

There's One Thing in  
**Uneeda Biscuit**  
 that other soda crackers lack  
 and that is  
**National-Biscuit-Goodness**

**5¢**  
 In Moisture Proof Packages  
 (Never sold in bulk)

**NATIONAL BISCUIT COMPANY**



**The Relation of Railway to Community  
 and State-Wide Advertising**

From an Address by Howard Elliot, President Northern Pacific Railway; Before the Oregon Development League in Annual Convention at Salem, Ore., November 29, 1910.

You have honored me in asking me to speak before your body. The Northern Pacific has a very large interest in helping to develop Oregon. In February, 1872, it made its first investment in this state when it purchased control of the Oregon Steam Navigation Company, which operated steamers on the Columbia, Snake and Willamette rivers, and which had part-age railroads at the Dalles and Cascades. The old railroad company had to surrender these properties in the panic of 1873, and they became the foundation of what is now the Oregon Railroad & Navigation Company. The Northern Pacific has done business in and out of Portland for many years, and in 1884, it built its line from Portland to Goble and there connected with its line to Tacoma, Seattle and on east. So, we have been with you in spirit for nearly forty years, and in body twenty-six years. The last five have shown a greater development than in the preceding period, through our engaging in the enterprise known familiarly as the "North Bank Road," the Oregon Trunk Line to Central Oregon; the Oregon Electric road in the Willamette Valley, and the United Railways enterprise in Washington county, in all of which projects the Northern Pacific has a half ownership.

Central Oregon.

Until the recent construction of the Oregon Trunk by the Great Northern and Northern Pacific, and of the railroads projected by the Union Pacific interests, the whole state of Ohio could have been placed in Central Oregon, and not a railroad would have touched it. The building of railroads, however, will not develop the country unless they are followed very promptly by those who are willing to cultivate the land, develop the water powers and establish mills and industries. I take it that the object of this meeting is to do all we can to bring about these results which are desired by every good citizen of Oregon and which are absolutely essential to the owner of the railway, who has taken the risk of investing his money before there is any business for him to do.

Co-Operative Development and Publicity Effort.

There has been a very general movement in the United States during the past ten years, towards closer co-operation among business men, which has resulted in the organization of Commercial Clubs and similar associations. The existence of such clubs, successfully developing strength and efficiency in their local fields, has led to a broadening of their activities. The energies and the enthusiasms

stirred up among business men by the success of co-operative effort among themselves, has resulted in the organization of many county state organizations. These have taken up the work no individual club can do, and have awakened great interest in community, district and state advertising, publicity and development.

Here in Oregon, you have a powerful league, already widely known because of its effective methods and the practical results which have followed its work of inducing the various cities and towns to engage in the business of making their resources and opportunities known to the world outside, and your work is being well done.

One effect of community advertising in all parts of the United States has been the increasing employment of trained, experienced and competent men, to specialize in this field. Co-operation among these specialists in industrial promotion and publicity has been brought about by meetings to discuss new methods of work, to originate new promotion plans, and for an interchange of ideas.

With these various men and organizations, the railways are glad to work in harmony, for such co-operative work should yield good results in the development of the country.

One difficulty that is sometimes encountered by a commercial club, or business association, comes from the apathy of some of the successful business men, who sometimes do not look with favor upon the work undertaken. A proper comprehension by all our business men of what these cooperative organizations can do is needed, and every one should help. The sober judgment of the hard-headed business man will, at times, prevent mistakes that may be made by the younger and more enthusiastic citizens in their efforts to build up their own particular town or district.

"Fortune helps those who help themselves." The government can do something to help the growth of the country; the railway can do something, but the bulk of the real work must be done by the individuals, and they must not expect some outside power and influence to solve their problems for them. The great commercial centers of this country, and particularly the active, growing cities of the Pacific Northwest, recognize this fact, and show their appreciation of it by their vigorous efforts for their own development and advancement.

Community advertising is now a tested business, known to be productive of results in permanent additions to population, both in the town and country, and in larger production, and buying power. A merchant can add to his profits by joining heartily in the

work of those who are trying to develop the whole state. Every business man has a deep interest in the good of his community, which is not visionary or sentimental, but measurable in dollars and cents. To credit him with prudence is but to express in other words the thought that his duty is to join in such work and assist it.

Boosters Versus Boomers.

The old saying is that "Advertising Pays." This should be amended to read that "Wise Advertising of Good Things Pays." There is a great difference between the booster and the boomer. The boomer may not have the right article to advertise, and although sincerely enthusiastic, the extravagant language of his advertising will not produce the results which follow wise, well planned, and conservative publicity and promotion campaigns. The boomer is too apt to consider only the immediate effects of his efforts, not caring for any damage that may flow from his mis-guided energy.

The booster builds on proven facts, not only for the present, but for the future, and he does not undertake to exploit an article or a situation unless it is worthy. When he has such a condition, his advertising will consist of truthful statements of conditions that can stand the closest analysis. Advertising, resting upon such a wise basis, will need no apologies or explanations, for the future will prove that in preparing it, less than the full truth was told, rather than more.

**Community Advertising a New Form of Applied Salesmanship.**

The earlier forms of advertising had to do with the creation of markets and sales for specific commodities in general use. In Pompeii, the dead walls still show a crude form of display advertising, calling the attention of the passer-by to the arguments of the vendor, and very recent discoveries prove that this form of publicity was used for political advertising in ward elections.

The essential purpose of an advertisement, to obtain attention, create an interest, and produce a desire to follow suggestion, although in a primitive way, was evident in this ancient advertising. In the earlier business history in this country, commercial advertising had not freed itself entirely from the crudities of Pompeii. The advertising of today is different, and is applied to the creation of markets for new and previously unthought-of goods. It follows the course pioneered by Jay Cooke when he first undertook the sale of government bonds, which he placed through a publicity campaign, and is becoming in this present day a recognized method of placing securities. Hardly a commercial business is without some assistance from it. It helps to secure travel for railroads; to sell lands; to people new country; to influence public opinion on great national questions, and is even a great party weapon in our national political campaigns. With more scientific knowledge of

business forces, has come a more intelligent, accurate and thorough understanding and application of the principles of advertising, publicity and promotion. Advertising in itself is founded upon a limited number of basic principles, and has no established rules or technique, recognized by all advertising men in common, except as their experience teaches them the value of a few rules found to be desirable. These, however, are broad in their application, and the manner in which they are applied depends almost wholly upon the knowledge of humanity, and the judgment and discretion of the individual who applies them to his purposes, and upon the amount of money that he can use. Advertising is used and misused, and much bad advertising occurs, not because a better, more experienced and more intelligent advertising man is needed.

The past quarter-century in the United States has witnessed the highest development advertising has received in any country, and in community advertising this progress has been especially noticeable.

**District Advertising by the Community.**

The railways must of necessity devote much attention to immigration and development advertising as distinguished from the advertising which produces passenger business.

The work of rural development cannot be done by the town or the railway alone. It is necessary that each community, so largely dependent upon the country back of it, join with the railway in encouraging the growth of business and industries; in attracting experienced agriculturalists, and increasing the number of successful farmers within its trade zone.

A greater agricultural population tends to hasten the construction of better roads; the extension of rural mail delivery; the development of local telephone lines, and to bring a general improvement in all of the conditions surrounding country life. No reputation is better than that which provokes the remark "Blankville is a good town." Good towns do not develop until the surrounding territory furnishes the business. Good towns do not develop unless the old-timers welcome the new-comers, and hold out to them a helping hand. The investment that may be made by a town in advertising the country tributary to it, is one of the best that can be made. The distribution of such advertising matter can be aided by the railways. Publications issued by local communities avoid the criticism to which a railway is subject if it favors one community as against another.

**The Railway's Interest in Community and State-Wide Advertising.**

The railways was one of the pioneers in national advertising. Its business is such that it early recognized that it could best sell the service which is its only commodity, by creating public interest in its territory, its facilities, the commercial centers it reached and the scenic and other attractions of the country adjacent to its lines. The earlier idea of railway advertising, that it was an agency chiefly valuable in influencing travel, has given way to a broader application of its principles to problems which the railway faces, and it is regarded now, not alone as an aid to passenger business, but as a powerful help in the settlement of agricultural districts, in the development of industries where they are needed and in other work which promotes the progress of cities, districts and states.

Many people do not understand how energetically or how steadily and continuously the advertising and publicity work of a great railway system is prosecuted. Railway advertising is necessarily unlike community advertising, for the railway represents not one, but many communities, with similar claims and advantages. The railway must not deal more generously with one city than another, or with one district than another. If it does it is justly subject to criticism. Its interest in each of the states it serves is equal and its energies must be fairly apportioned.

Upon the Northern Pacific railway, the advertising effort is not confined wholly to the passenger and advertising departments, but includes other work as well, which is continuously and energetically prosecuted. The immigration department is concerned chiefly with attracting settlers and business men to Northern Pacific territory. It has a staff of fifteen men, permanently employed, who handle 50,000 different inquiries from interested persons each year. They distribute annually nearly 300,000 copies of 175 different kinds of literature. It maintains an exhibit car filled with the products of the different states in which the railway has lines, and has

two other traveling exhibits, in addition to permanent agricultural displays in various cities.

In the advertising department are handled the details of compiling and publishing advertising booklets, leaflets and miscellaneous matter, of which very large quantities are used, of preparing time-tables and folders for the use of the public, and of creating, by means of extensive advertising in newspapers, farm journals, magazines and other publications, a demand for information concerning the regions which the railway traverses. Through practically all of the railway's display advertising, runs an undercurrent of development and immigration argument. The advertisement which tells of train service, tells as well of the opportunities for fruit-growing, farming and other activities in that territory the trains reach. The advertising of cities and districts, directs the business man's attention to the opportunities western cities afford.

During 1910 there has been issued from this department, twenty-three different publications to induce immigration, to the total number of 727,500 copies, all of which were required to meet the demands of the public at large. During the year, display advertising was used in twelve of the leading newspapers of Europe with gratifying success, and through this means, information of the opportunities and resources of the west was given to a large number of people in Europe. Sets of beautifully colored lantern slides have been extensively circulated in this country and Great Britain, giving many thousands an opportunity to see for themselves, the beauty and productiveness of various districts in these states. From the display advertising done during the year, the number of inquiries received has reached as high as 610 per day, and this does not include those received by the immigration department and referred to a moment ago.

But this is not all the railway does in helping to develop the territory it serves. During the past year, the Northern Pacific Railway Company has taken an active part in the dry farming congress, the National apple show, the National Irrigation congress, and in many other meetings held for the purpose of making the best use of the country. It, in common with other railway companies, believes that the spreading of information that will help to improve agricultural methods, is of benefit to the whole country, and incidentally to the railway.

The officers of the railway would like to take part in more of these meetings, but so much of their time is taken up before courts and railway commissions defending their properties, and explaining conditions, that opportunity to participate with you in such work is seriously curtailed.

For two months this year, this company operated a Better Farming Special train through three of the western states, the agricultural college of each state furnishing instructors and various appliances. Similar work has been done by other railway companies, and nearly all are endeavoring to help experimental farms, and to cooperate with the agricultural colleges in improving the methods of farming, and in trying to make life on the farm more attractive. In North Dakota, several hundred school children recently completed a contest in the production of corn, potatoes and strawberries; the state furnished the seed and the plants, the winner received one week's instruction at the state agricultural college, and the Northern Pacific Railway company gave to the winning children, transportation to and from school.

**Responsibility of the Advertiser.**

Advertising has passed the experimental stage, and has become a business requiring skill, imagination and discretion. There is a very great responsibility upon the man who uses up ink and paper for development advertising, and upon the writer who is furnishing information for the use of farmers and business men. A community that is over exploited, hurts itself, and the pain, simple truth intelligently told, without extravagant adjectives, is the best advertising, for the man who is attracted by it and proves to be better pleased than he thought, becomes a booster for the country.

**Land Speculation.**

One form of advertising which reacts and has a very serious effect in the development of this great Pacific northwest, is the advertising of the land boomer who is trying to get an excessive profit in handling real estate of one kind and another. The man who leaves his home in the middle west or the east and acquires a farm or property because he has been influenced by extravagant or even false statements, and pays an unfair price for the land, counteracts a great deal of the good advertising that is done by those who are sincerely trying to build up the state, and are working for its development.

For the farmer to succeed, he must not have too heavy interest and overhead charges, and speculation in land should be curtailed, so far as it is possible to do so, by an intelligent public opinion. It should be remembered that the new settler, who succeeds and is satisfied, is the very best immigration agent.

**Laws and Business.**

There is an old saying that "What is Everybody's Business is Nobody's Business." Of late years in the United States, everybody, and that is a large number at large, through their legisla-

Sixty Years the Standard

**DR. PRICE'S CREAM BAKING POWDER**

A Cream of Tartar Powder  
 Made from Grapes  
**NO ALUM**

tures, and commissions and bureaus, have been undertaking to regulate and manage in detail, some of the larger forms of business, particularly the railways, which are so much needed for a proper development of the western states, and of Oregon especially. The result is that the people whose real business it is to manage the railway, namely: the owners and the men they employ, are becoming discouraged by being interfered with constantly, and there is danger that this interference will produce a condition where the railway business is nobody's business.

The good sense of the American people will probably make them realize the situation before it is too late, but a great body of intelligent men, like the Oregon Development League, should consider whether it is wise to go on indefinitely attacking the transportation business, and whether it is not better to let those who own it, and the trained men who have grown up in the business, manage it instead of turning the management over to others.

Some of the western states, and particularly Oregon, have felt that the so-called conservation movement has gone too far, and that too much valuable territory has been tied up by governmental order made by some one far off, who was not in a position to understand the real necessities and conditions of this growing west of ours. Any unwise and unjust action of this kind has had a depressing effect in the development of the coun-

try, and similar arbitrary and unwise action by legislatures, commissions, and various bureaus, that affect the initiative and the right of the owner of property to manage his own business, will have the same depressing effect.

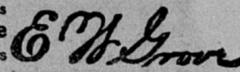
In addition to advertising the state and its resources, I suggest that the Oregon Development League exert its influence so that the United States and the investing world will understand and believe the fact that in Oregon a dollar wisely invested is safe, and that the laws of the nation and of the state will permit the owner to keep the dollar, earn a fair return upon it, and make a reasonable profit, if he uses ordinary common sense, industry and intelligence.

The Future.

With the wonderful resources that this state has; with the coming transportation lines in the interior, coupled with the feeling that life and property are absolutely secure, there is no reason why the development in Oregon in the next twenty years will not far surpass all of the development up to the present time.

The four simple Indians who traveled half way across the continent in 1822 to obtain the light and the book, from the east, are gone, but we of the Pacific Northwest have a mission in carrying the light of this great country of promise, and the book that tells about it, back to the Mississippi valley, and to our friends on the Atlantic coast.

Only One "BROMO QUININE," that is  
**Laxative Bromo Quinine**  
 Cures a Cold in One Day, Grip in 2 Days



**Iowa State Insurance Company**  
 KEOKUK IOWA.

**Oldest Company in the State**

WM. LOGAN, Pres. G. C. TUCKER, Sec.  
 WELLS M. IRWIN, Treas.  
 ALEX. E. JOHNSTONE, Vice Pres. J. I. ANNABLE, Asst. Sec.  
 H. R. COLLISON, City Solicitor

**LABOR'S REWARD**

Is shown best in a SAVINGS ACCOUNT. Here your money grows night and day. Every day you are richer and better.

**The Keokuk Savings Bank**

will aid you and assist you. This bank will pay you three per cent interest on SAVINGS ACCOUNTS.

DIRECTORS—A. E. Johnstone, H. L. Connable, F. W. Davis, Ben B. Jewell, B. L. Auwerda.

**REMEMBER---**

That this is the month to pay your insurance Premiums in the Bankers Life Association, Des Moines, Illinois Bankers Life Association, Mommouth and The Merchants Life Association, Burlington. All payable at

**The State Central Savings Bank**

Corner Sixth and Main St. And while there paying your premium do not forget to "ask the man" how to make use of the bank's facilities to lay aside a small amount each week or month to provide for these insurance payments. Open Saturday evenings from 7 to 8 o'clock, at which time any and all kinds of your banking needs will receive prompt and courteous attention.

The management of the  
**KEOKUK NATIONAL BANK**

Endeavors to pursue a progressive policy, to be liberal in its treatment and to adhere strictly to the legitimate lines of banking.

**3 PER CENT ON TIME AND INTEREST SAVINGS DEPOSITS**

**One Pill** One pill at bedtime. Brings morning relief from the headache, indigestion, nervousness, biliousness, due to constipation. If your doctor approves, why not use Ayer's Pills? Then seek this approval without delay.

J. C. Ayer & Co., Lowell, Mass.

**Protect Yourself!**  
 Get the Original and Genuine  
**HORLICK'S MALTED MILK**  
 The Food-drink for All Ages.  
 For Infants, Invalids, and Growing children. Pure Nutrition, up building the whole body. Invigorates the nursing mother and the aged. Rich milk, malted grain, in powder form. A quick lunch prepared in a minute. Take no substitute. Ask for HORLICK'S. In No Combine or Trust