

The Upper Peninsula Development Bureau

"The Organized Optimism of Clover-Land"

The Upper Peninsula Development Bureau of Michigan is not in the land business.

As an association it has no acreage to sell.

It is composed of a body of Upper Peninsula citizens who rejoice in the fact that they live here and are proud of their section of Uncle Sam's domain.

They are a patriotic hospitable, enterprising, healthy, happy folk, and civic pride has taken a firm hold upon them.

They want you to come up and join them.

They promise you that you will find them and their country just what they claim, and your neighbors will be glad to see you and help you in your preliminary work and make the social life of yourself and family happy and contented.

The natural resources of the Upper Peninsula of Michigan are so abundant, particularly in her supply of copper, iron ore and lumber, that the business of farming has been neglected, and the farmer in the Upper Peninsula has not received the justice due him in the industrial classification. Nevertheless the natural advantages that present themselves to the farmer everywhere are many, and his influx to the lands of the Upper Peninsula of Michigan is steadily growing larger and larger from year to year.

There is also an idea held by some persons that the Upper Peninsula of Michigan is located near a region of snow and ice and perpetual cold where the natural forces in the soil are dormant during the greater portion of the year, and where the soil is cold, unfertile and unfit for cultivation. There is also the erroneous impression that the seasons are too short for the proper maturing of crops and that the climate is objectionable; that markets, traffic and all forms of transportation are as yet undeveloped and that civilization is just beginning to take root.

These ideas concerning the Upper Peninsula of Michigan are of course ridiculous. The natural, as well as artificial, conditions of the Upper Peninsula of Michigan are no different than they are in other sections of our country similarly located. The climatic conditions are the same as those of the northern portion of New York, the northern one-half of Wisconsin, central Minnesota, the northern line of South Dakota and of Oregon, and 600 miles south of the Canadian wheat belt. Look at the marked progress that these sections of the adjoining states are making. Note the yield and the abundant crops that they are harvesting; the fine live stock that they are raising and observe the rapid rise in the values of their farms. What is true of these older and more settled sections of adjoining states will also be true in the near future of the Upper Peninsula of Michigan.

Heretofore, the pioneer settlers directed their attention to the chopping of wood, posts, and ties, to the sawing of logs and the peeling of bark, rather than to the clearing of land and the cultivation of the soil. The transitional period is here and the timber supply, lumbering, etc., are rapidly giving way to the more ambitious farmer of the soil—the agriculturist.

The advantages extended to the settlers in the Upper Peninsula of Michigan are many. Among some of these may be mentioned the finest and the most perfect educational system that can be found anywhere in the United States from the graded schools, high schools, teachers' training schools, Agricultural Schools, the Normal Schools, the School of Mines, leading up to the State Agricultural College and the State University.

The County Agricultural Schools are the first of their kind in the State of Michigan. Their successful operation does the greatest service to the farmers of the Upper Pen-

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General Offices at Menominee, Michigan.

insula and the entire State. They assist the farmers in solving many perplexing problems, and disseminate agricultural knowledge. These schools educate the boy and girl countryward instead of cityward. They create interest and inspire dignity and love of the farmer's calling.

Churches of all denominations, and rural schools, are rapidly being erected in many communities of new settlers. People of all creeds will find here happy and agreeable homes. Farmers, too, in many sections of the Upper Peninsula, are enjoying the comforts of telephones, so that communication is very easy. Rural free mail delivery is rapidly increasing in the more remote districts.

Railroad service is as good as can be found anywhere. One can travel rapidly into any section of the Upper Peninsula

without loss of time. There are splendid harbors all along the many miles of coast line of the Upper Peninsula and boat facilities for transportation are exceptionally good.

The four corners of the country cross-roads, on which are located the country schoolhouse, the church, the blacksmith shop and the country store respectively, are in many flourishing sections developing into villages, and the villages are becoming towns, and the towns are becoming small cities, and small cities are growing into larger cities. Such are the conditions existing in the Upper Peninsula of Michigan.

The conditions for farming are most favorable. Rains are well distributed throughout the year and crop failures are unknown. Cyclones or blizzards are unheard of. The snow in the winter is equally distributed on the ground and this protects all winter grains and grasses from untimely frosts and from freezing. The soil is particularly adapted to the raising of fruits and roots. A large variety of farm crops and grasses grows luxuriantly everywhere. The Upper Peninsula is not a one-crop country, but land with soil and climate that will grow many different crops. The fruit grown in the Upper Peninsula of Michigan is of better texture, of richer flavor and of better keeping qualities than fruit grown in any other section of the United States. The same may be said of roots and grasses.

Because the Upper Peninsula is almost entirely surrounded by water, the climate is tempered. The clear, fresh and moderated atmosphere makes it a healthful and desirable place in which to live. The mean temperature of the Upper Peninsula is about seven degrees lower than the temperature of the latitude of Detroit or Chicago. The snowy season is a little longer and the snows are a little deeper than in other places farther south, but the air is pure, dry and vitalizing. The value of this snow as a winter covering to the ground, insuring the protection of all fall grains, clover and grasses, is beyond estimate. The atmosphere of the Upper Peninsula is bracing, and it is the life-giving power of the summer air that invites and makes this country a refuge for the invalid or the overworked business man. People from all walks of life seek recuperation here and sing in highest praise of its invigorating influences. No healthier, happier place can be found anywhere.

The peculiar location of the Upper Peninsula of Michigan with reference to the large cities, which are centers of trade for all of the Middle Northwest, her close proximity to large mining, lumbering and manufacturing centers in the Peninsula, her splendid railroads and water transportation facilities, afford the best of markets. This important feature cannot be excelled anywhere.

The development of northern Wisconsin, Minnesota and the Dakotas will, through their shipping of products to eastern ports, of necessity develop commanding cities in the Upper Peninsula. The entire West will materially contribute to the growth of the Upper Peninsula, industrially, commercially and financially.

THE J. M. LONGYEAR PLAN FOR BRINGING HIGHEST TYPE OF FARMERS TO CLOVER-LAND

A concrete and practical inducement which will result in bringing and keeping the highest type of settlers in Clover-Land is a plan suggested by Hon. J. M. Longyear of Marquette for land owners in the Upper Peninsula and one which he believes will work out with great success.

"In offering lands to settlers in Clover-Land, we are in competition with states, provinces and smaller municipalities, which are putting forth strenuous efforts and spending millions of money to attract the attention of settlers," said Mr. Longyear in defense of his plan which, he claims, will mean the greatest progress Clover-Land has ever seen.

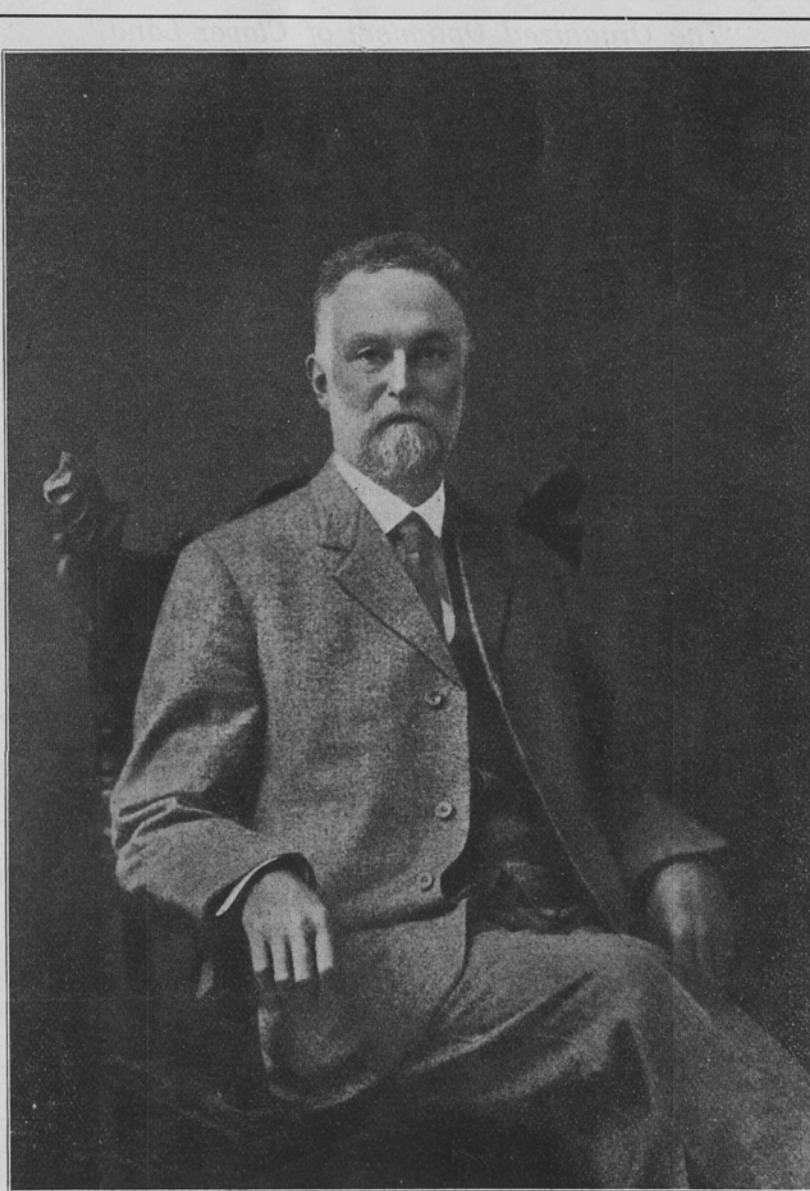
Gives His Plan.

This idea in its most concrete form is as follows:

1. The purchaser must pay ten per cent of the price at the time the contract is made.
2. Pays six per cent interest for six years providing, of course, he makes improvements on the land.
3. During each of the first five years the owners must lend the settler \$15 per acre on all land brought under cultivation that year.
4. During each of the first five years the owner must loan the settler one-half the value of all new permanent buildings.
5. This money loaned must be used in making further improvements on the property.
6. The settler must work to improve the land and not exhaust it.
7. After five years the settler must pay at least ten per cent of the amount due and all above six per cent of the amount due and all above six per cent is to go on the principal.
8. At the end of twenty-one years the settler will own the land if he pays only that demanded by the contract.
9. The settler will have a living for that time and property worth from two to six times what it cost him.

Tells of Trip.

Mr. Longyear then told of a trip he recently made through twenty-nine states and three provinces in Canada. He declared that he was impressed



HON. J. M. LONGYEAR OF MARQUETTE

with the immense amount of unoccupied land that he saw and that is capable of supporting a population.

"Strenuous efforts are being made," he said, "to attract settlers. He then told of the attractive propositions and highly colored pamphlets sent out by

states, municipalities and other interests to get settlers.

Need United Effort.

He called for a united effort and claimed that a haphazard way of "waiting for settlers" would result in the lands being absorbed by rapidly

increasing taxes and from which no benefits would be derived.

Italians are being held on the worn-out New England states through the attractive methods used in advertising the lands, he explained. The result is that the lands are again becoming valuable farms because the son of Italy is an intensive worker.

Lands Are Better.

"Our lands are better, cheaper, nearer to market than most of the lands being offered," he said, after telling how settlers were secured for the swamp lands of Louisiana which are far inferior to the soil offered here in Clover-Land.

He told of Canada's wonderful advertising campaign and said that 30,000 persons had gone from the United States into the northern land since the European war was begun. That was the result of clever and real advertising.

"Settlers would come here in droves if they knew what we have to offer," he declared, "but we are like the merchant who instead of displaying his goods, keeps them concealed and covered up where you can't find them out."

Many Seek Homes.

He declared that some Clover-Land owners were doing that today and that no great results could be expected as a result. "There are thousands of young people looking for homes," he declared, "they want to get out of the more crowded districts and find new places. They are attracted by these advertisements they see of land all over other parts of the country. They would come here if they knew about it; but they don't know about it; they haven't heard of it; it is necessary to go out and tell them."

Keep On Advertising.

Then he told of his plan and followed it by saying that Clover-Land was in competition with many other places and that it must keep on advertising despite the fact that it may take years before the publicity will bring back its great benefits.

"These benefits," he asserted, "will be cumulative and will be greater each year if the efforts already put forth are continued with energy."

AUTO OWNERS ORGANIZE.

Another enterprise which bids fair to make Clover-Land more complete in itself and which deserves more than passing mention, is the formation of the Automobile Owners' Inter Insurance association of Gladstone.

It is the purpose of this organization to indemnify its members against loss or damage by fire to their cars at a minimum rate by writing only preferred risks on a profit sharing plan. Success has already greeted the organizers.

The advisory committee is composed of some of Clover-Land's best citizens such as I. N. Bushong, general manager of the Northwestern Cooperage and Lumber company; J. C. Kirkpatrick, president of the National Pole company, and F. H. Van Cleve, president of the First National bank of Escanaba. George C. Ogden, an expert accountant, is manager of the organization.

The insurance is written under the inter-insurance plan in which the members deposit \$1.25 for each \$100 of insurance carried. This amount is

placed to the credit of the member. Each member is later charged with twenty-five per cent of his deposit to cover running expense and also with his own proportionate share of the losses. The balance belongs to the member and can be withdrawn upon the surrender of his policy or its expiration.

THE SOO'S CALL TO ARMS.

The Sault Ste. Marie News of December 20 was a real booster number and Clover-Land should take pride in having such a hustling newspaper among its many excellent publications.

One of the most interesting things published—and there were many—was the following, headed "Soo's Apostolic Creed."

It follows:

We believe in the Soo.

In the beauty of her clean-aired summers, in the purity of her snow-clad winters, in the brightness of her skies and the healthfulness of her climate.

We believe in the resources of

the Soo, in the fertility of her soil, in the wealth of her surrounding forests and mines, and in the mighty power latent in her foaming rapids, now enchained to serve mankind.

We believe in the Soo people, in their unshaken faith and unconquerable spirit, in their patriotism and devotion to the better things of life, in their respect for law and order, their love of justice, in their courage, zeal and work for the uplifting influences in education and religion.

We believe in Soo ideals for sane living and right thinking, for her standards of cleanliness in society and in her demands that truth, honor and sobriety be observed in public and private life.

In all these we believe and so believing have faith in her wonderful future.

—W. M. SNELL.

GOOD ROADS.

Clover-Land roads which have been famous for years in surpassing those

of most sections of the nation, are being made better and better daily.

The latest bit of good news in regard to the bettering of highways comes with the announcement that the Keweenaw county road commissioners have provided for the construction of a mile or more of concrete highway, extending north from the Houghton county boundary line to the junction of the main road with the Mohawk highway. This must be passed on by the supervisors in their January meeting but, in all probability, this will be done because of the board's ambition to lead in the good roads plan.

A macadam road from Phoenix to the short cut at the Arnold mine location, a distance of three and one-half miles and a dirt road between Delaware and Central, a distance of five miles are also being planned.

County Engineer Carl G. Smith has been authorized to attend the National Cement Road Builders' convention in Chicago in February. He will go from Chicago to Ann Arbor to attend the state highway school.