENTATIVE

The purpose of this office is to distribute information as to best farm practice as shown by experiment station and by best farmers. I help in the control of diseases, both in animals and plants, control insects, test milk, plan farm buildings, silos, etc., in fact, I work with the farmer at his own farm on any problem, which may arise. During the winter months I will hold a "Short Course" when enough boys and men are ready to attend. This will be about two or three months in length, and will afford an opportunity to be instructed in the best farm methods. Evening meetings are also held in all parts of the district, where talks are given on live stock, silos, corn, potatoes, and other farm subjects. A regular Farmer's Institute is conducted each year for the farmers and their friends. I shall always be glad to answer inquiries of any kind.

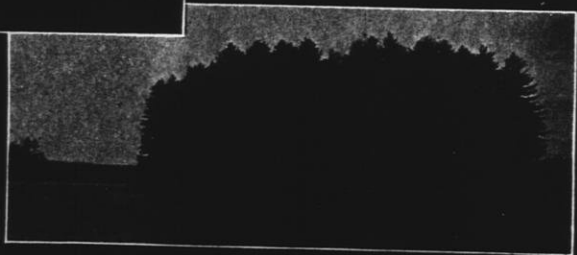
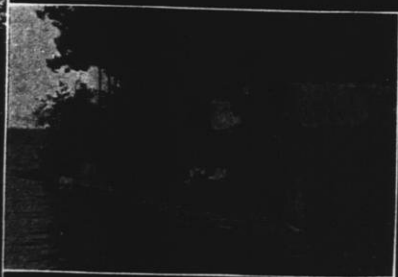
JOHN SWENEHART,

Agricultural Representative.





Our factories where our settlers can find work if they wish.



Where recreation and pleasure await you.

## PER OLA CLEARING PLAN

Settlers on the lands of this Company, located in the Per Ola Settlements will be relieved of their hardest and most difficult work and a big part of the expense connected with preparing the land for the plow. The clearing plan adopted by the Company provides for the free use of machinery and co-operation in doing the work. In this way, clearing is made easy and cheap as compared with the cost connected with the old methods. To avoid mistakes, our Company decided to go to Madison, and to consult with the State Agricultural Department in regard to this matter. Mr. Carl Livingston of the Agricultural Engineering Department, in charge of the land clearing investigations, became very much interested and commented, from the start, very favorably upon our plan. We told him, however, that as we were not experts, we would appreciate a written opinion from his department, including such suggestions as he should deem advisable. Mr. Livingston replied in the affirmative to our request, and we re-print, in full, his letter to the Per Ola Land Company as follows:

THE UNIVERSITY OF WISCONSIN  
Madison  
College of Agriculture  
and  
Agricultural Experiment Station

Madison, Wisconsin, April 24, 1917.

Per Ola Land Company,  
Crandon, Wisconsin.  
Gentlemen:—

In reply to your request for a co-operative plan which will aid the members of the Per Ola Settlement to clear their cut-over lands, I beg to submit the following for your consideration.

In view of the fact that the holdings of the Per Ola Land Company are in the hardwood belt near Crandon, we think it would be wise for the Company to select an area of about 5000 acres and establish it as a land clearing unit. Such an area should be much longer than wide and should have a good road passing the long way thru it. Side roads may be built as needed so as to make all tracts easy of access.

The first step in the clearing operation would be to cut all brush and small trees flat at the ground and the larger ones about 18 inches above. There is often a market for considerable of the material left by the logger on these lands. The land should be dragged with a spring toothed harrow and sowed to a pasture or hay mixture. Intensive grazing for one or two years will kill the sprouts and allow the roots to decay.

Stumps less than three years old should not be cleared because the cost and labor is greatly reduced after that age. The land clearing demonstrations as conducted by our department in 1916 showed the most practical way for Wisconsin settlers in a combination method of pullers, dynamite and pilers. Where a man does not have horses, a one-man puller, tho slower than horse pullers, will do the work of many men. More dynamite is needed with man-power pullers in order to make the work easier and quicker.

Horse power pullers when properly equipped with at least 200 feet of main line, power pulleys, cam take-ups and root hooks, and when used with low-grade dynamite, will do quick clearings. One man alone cannot use a horse puller efficiently but from two to four men can. Demountable wheels make it easy to haul the whole equipment from place to place.

Low grade and cheaper dynamite can be used on most of the soils around Crandon to break up the stump after pulling. It can also be used on the loams at most seasons of the year and on the lighter soils when saturated with moisture. Where there are only a few scattered stumps, dynamite alone is the most satisfactory way of getting rid of them.

Pilers of the home-made Conrath type make easier clearing and better burning. These can be dragged from one farm to another.

At the beginning we would advise that the horse power pullers be used where horses are available and one-man pullers be on hand for those who do not have teams. It would be highly advisable for the settlers to work in small groups as the work can be done much easier and faster. Later, as the farms and men are more numerous, we believe small power outfits for pulling and piling, assisted with low grade dynamite will make clearing much faster and cheaper.

We would recommend that the Company create a separate trust fund of \$7,500 for each land clearing unit of 5,000 acres. This should be used exclusively for the purchase of land clearing materials. We believe such a sum, if wisely used, will buy and maintain the necessary land clearing devices to clear the 5,000 acre unit. The smaller machines may be used by the individuals alone, but in the case of the larger outfits, it would be advisable for the members of the Per Ola Settlement to co-operate with each other in furnishing the labor to work the clearing riggings. The free use of efficient pullers and pilers greatly reduces the clearing problem. The Per Ola Land Company should draw up a set of conditions which would state definitely how these land clearing devices are to be distributed and how long each member can hold any one machine. We would suggest that five days be a convenient period for any one man to clear at a time, when using one of the larger outfits.

When a definite plan is followed, clearing land by means of stock, dynamite and modern machines, though not easy work, is not the drudgery it once was, and farms may be cleared much more rapidly than heretofore.

If we can be of assistance to you in helping to solve your clearing problem, we shall be pleased to do so.

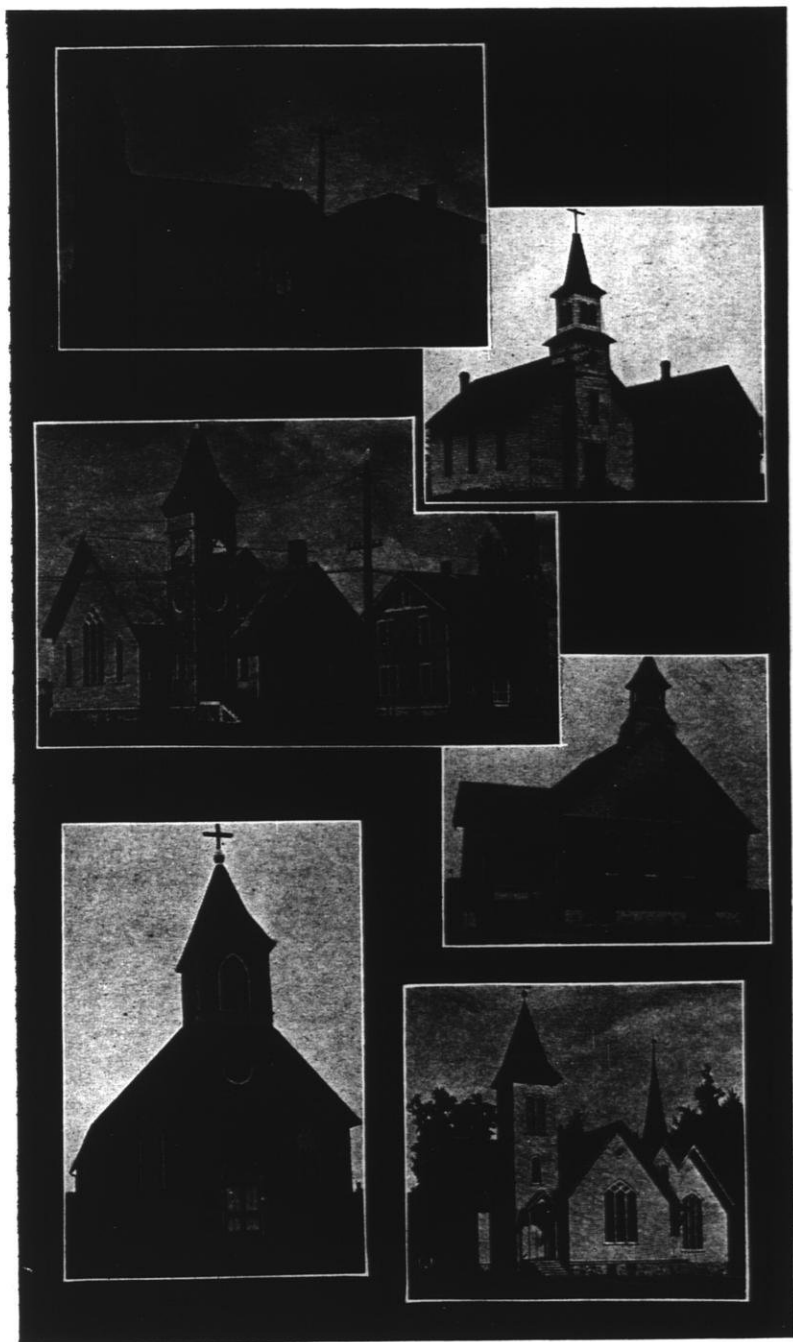
Very truly,

(Signed) Carl D. Livingston

Agricultural Engineering Department,  
In Charge of Land Clearing Investigation.

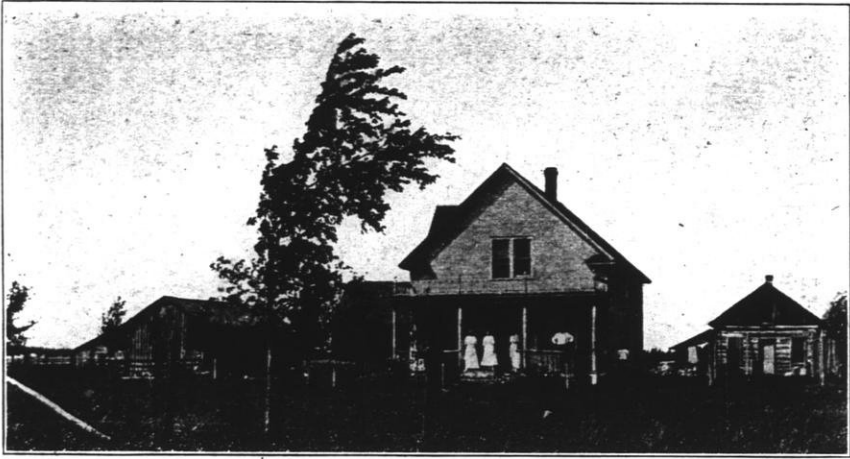
CDL-F.

***"Let every tub stand on its own bottom."***



Churches from our district. ]





Began in a log house and now lives in a very comfortable home.

The Per Ola Land Company decided to adopt the suggestions explained in the letter above, as far as it is possible to do so.

A trust fund of \$7,500 for each land clearing unit settlement of 5,000 acres will be created. This money will be used exclusively for the purchase of land clearing machinery and for the up-keep and running expenses connected with the operations. A demonstration of the use of our machinery was made by the A. J. Kirstin Company of Escanaba, Michigan. We have adopted the Kirstin horse stump puller and one-man puller as part of our equipment. The Kirstin horse stump puller has been found in our territory to give the greatest satisfaction of any of the stump pullers on the market, and the settlers have already expressed their satisfaction with the machine.

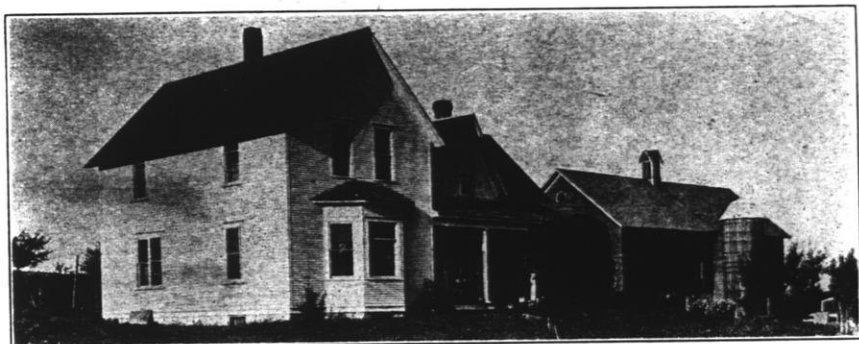
The suggestion in regard to establishing a 5000 acre clearing unit along the roads and highways will be followed as far as it is practical and possible.

When several settlers or buyers need clearing and stumping, no one man can have the heavy clearing machinery more than a week at a time, unless no other settler of the Per Ola Settlement needs it.

The entire clearing outfit will be for the free use of the settlers on that tract of land or clearing unit where it is to be used, but not outside the lands sold by our Company.

All settlers will have an even right to the use of the clearing outfit whether one owns 40 acres or 160 acres or more. The rule, "First Comes, First Served" will be followed.

It is the purpose to form co-operative communities, farmers and settlers in each community exchanging work and assisting one another in clearing and stumping the land, and otherwise. The only expense the settlers will have in connection with the clearing will be the oil for the machinery.



Another settler who has made a success.

The settler shall have the right to have the machinery one week before the non-resident buyer of our lands, should their applications be filed the same time; otherwise, the rights to the machinery are equal, except that the non-resident land holder cannot get the advantage of co-operative community exchange of labor, unless he furnishes or pays the wages of one man when the machinery is used on land in the same community.

A set of rules or by-laws will be drawn up by the Per Ola Land Company to cover this co-operative clearing organization, and all who want to benefit by our plan must comply with them.

As soon as the 5,000 acres are cleared and stumped, the machinery again becomes the property of the Per Ola Land Company and the settlers and land owners within the 5,000 acre land clearing unit shall have no further right or claim to it or to any other tools or mechanical devices belonging to the outfit.

In other ways also, provisions have been made to assist the settlers. The state agricultural representative for the county, who has his office at Crandon, will at all times be ready to advise the settlers and assist them otherwise. A cream route is already established by the Crandon creamery, and all the farmers will have to do will be to deliver their cream cans to the driver of the wagon who will call for it.

Telephone will be installed in every neighborhood of 6 or 7 families, if desired.

### **PER OLA BRAND**

If the Per Ola settlers will work together and co-operate with the county agricultural representative they can work up a reputation for all their products and receive a better price for them because of quality. We hear talks everywhere of marketing; it is becoming a well developed



Already in comfortable circumstances.

science. By producing uniform standard products, which the consumer easily can recognize and which he knows will be as represented to-day, to-morrow, or next year, better prices can be obtained. This can only be achieved through co-operation. Our butter, eggs, honey, potatoes, strawberries, pork and all our other farm products will be known on the big markets, and the Per Ola brand will be a very fine thing for the settlers.

Why do the big fruit co-operative organizations succeed in the West? Simply by co-operative organization, establishment of a high standard of products, and finally by advertising. We can do the same with the Per Ola Brand. I will help you organize this work, carry out the plan and insure its success.

It should be understood that it always has required a long time to build up and establish a brand of food products, or anything else on the market. It is not accomplished in a few months. The Per Ola Brand, to become of value to the settlers, must be advertised in every way possible. The Per Ola Land Company by its extensive advertising is now making the Per Ola Brand known all over the middle west. Over seventy men belong to the extensive sales organization, and are being used to distribute the products of the Settlements. This fall when crops are harvested and the settlers are ready to ship their potatoes, rutabagas, eggs, poultry, etc., we will sell these products to great advantage through the channels opened by the Per Ola Land Company in this way. As each settler comes, or as a new buyer of land is added to the great Per Ola family, he should become a booster and advertiser of and for the Per Ola Brand. He must remember, however, that the continued popularity of any product or any brand must result from the establishing of a high standard, never permitting an inferior or "cull" article to leave the farm. If this is done, the secret of the success for the Per Ola Brand is bared.

JOHN SWENEHART,  
Agricultural Representative.

*"That honesty pays is written in letters of fire."*



### LAND PRICES AND TERMS OF SALE

We have in another part of this booklet discussed land values as based upon soil and location. Here, we shall simply state the range of prices and terms.

Our prices on our wild lands vary between \$15.00 and \$30.00 per acre. The \$30.00 land is usually covered with quite a little timber, fit for logging—yet uncut. On some of it, you will find logging camps and other improvements. The average price on our best land will, however, be sometimes less or between \$22.50 and \$25.00 per acre according to the location, lay of the land, etc. Our terms of sale will be one-fourth cash at the time of purchase. The balance will be divided into five equal annual payments, and will carry six percent interest.

However, should a purchaser find that such terms are too difficult to meet, we are in a position to make terms to suit his financial strength, provided the purchaser represents a good moral risk and is industrious, sober and conservative.

When we sell to settlers, we are very careful so as to leave him enough capital to develop his farm. A settler must have money for tools, seed, and such expenses as are absolutely necessary, during the first couple of years.

To men who live in a town or city and who do not intend to move on the land at once, we offer a monthly payment plan which is adjusted in different cases to suit the income of the purchaser.

In some cases, we will sell on easy terms, at the same time assisting the purchaser to get steady work in the saw mill, or lumber camps of the Keith and Hiles Lumber Company, whose land department we are.

The title to our land is absolutely clear and an abstract showing this will be given with each warranty deed. Deed will be delivered to purchaser as soon as one-half of the purchase price has been paid.

***“Buy the truth and sell it not.”***



Another excellent farm developed from wild cut over land.

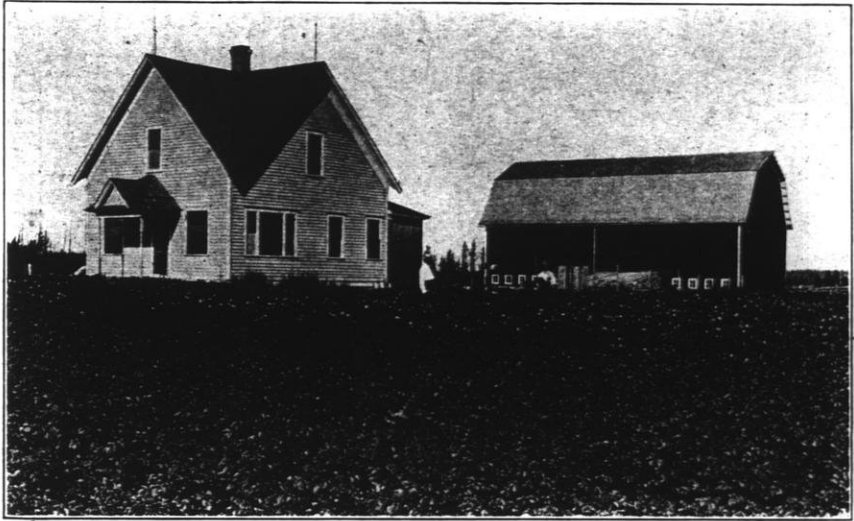
### **AN INTERESTING ARTICLE FROM THE LITERARY DIGEST.**

An article in the Literary Digest for May 12, 1917 contains some statistics of great value to those who intend to invest in lands. In this article, only such figures are used as have been issued and indorsed by the Department of Agriculture. Reclamation projects in late years have been adding hundreds of thousands of acres to the fertile lands of this country, but at the same time, "the value of land under cultivation and of improved farm land has been increasing rapidly, keeping step with the increasing cost of commodities and the cost of living," says the writer in the New York Times Annalist. In this article is stated, that improved farm land in Illinois has advanced to an average value of \$140.00 an acre in the year 1917, compared with \$119.00 in 1912.

In this same article is stated, that the lowest increases in average value of farm land occurred in South Carolina and Wyoming, where it amounted to only \$1.00 an acre. In only three states has there been a decrease in average value, these being Colorado, Montana and Louisiana, the amount in the two former being measured by \$1.00 an acre and in the latter by \$2.00 an acre.

In Indiana, the improved farm land value per acre in 1917 is \$103.00 per acre; in 1916 it was \$98.00 per acre, and in 1912 it was \$82.00 an acre, or the increase per acre from 1912 to 1917 was \$21.00 per acre. In Illinois, the land values are higher, but the increase during the same period are identical with the increase in Indiana. The improved farm land value per acre in 1917 was \$140.00 an acre, in 1916, \$130.00 an acre and in 1912, \$119.00 per acre. The increase per acre during the period from 1912 to 1917 was \$21.00 per acre.

***"Lies are the currency of dishonesty."***



A potato field in the foreground which is almost waist high.

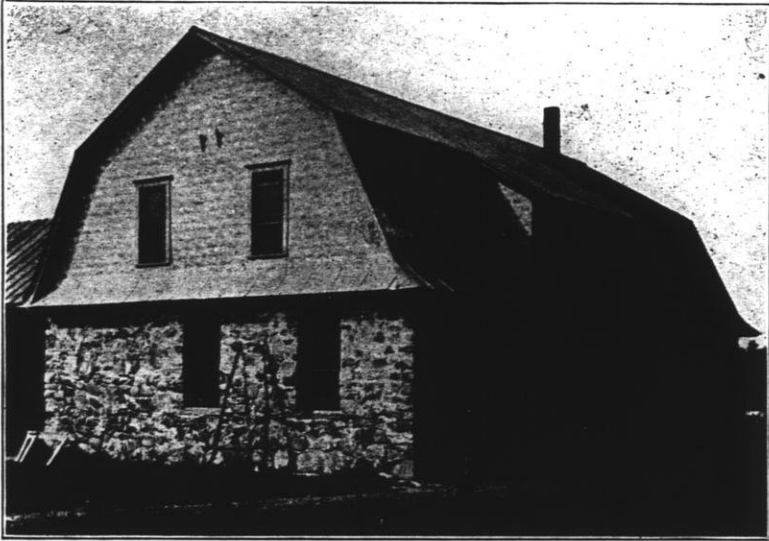
Among the North Central States comprising Ohio, Indiana, Illinois, Michigan, Iowa and Wisconsin, Michigan shows the smallest increase. Improved farm lands have increased only \$16.00 per acre during the period between 1912 and 1917, the average value of improved farm land being in 1917, \$70.00 per acre, in 1916, \$65.00 per acre and in 1912, \$54.00 an acre.

In Minnesota, the improved farm land values per acre have gone up from \$56.00 an acre to \$83.00 an acre in 1917, representing an increase in the period from 1912 to 1917 of \$27.00 an acre. In North Dakota, the increase during the same period has only been \$9.00 per acre; in South Dakota, \$15.00 per acre; in Nebraska, \$5.00 per acre; in Kansas, \$7.00 per acre; in Alabama, \$2.00 per acre; in Mississippi, \$5.00 per acre; in Arkansas, \$8.00 per acre; in Ohio, \$18.50 per acre.

**The State of Wisconsin stands head and shoulders over all of these states with an increase per acre during the period between 1912 and 1917 of \$32.00 per acre, or \$6.40 each year. In 1912, the average value of improved farm land in Wisconsin was \$63.00, in 1916 it was \$90.00 and in 1917 it was \$95.00.**

If you stop and consider this fact, you realize that hist adds to your margin \$6.40 per acre a year, or for a period of five years during which; you improve 40 acres of wild land, you have \$1280.00 margin to go on and the fact that in Forest County, the average land value after it is improved is worth from \$125.00 to \$150.00 an acre adds considerable to this margin, as it is worth more than \$30.00 over and above the average land in Wisconsin, due to the wonderful soil here.

***“A poor man is better than a liar.”***



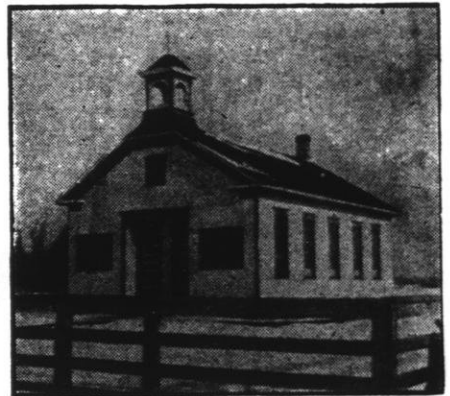
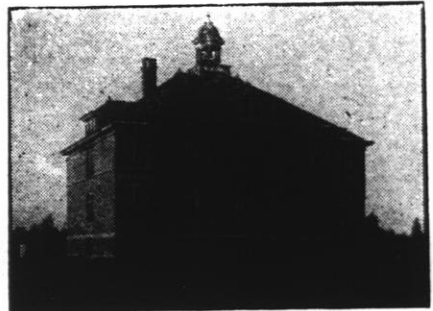
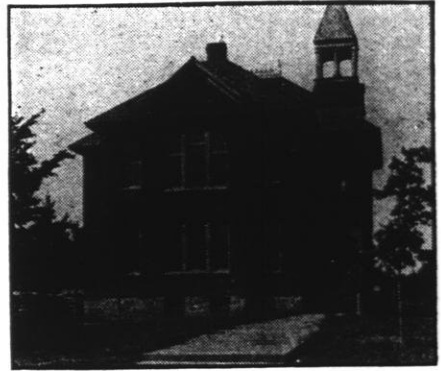
Crandon Creamery will send its automobile after your cream and pay you at your door.

If you stop and consider these facts, you realize that it is impossible for you to lose on an investment in Forest County lands. Buying wild land at prices varying from \$18.00 to \$25.00 per acre, leaves you a margin of over \$100.00 and as the clearing only costs you a fraction of this margin, your profit is assured.

People are flocking in to Forest County in a steady stream, not in thousands, but a numbers of families are coming every week and our improved farms are all being operated. You won't find any vacant places, though we might be in position to get you a partially improved farm. This steady increase in the population of our County shows a healthy and sound development, which you are in position to take advantage of, if you do not wait too long. We suggest to you that you take a trip up to our settlements around Crandon, the County Seat of Forest County, Wisconsin, this summer. The quicker, the better, as you will be able to secure land closer to the city if you come early.







A few of the Schools in Crandon and Forest County.





Home of one of our successful farmers

### THE SOCIAL LIFE.

There is another thing not to be neglected, and that is the social side of rural life. By co-operation we can make the life on a farm of much greater value and more pleasant to our families. The boys and girls will become more interested, if we develop a good social spirit in the community. We can have libraries, lecture courses, literary societies, sewing clubs, debates, etc. We can make our schools worth while. We can hold "Farmer's Institutes" and meetings for discussion of our mutual problems. We can keep up roads and build new ones. We can protect ourselves from the unscrupulous dealer. In fact, almost every phase of our life can be improved by working together.

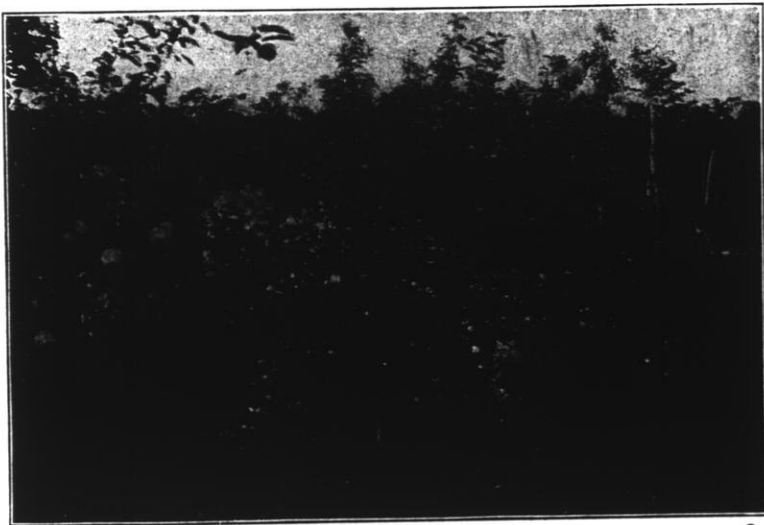
Lastly I wish to welcome the Per Ola people. You will find that the county agricultural representative will co-operate with you in every way possible. I will help you in any of the plans mentioned and many more. Remember:

UNITED WE STAND — DIVIDED WE FALL.

JOHN SWENEHART, Jr.

*Agricultural Representative for Forest County, Wis.*

**"One fact is better than one hundred lies."**



Apples do well here

Crandon, Wis., Aug. 1st, 1917.

Per Ola Land Co.,  
Crandon, Wis.

Gentlemen:-

The land we bought, I think is going to be one of the prettiest places around Crandon. The lay of the land is what pleased me, and the people in Crandon are fine.

I heard of this Crandon land through a friend, Mr. Anderson, who has an eighty nearby. I was a little discouraged when I first came out, but Mr. Mordt, took me around and I soon found this eighty, which I thought looked good to me. But I had no more than bought and moved out, when the land knockers discovered me and tried to discourage me. They were not worth listening to, and they soon left us when they saw us start right in for clearing the land.

Just look us over next year. We got a late start this spring, but we will make it up next year. Just wait until after haying. I wish it was over, for we want to try out that new stump puller the Company has bought to help us out, that are buying land through them. I think by fall my stumps will look pretty sick. I shall appreciate the use of that machine, for I know the machine will do the work and have seen it operate.

Come out and see us next spring. Talk about hay; we cut it by the yard and have our fifty ton of first year. We expect \$20.00 per ton for it, baled.

Yours truly,

STANGELAND BROS.

***“Credit won by lying is quick in dying.”***

Champaign, Illinois, June 22, 1917.

The Forest Republican,  
Crandon, Wisconsin.

Gentlemen:

Find enclosed money order for \$1.50 for which kindly enter my name on your subscription list.

I was in your clean little city three weeks ago, and will say you have one of the prettiest cities it has ever been my good fortune to visit.

I bought a piece of land from the Per Ola Land Company, and expect to make Crandon my future home and naturally want to keep posted as to what is taking place there.

Crandon has every right to feel proud of her citizens, for every man I met while there willingly answered all my questions, and a more gentlemanly lot of men it has never been my experience to meet.

You have a country surrounding Crandon that should, and will be developed. Your soil can not be beat and the climate is such that a man will want to work himself to success.

I will anxiously await my first copy of the Forest Republican.

Very truly yours,

FRED W. EBELING.

Crandon, Wis., July 18, 1917.

Forest Republican.

Gentlemen:

Since coming to Forest county, I have been reading your paper and have been very much pleased with it. It contains lots of news from our settlement, which of course always interest us. We are sending our copy to our friends down south and the messages it contains are thus sent far.

I read a letter a very short time ago, which was in your paper from Fred W. Ebeling and I believe that if more of the farmers and citizens of this district would take more interest in the locality so as to help to boost it along in this way, it would no doubt help all of us. Personally, I willingly endorse everything Mr. Ebeling says, and will add that Mr. Ebeling's expectation of this country no doubt will be fulfilled in course of time and when he comes he will be very welcomed among the Per Ola settlers. We hope that he will tell the story of Forest county to all his friends down in Champaign and tell them at the same time we welcome his friends as well as himself.

The soil is waiting for good men from the big farming country of Illinois, men who will work and help to develop this great county of ours. There is a slogan among us Per Ola settlers; we do not know where it comes from but it fits the country to a T. "Forest county is a big man's country with a big man's work and a big man's wages;" that is not big in the sense of muscle only, but big in brains and backbone, energy and ambition. For such a man or men, the county of Forest has a bright future.

As far as crops are concerned, I may say that this is my first year here, and therefore I shall wait to tell of what yields I am getting until they are harvested. At present time I may say that the grass is growing

faster than the cows can eat it and you know that is the main thing in a great dairying country, and it is my firm conviction that we have the greatest dairying country in the state of Wisconsin.

Yours very truly,

MARIUS ANDERSON,  
A Per Ola Settler.

P. S. Since writing my letter I feel still more convinced that this is the right place for the right man. It looks good to me.

Everything is lovely and the goose hangs high.

M. A.

Aug. 6th, 1917.

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Crandon, Wis., Aug. 6, 1917.

The Forest County Republican,  
Crandon, Wisconsin.

Gentlemen:

In the summer of 1915, I got tired of working by the day. I, therefore, traded my property in Watertown, Wisconsin, for a farm in Juneau county in the same state. After one year on this farm, I found myself dried out, the soil being so sandy that everything burnt up. In the fall of 1916, we decided to again change our location so we sold part of our cattle and other chattels.

In this way, we got enough money to take us to Crandon, Wis., where we bought forty acres of cut-over land with a small log house and barn. I began clearing and selling the wood which gave us expense money during the winter. I cut four foot wood and bass wood bolts, also sixteen inch wood, which gave us enough money to carry us through the winter and well up into the summer, and I could sell the wood faster than I could cut it.

I have now a fine patch of potatoes, corn and rutabagas, besides a nice garden; and we are going to stick to this country, as I have not found a place that can beat it our soil here for growing crops, and I am sure it is the coming dairy county of the State as clover grows anywhere you wish to sow it.

The Per Ola Land Company of whom I bought my land is doing all it can to assist the settlers and bring them success, so I am not afraid of failure this time. And any man who is not afraid of work, can come here and make a success. I remain,

Yours truly,

E. W. JOHNSON

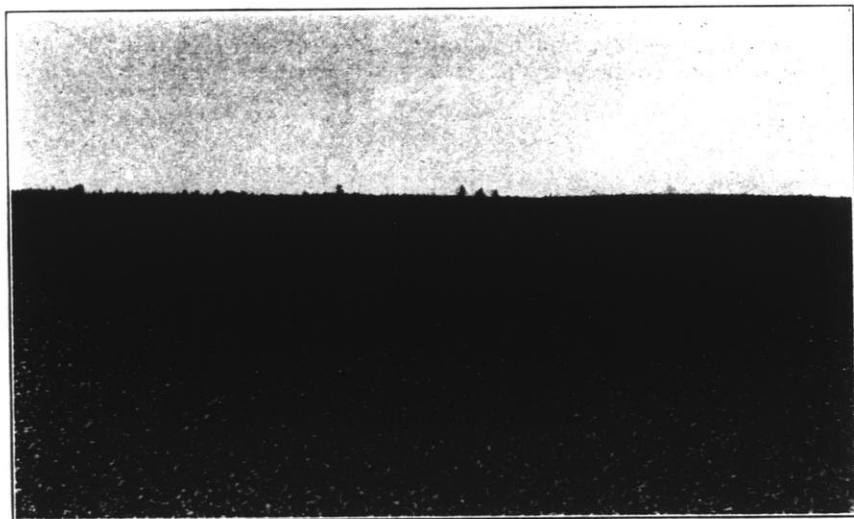
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Crandon, Wis., Aug. 7, 1917.

Forest County Republican,  
Crandon, Wisconsin.

Gentlemen:

I have been reading letters about our settlement here with very much interest and can't add but an "Amen" to it all.



Alsike clover in bloom.

I am a Per Ola settler in the Stordal district and am very enthusiastic about the country. I am here to stay and to work my farm and intend to make those stones and stumps fly. Just come and see my place in a couple of years from now.

I bought a farm in Oconto County, but did not like the neighborhood, and went back to Milwaukee discouraged. However, at the State Fair, I met Mr. Mordt, the manager of the Per Ola Land Company, who told me about the Per Ola Settlements and I went out and took a look at it.

I bought the farm I now am working and am as happy as a bird in the spring. I have been treated the very best and my neighbors are O. K.

Anybody looking out for the future, come out to the Per Ola Settlements. There is still room for more. Come and see us and be convinced.

Yours very truly,

JOHANNES CLEVELAND

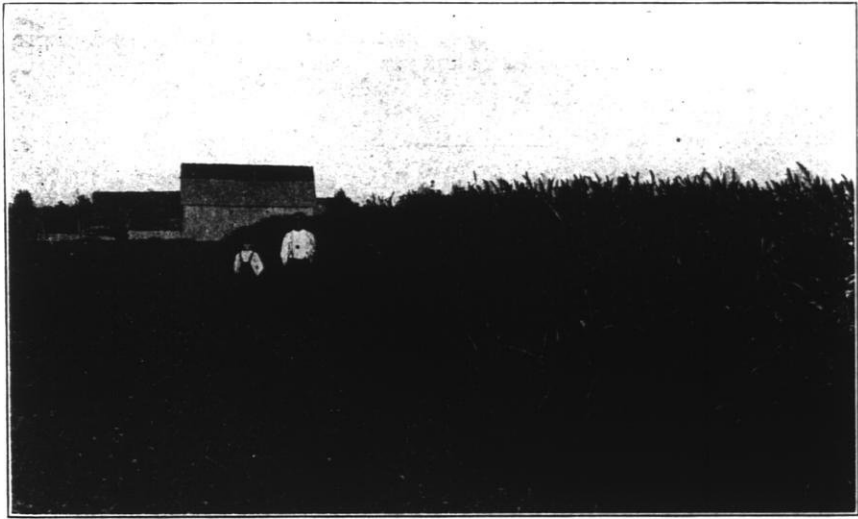
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Crandon, Wis., Aug. 7, 1917.

Per Ola Land Co.,  
Crandon, Wis.

Gentlemen:

It is a pleasure to state, that we, after the past years experiences as settlers on the forty we bought from you last year, feel satisfied and are convinced that the success we hoped for when we to move to the country is and will be ours.



Japanese Millet grows well.

We have found the soil very productive, the climate healthful; all the crops which are familiar to the middle west seem to do well here, while wild and tame grasses easily exceed in yields those of Illinois and other central states.

All this country needs is a progressive, energetic and ambitious class of farmers who are not afraid of work and who want to become independent, developing a piece of the best wild land that can be had.

Sincerely yours,

LEE S. CARR

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Crandon, Wis., Aug. 7, 1917.

Per Ola Land Co.,  
Crandon, Wis.

Gentlemen:

Political differences abroad and disturbed industrial conditions at home all have a tendency to direct people to the land. A more active market, better prices for produce, and the chance to get away from the uncertain existence of working for someone else a lifetime are all factors in directing a man toward the country and away from the city.

The state of Wisconsin wants the prospective farmer and is putting forth its best efforts to attract his attention. Wisconsin appeals to you on its merits. There is no necessity of spending vast sums of money to advertise this state, nor is reclamation work a necessity in making this country a fit place to live in, as its steady substantial growth and progress is the best argument for the observing man. The soil in Forest

county is A-number-one, and good markets are near. The crops all grow well up here, and we make already just as much money if not more up here as we did in Kenosha county.

HAHN BROS.,  
Crandon, Wis.

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Crandon, Wis., Aug. 7, 1917.

To Whom It May Concern:

The country around Crandon is in the first place very healthful, the air seems to be life itself. The water is of the highest grade.

The soil is extremely rich. My crops, although planted a little late this year, look excellent. It also is a great dairy country.

Good school, kind neighbors; so far, the Per Ola Land Company has treated me O. K. I write this with a clear conscience.

Yours truly,

SYLVESTER WIEGAND.

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Crandon, Wis., Aug. 7, 1917.

Forest County Republican,  
Crandon, Wis.

Gentlemen:

It seems to be the fad among Per Ola settlers this year to open up their hearts to the public to tell them what they think about the country around Crandon, and the more I think it over, the better I like the idea, as it certainly will help the community. What the heart is full of, the lips will tell about, and it never hurts to boost a country, provided the boost is honest.

An old friend of the family, Mr. Fred Grant, was the first one to mention Forest County to me. In fact, we were neighbors in Chicago so to speak. Mr. Grant knew Michigan and Wisconsin intimately, as he had been speculating in land in both states for many years and Mr Grant told me that he thought Forest County offered a better proposition to a young man than any other district within four hundred miles of Chicago.

Wanting to make a thorough investigation, my friend, Mr. H. E. Stewart, and I picked up several hundred different fragments of several different makes of automobiles and built us a flivver, containing everything from a kitchen cabinet to a sleeping room and work shop and left Chicago about the middle of June. We had a very interesting trip and posted ourselves very carefully as to soil, crops and climate on the way up. Sweetly, the siren sang here and there on the road when we met representatives of the honest land game, but armored with good intentions and morally supported by our old friend's advice, we arrived at Crandon with pocket-books still intact and camped on the sunny shores of Metonga one Saturday night. The following Sunday we spent picnicing with Mr. A. L. Mordt and family. Monday we began to look over the field, taking in the entire country, investigating lands on both sides of all the roads going out of Crandon and finally located on the main state highway, about four miles southwest of Crandon where we raised our tent, anchored our flivver and went to work. We have now been here two months and are more pleased with the country today than when we came. The soil

is all its claimed to be, rich and productive. Clover, timothy and wild grasses grow waist high everywhere. Potatoes, root crops and vegetables excel anything I have seen farther South. Small grains and corn are growing fine with rich promises for big yields.

The Per Ola settlers all seem satisfied and well pleased with the way the company treats them. Personally, I have only good words to speak for the Per Ola Land Company. The kind of settlers they bring in is the very best. I have personally met only Americans of Scotch, English, Irish, German and Scandinavian descent. All help one another and the spirit of co-operation is strong.

Hoping that the Per Ola Settlements will get many hundred new settlers next year and extending a welcome to them all, I am.

Very truly yours,

A. G. ALBRECHT

Crandon, Wis., Aug. 7, 1917.

Forest County Republican,  
Crandon, Wisconsin.

Gentlemen:

When I was up here the 6th of July, after having bought my forty acres of land half a mile from Stone Lake, I met the editor of your paper, Mr. Brady, and asked him to add my name to the subscription of the list of the paper. It must have slipped your mind, as I as yet have not received the paper.

Since that time I moved to Crandon for good, and opened up the Maitland Garage, and have been very busy ever since I came. As a citizen of Crandon, I certainly want the County paper. Let me know what the subscription costs and I will remit promptly.

Since buying land in the Per Ola Settlements, I feel that I belong to the Per Ola crowd, and as the other settlers have expressed their opinion about the country, it won't do any damage if I also send in my little boost, as I feel convinced that this country has a wonderful future in store for everybody that is willing to work. The soil is of the best and the crops are growing fine. On my trip from Chicago to Crandon three weeks ago, I passed through some of the richest parts of Illinois and Wisconsin, but when I reached Crandon the potatoes, clover, timothy and the vegetables were all way ahead of the country South of here and the grains, the corn and other crops had such a start and were growing so fast that they also will soon make a similar showing, though of course we can't expect to raise the long ears of corn here as in Illinois. Still, what I hear from the settlers, they have been maturing corn here regularly except in the year of 1915.

The settlers whom I have met are all well pleased and well satisfied with the way the Per Ola Land Company has treated them, and the assistance the settlers get from the company is not only on paper but is real. The Stump pullers and pilers are already here and the settlers will go to work with these as soon as the crops are harvested.

Personally, I can only express the greatest satisfaction over the change I have made, moving from the big city of Chicago into a new country where a young man who is willing to work has a chance. I may also



add that the way the Crandon people have treated me certainly is appreciated. The business they have given me, is more than I expected. To show my appreciation, I will only say that I will do all the work I am entrusted with conscientiously and carefully. My customers must have satisfaction.

Hoping to receive your paper this week, I am

Very truly yours,

H. MAITLAND

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Crandon, Wis., Aug. 7, 1917.

Per Ola Land Company,

Crandon, Wis.

Gentlemen:

Coming from the big city of Chicago, the change was great when we started in farming this spring. However, as I was used to farming in Norway, it did not take me a long time before we were going at full speed. I am now cutting my hay, and it seems as if I never can get ready, as I have so much of it. Clover and timothy surely grow well here. My potato crop is fine, and everything looks promising. I have now five cows and seven calves. Next year, there will be more.

We like it here, and we are here to stay. We only hope more of our friends will come. They cannot go wrong by coming here. Personally, we like the country well and expect to become independent here before long. We may add that we appreciate what the company does for us, the co-operation they offer and the moral and financial backing they are giving their settlers. The fact that we feel that we have you behind us, should anything go wrong, makes us feel easy and safe.

Hoping that our Per Ola Settlements will grow rapidly and extending a welcome to all the people you may bring in, I am

Yours sincerely,

PEDER HANSEN

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Crandon, Wis., Aug. 10, 1917.

Per Ola Land Company,

Crandon, Wis.

Gentlemen:

We moved in here May first. The land looked pretty rough to start with, but we got busy and put in our small crop and we are more than pleased with our bargain.

I think the land will prove productive the way it looks now. The crops are growing fine and everything looks bright for the future. All we need now is people who have a little ginger in them to clear the land and get something done.

We can't say enough in praising the country. We hope in a very short time to get our eighty cleared with the help of the Per Ola Land Company and the neighbors. We would like to have you come up and see our farm, as we think it is one of the best places in the country.

Very truly yours,

CHAS. BENTON



Champaign, Ills., Aug. 15, 1917.

Per Ola Land Company,  
Crandon, Wisconsin.

Gentlemen:-

I have quite a story to tell you and one that might be of interest to your future purchasers and also to the settlers who already have located here and who as yet have not made such a thorough investigation of the entire Forest County as I have.

When I arrived here on the second day of August, it was my intention to move right out on the place, which I had bought from you, first buying a team and wagon, of course, so we could haul our stuff out. Very shortly after arriving, I met people who were knocking you and who were talking about blue and dissatisfied settlers here. This made me a little suspicious and I decided that before I went further, I would make a second investigation of the district, so as to post myself thoroughly as to soil and prices. As I understood from the statements made from different people whom I met, you were supposed to charge more than the land was worth.

That evening we camped on my place and next day, Mr. Cooley, a close friend of mine, and I started out for other parts of the County. Mr. Cooley went to Laona, both to look for land and also to look for a team. While the district around Laona was good, he did not like the land there as well as where I had bought. The prices, considering everything, were not very much different. In fact, we thought that my forty was a better bargain than anything we could get over there. While Mr. Cooley went to Laona, I went to Mole Lake and looked at the entire district together with another land man and with an old farmer and resident of the district who owned better than a section of wild land which he was willing to sell, but we could not find anything which appealed to us as well as the land I have bought, considering soil and prices together.

I met a gentleman from a district about 8 or 9 miles Southwest of Crandon who offered me a forty partly improved at \$30.00 an acre, but



the land was not what I wanted. The railroad cut through it and it did not appeal to me. Again, I considered my own forty far the better of the two bargains. Not satisfied as yet, I took a trip to North Crandon and traversed that country East and West and North and South, but again I was disappointed in finding anything that suited any better than that piece of land which I had bought, though the entire district is very fine and fertile.

I returned to Crandon, where I was offered a piece of land comprising 60 acres at the price \$100.00 less than I paid for my forty. As you remember, I wanted you to help me to make a trade and while you were investigating the matter to see if such a trade was possible, I went all over the land and found that outside the buildings the land did not suit me. In fact, I would not trade my forty acre tract which I bought of you for the 60 acre piece which was offered me, though the latter had a better house, more fencing and a well and more land cleared.

My forty had considerable timber on it, of which I received an estimate from your cruiser, Mr. Shelp, and it did not take me very long before I began to realize that this timber was worth money. As long as I was running around dissatisfied or unsettled, nobody offered me anything, but no sooner had I decided to stay on the place, and no sooner had this fact become known among the neighbors, when bids for the timber began to come in. One offered me \$400.00 cash, if he was allowed to go in and cut the timber. Not knowing what it was worth, I said, "No." The next offer was \$400.00 and all the timber I needed to build my houses. This I also turned down. Another offered me \$1.25 a cord stumpage for the pulpwood that was on the place. Another man offered me \$ .85 a cord for all wood that could be used for pulpwood. At present time, I have decided to keep my forty, not being able to find anything cheaper or better in the entire district covering a area of better than thirty miles square.

The reason for me telling you this is simply because I want to express



my present satisfaction and if my story will assist anyone who later on may come here to look for land, it will have served its purpose. That I was thorough in my investigation in the different districts, can be understood when I state that I at Hiles found employment as a machinist and from there I made, for two weeks excursions with the lumber jacks, the hunters and the settlers there in all directions and in the other districts I mixed with the farmers and old settlers, who seemed to know the owners of every piece of land in the country.

Finally, I may state that I only regret that it is impossible for me to stay here at present. I am going back to Champaign to continue to work, so as to get enough money to develop my farm. While working in Champaign, I shall improve my land in your district little by little, so I, after a couple of years, may settle on my place and have enough capital to go right ahead. As far as the stories were concerned that I heard about your Manager, Mr. A. L. Mordt, and the Company as a whole, I found that all your settlers with no exception speak well of you and are satisfied with the country and intend to stay for good. Those who told the stories, I found afterwards to be men who through laziness and mismanagement had lost their chances here and we have the same kind of men in Champaign and any other country.

I found the climate of the district very healthful, very little sickness. All the children are robust. Your schools are excellent. Your roads are better than those in Champaign County, Illinois, and all in all, I may say to you that I, after this investigation, feel that I conscientiously can recommend this district to your customers, and your Company as reliable and trustworthy. You have done the right thing by me and from what I can find out, you have done the right thing by everybody in this vicinity. I also found that every statement your Company has made to me has been correct, though I doubted them to begin with.

The co-operative plan which you have, the assistance which you offer in form of free use of clearing machinery, the commission house service



and other things are all of the greatest value to all the settlers. Personally, I would not sell my right to your assistance as given me through my land contract with you for \$200.00 or even more.

Hoping that I soon will become one of your active settlers, so I can get a chance at the clearing machinery which I looked over, I am,

Very truly yours,

FRED CARPENTER.

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Milwaukee, Wis., Aug. 26, 1917.

Per Ola Land Co.  
Mr. Mordt, Sir:

I have heard that you are going to have an exhibition of the products that have been raised in the Per Ola Settlement in Forest County, at the State Fair in Milwaukee. I am very glad to hear that, because I am sure it will carry off the honor. I don't believe there is another spot in this Country that I could compare with the Per Ola Settlements in regards to fertility and good crops. I've traveled over the Country for the past twenty years, have been in nearly every state in the union and in Mexico, have worked on farms and have been on irrigated farms, have seen all kinds of soils, and the so called dry farming, which is not successful. Once I intended to buy and settle in Texas. There is some good land there but it is very high priced and you can not depend on a crop even in the much talked of Rio Grande Valley, as the river gets so low at times that the water can not be pumped out of it, unless you get on the main canal. I came up north about a year ago, and heard so much about Rusk County, Wis., so I decided to take a trip up there and investigate on the quiet. I started in at Lady Smith, the County Seat, and travelled in all directions. There is some very good land there and some very poor land. The Country is pretty well burned out, the soil did not suit me, the Railroads are not very handy. In fact, I did not like the Country. The best of the land is sold. It's an older settled Country. I was about to give up buying a place, when I heard about the Per Ola Land Co. Another scheme, I said when I heard of it. They are offering too much to the settlers, well I took a trip up to Crandon, Wis., to see what they

had, and I soon found what there was there. They have every thing they claim they have, and I really found things better than represented to me. A very pretty Country, indeed the finest soil I ever saw, the best opportunities in the States. But I saw one draw-back the stumps, but that was a simple matter, when I learned that the Company offers free use of heavy stump pulling machinery to the settlers when they are ready for them. This overcomes the vast draw-back for a new settler. There is a ready market for every thing. It's a place where crop failures are not known, I was so pleased with the Country that I bought a forty acre tract, which I would not sell now for double what I paid for it. The people there are select. I can say that I considered myself proud of being an owner in the Per Ola Settlement. The only thing I am sorry for, is that I could not buy eighty acres instead of forty.

If this letter can be of any use to you, you may use same as you wish. I wish I could get a hundred people to buy there. You can refer any one you wish to me.

Thanking you very much, I am,  
Truly Yours,

G. R. ABERTS,  
245 - 11th

Crandon, Wis., Aug. 27, 1917.

To our Per Ola friends who as yet have not been here.

Gentlemen:

I arrived here on the 27th of May last Spring and moved out on my place (a little north and east of Crandon) on the 29th. It was too late in the season to get all the spring work done well, but I and one of my boys went to work and were successful in getting in some potatoes and our truck-garden and everything is doing fine, as the soil is good and the seed came up quickly.

Of course, my land is a little stoney, but no more so than land in the southern part of the state. In fact, in Iowa and Illinois where the land is from \$75.00 to \$250.00 per acre it is as stoney as our land here, while the soil is no better. The soil is even better here than any I have ever seen where I have been, and I have worked land in Missouri, Illinois, Iowa and Wisconsin and I have been in Indiana and Michigan. I think the soil and climate here is very good, and if anyone is looking for good land, come up and let the Per Ola men show you their land and you will find them fair and square. They will take you around and show the land so you can see and choose for yourself, and after you have bought they do not leave you alone to sink or swim as you may, but will look after you and help you make a success and then you will find a warm welcome and hearty handshake whenever you meet them. I say come and see for yourself, the land is good and will produce if you are willing to get down and work first, as you have to in any business in which you make a success.

Yours truly,

WALTER L. KIMBALL  
and family.

# A Final Word To Our Friends

The strong endorsement of the Per Ola plan, by the federal as well as the state agricultural representative for Forest County and also other state men equipped with a special knowledge and experience points to the conclusion that the Per Ola plan of work offers the best solution of the problem of how to convert, most cheaply and quickly, the cut-over lands of the State into most productive farms. The conservatism shown by our Company through this close co-operation with the federal and state agricultural men should appeal to all who are looking for a new home.

The Per Ola Land Company is not a land agent company; it is merely the Land Department of several large land owning corporations, who are co-operating in their efforts to sell their lands at the least cost. The land contracts offered the purchasers, includes the Per Ola clearing plan, which is made a part of the contract, a clause being incorporated into and made a part of the contract of purchase which will be signed by the land owners themselves.

The company's plan of development, providing free use of clearing machinery and extensive co-operation among the settlers, made co-operation necessary and desirable also among the land owners themselves, and as the plan now is being worked out, it looks as if the entire Forest County will be developed under the new Per Ola plan.

In this manner, the lumber companies and the big land owners of Forest County will be back of the entire proposition. You are thus also insured of a direct connection with the big land owners themselves.

This little booklet comes to you with information that has been gathered from the best sources and may be depended upon as wholly reliable. We want you to consider it carefully. If it interests you, we will send you other booklets treating in greater detail particular subjects, such as the new clearing plan, dairying and stock raising, potato culture, etc.

We realize that choosing a new home is a very serious business to any man—a matter requiring very careful consideration. We want to aid you to choose right, and we are firmly convinced that you will make no mistake by getting a home on the rich Forest County lands. You know we have nothing to gain by trying to mislead you. We want you to come and see and judge for yourself and then make your choice.

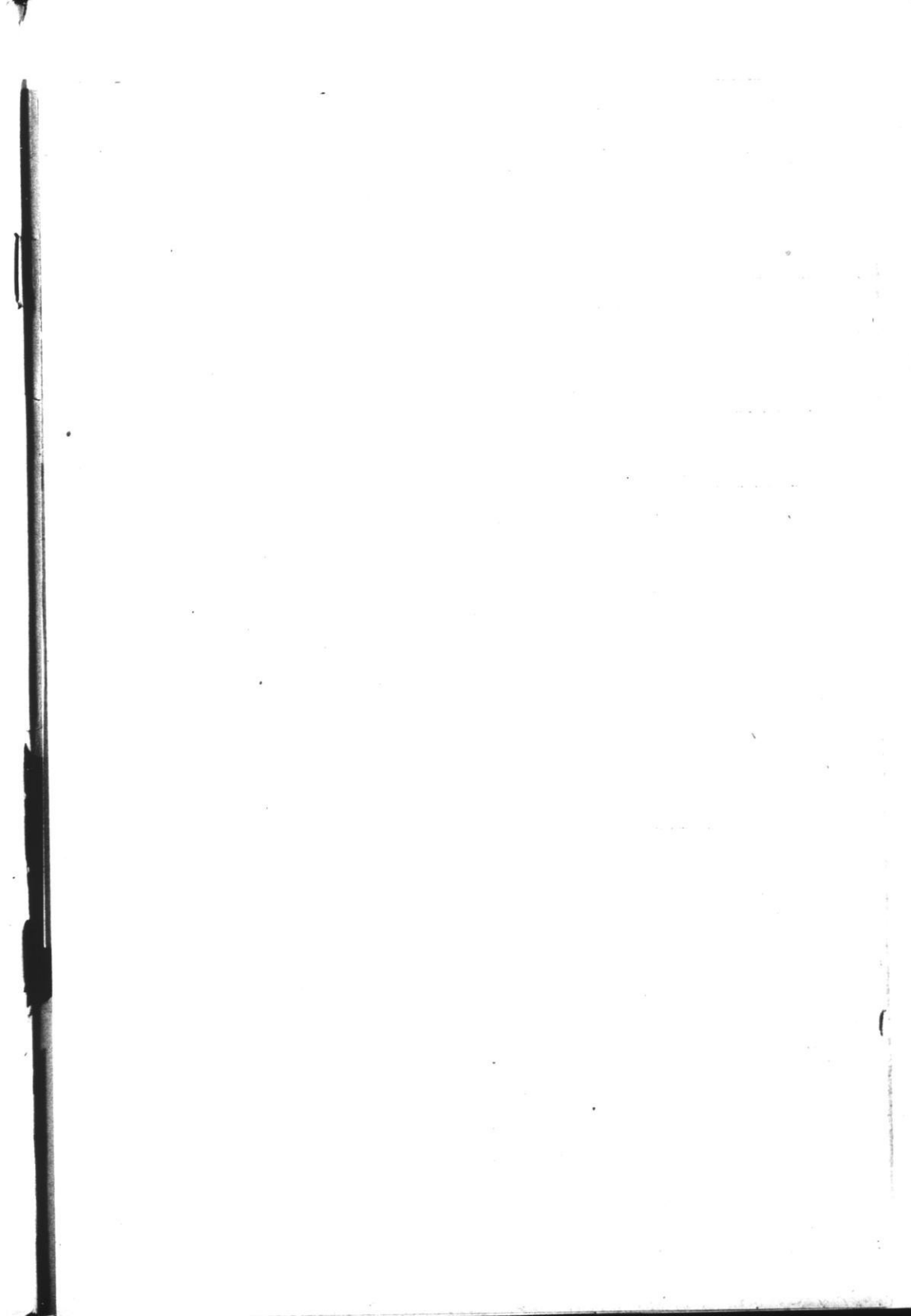
Our references are the Citizen's State Bank, 1st National Bank, the Commercial Club, the Page Mercantile Company, Crandon, Wisconsin. Commercially, we refer you to Bradstreets and R. G. Dun & Co.

Yours truly,

**PER OLA LAND COMPANY**

*By A. L. MORDT, Gen. Sales Manager*

CRANDON, WIS.





# PER OLA LAND COMPANY, CRANDON, WIS.

