

Every Day--

FOR
BREAKFAST
LUNCH
DINNER

WHETHER or not your meals are thoroughly enjoyable depends to no small extent on the quality of the butter.

EVERY hostess knows that many a meal of plain, simple food is made deliciously appetizing by using fresh cream butter.

MEL-O-MAID butter is made fresh every day from the purest pasteurized cream. "It improves every bite with which it is eaten." It makes plain food more appetizing—more enjoyable. Serve Mel-O-Maid butter with every meal.



At Your Grocers Fresh Every Day

Douglas County Creamery
PHONE 340

THE PLACE TO EAT YOUR NOONDAY LUNCH IS THE
Palace of Sweets CAFE

A City's Front Door

Strangers Judge Community By Hotels; Good Facilities Paying Proposition

EDITOR'S NOTE: This is a series of 20 articles on the problems modern cities are facing and the progress they are making.

BY DON E. MOWRY

Secretary American Community Advertising Association

A city's hotels are its front door. They are the first things by which strangers will judge the city. Hotels can help the city and they can harm it immeasurably.

A city cannot forge ahead without good hotels. And the construction of new hotels is usually a community enterprise, with the rank and file of citizens investing most of the needed funds.

CITIES SELL STOCK

Four cities—Frederick, Md., Syracuse, N. Y., Bedford, Ind., and Urbana, Ill.—found that they needed hotels. They sold stock aggregating \$2,573,400—and got them. The same thing is now being done in Bridgeport, N. J., Effingham, Ill., and Beatrice, Neb.

Des Moines, Ia., is a convention city because of its fine hotel facilities. New dollars are constantly being brought in because the front door to the city is inviting. Two conventions held in Des Moines brought about \$5,000,000 into the city—enough, as one paper remarked, to pay for both of Des Moines' new hotels three times over.

IMPROVE TOWN

Good hotels also help to bring the rest of the town up to par. The North Shore Hotel in Evanston, Ill., did a lot to improve the shops on Davis street, for instance.

Hotels also advertise their communities. The Bancroft of Worcester, Mass.; the Davenport of Spokane, Wash.; the Mission Inn of Riverside, Calif.; these are a few cases in point.

Here's a great flavor story



... a rousing breakfast-time story no other hotcake flour can hope to tell. "Flapjack" is its title; and the chapters are tender, light and tasty hotcakes! Albers stands for Better Breakfast

COLD WEATHER GRIPPING THE ENTIRE STATE

(Continued on page 3.)

have spread southward, with no promise of relief before Saturday. At Casper the temperature was officially reported at four below, but unofficial advices ran from 10 to 20 below. The cold wave came in with a light snowfall.

At Denver a fine snow is falling and the mercury is falling rapidly, standing at 12 above at midnight after a mild sunny day. A severe cold wave is predicted for today. Colorado Springs and Pueblo report clear warm weather.

Temperatures in Montana late last night ranged from one below at Missoula to 32 below at Habre, with Miles City, Helena and Anaconda reporting 4, 20 and 22 below respectively.

Trains were reported from a half to two hours late, but telephone and telegraph companies reported

no great amount of wire trouble.

One Below at Klamath
KLAMATH FALLS, Ore., Jan. 21.—Coldest temperatures of the winter, one degree below zero, was recorded here last night. Clear skies and bright sun this morning failed to detract from the chill of a breeze from the north.

40 Below in Union
LA GRANDE, Ore., Jan. 21.—The official thermometer recorded a minimum of 13 below zero here last night and at 7:30 the mercury had climbed to 8 below. This is the coldest weather since December, 1924.

Unofficial reports from Hlgard give the coldest there at 40 below. Meacham 37 below and Kamela 34 below. Telocaset, about 25 minutes south, reported only 2 below.

Although the sun is shining this morning, street thermometers at 10 o'clock were hovering around 10 below.

Coldest in Two Years
SALEM, Ore., Jan. 21.—Registering the coldest temperature that has been experienced since De-

ember 1924, the mercury here last night dropped to a point 11 degrees above zero, according to the official weather bureau report.

Eugene Shivers
EUGENE, Ore., Jan. 21.—While a bright, cold moon shone brilliantly last night, Eugene's official mercury slumped down to the 14 degree level, the coldest since December, 1924.

Today the sun replaced the moon according to schedule, but made little difference in the temperature.

22 in Rogue Valley
GRANTS PASS, Jan. 21.—Temperatures dropped in the Rogue River valley last night when the second cold spell of the winter hit this section. A minimum temperature of 22 degrees was recorded here during the night and today a cold east wind gave promise of colder weather tonight. Last night was the second coldest of the year.

Ice Balks Firemen
PENDLETON, Jan. 21.—Pendleton experienced an exceedingly cold night, last night, the mercury reaching 12 degrees below zero.

KNOW YOUR ONIONS

By Wickes Wamboldt

One of the pathetic things is to hear somebody in New York—who has never been half a mile from Broadway—trying to impersonate a cotton-patch darkey. Usually the impersonator has gotten his ideas from an impersonator who got his ideas from an impersonator, and not one of these impersonators has ever come in close contact with a colored man except in a New York atmosphere.

An important rule laid down for the writer is never to write about a thing he does not understand; and a good rule for the impersonator is never to impersonate a character with which he is not acquainted.

We have all seen shows portraying the life of some section of the country where the folks have distinctive characteristics, and these would not be a member of the company who had ever studied these people at first hand; apparently their only knowledge of the people they were interpreting had come from the lines of the play. Such a portrayal is absurd to anyone who knows the genuine goods.

It is hard to understand how such companies get before the footlights. Probably the best explanation is that the producer himself doesn't know any better. Such producers usually lose money. A man may expect to lose money when he tries to put over some-

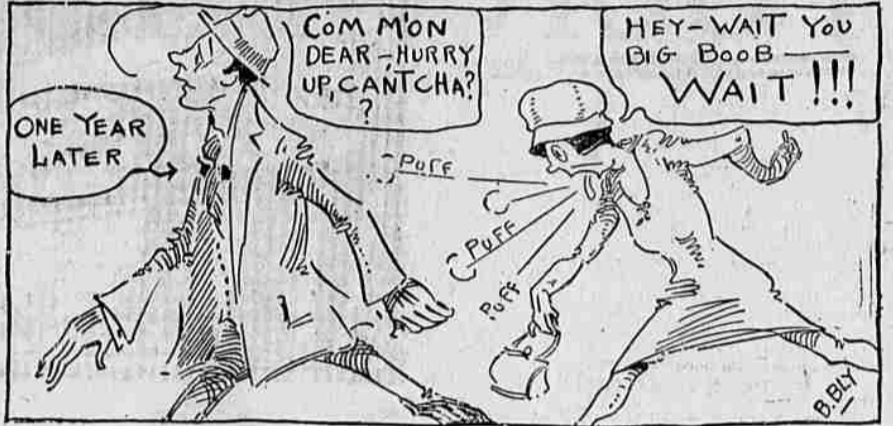
thing about which he knows nothing.

Impersonation is extremely attractive where the character impersonated is interesting and the impersonation skillfully done. One can tell whether an impersonation is faithful or not, even though one may be unfamiliar with the type of character impersonated. There is the ring of the genuine and the lack of ring in the false that can be detected even by the inexperienced. One does not have to know the he man of the rugged West to recognize a weak imitation when some anaemic looking youth with a baby face and hair slicked back comes out on the stage in a flannel shirt, shaps, boots, spurs, a sombrero two sizes too large for him, and a very new, shiny pistol with which he seems entirely unacquainted. Yet such an individual often attempts to play the dauntless, devilish cowboy of the plains.

THEY'RE ALL ALIKE



By Bess Bly



FRECKLES AND HIS FRIENDS



Identification



By Blosser



By Crane



WASHINGTON TUBBS II



Who Said That?



By Swan



By Martin



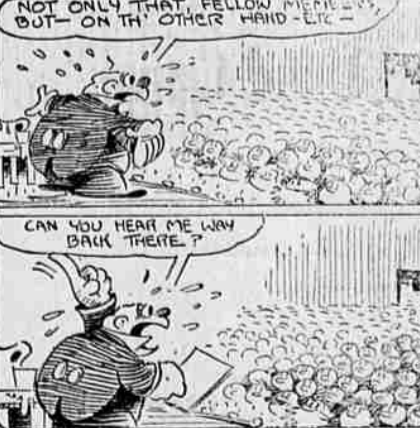
SALESMAN \$AM



BOOTS AND HER BUDDIES



The Old Story



By Martin

