

# FREE

We want you to try this delightful ruby-red fruit juice that comes from Oregon's cool valleys. Clip the coupon below—take it to any fountain, drug store, grocery, cafe, etc. Positively good for a FREE 10c bottle or glass of

# Loju

(L.O.-JU)

## Loganberry Juice

We crush the big, luscious berries as they come from the famous Oregon vineyards to our modern plant in the Willamette Valley. Loju is full of snap and zest, with the refreshing tang of natural fruit acids. We bottle Loju two ways--Loju Beverage, a loganberry juice ready-to-drink--Loju Concentrated, to be diluted with three or four parts water. Loju has been analyzed and highly endorsed by Dr. Harvey W. Wiley of Good Housekeeping Institute, and by the Westfield Board of Health.



Watch for our special offer in the OREGONIAN

Try the new sparkling Applju with our compliments.

## Northwest Fruit Products Co.

Largest Producers of Fruit Juices in Western America  
Plants at SALEM, OREGON--OLYMPIA, WASH.

DEALERS: Order Loju now from your jobber to take care of this extraordinary coupon offer. We redeem all coupons in cash. Our paid-up capital \$750,000.



When properly signed, this Coupon is good for 10c Loju or can be applied on large size bottles. Not good after August 26th

"NIP" Loju

## FREE Coupon!

Good for 10c on LOJU at any dealers, anywhere. We pay the dealer 10c in cash.

Name \_\_\_\_\_

Address \_\_\_\_\_

This is a bona fide signature and address of consumer. Only one coupon to a person. Anyone using this fraudulently will be prosecuted. Not good after August 26.

NORTHWEST FRUIT PRODUCTS CO.  
Offices: Olympia, Wash.

DEALERS—Send all coupons for cash payment to Olympia, Wash. (or branch office address), before Sept. 15, and cash payment will be promptly made. Specify your jobber's name.

## AYER APPEALS TO OREGON CITIZENS

Every Man, Woman and Child in State Urged to Help in Food Conservation.

### "SERVE BY SAVING" IS CRY

Plan Worked Out by Experts Is to Save Enough of America's Great Abundance to Feed the Starving of Europe.

W. B. Ayer, Oregon's newly appointed Federal Food Commissioner, chosen by National Administrator Herbert C. Hoover to take charge of the conservation work in Oregon, has opened his campaign with a strong appeal for the patriotic individual help of every Oregon man, woman and child in the inauguration and support of the Hoover plan.

Mr. Ayer last night gave out the following statement, with the urgent plea that the people of the city and state give it serious consideration:

**Duty is One of Patriotism.**  
"The first and most important function of the Federal food administration in Oregon is to bring the people of this city and state to a keen and serious realization that each individual owes a patriotic duty and is charged with a personal responsibility in assisting Herbert C. Hoover to do the great and most essential work that has been entrusted to him.

"I cannot too earnestly impress upon the minds of Oregon men and women that each must help in this crisis. What to do and how to do it will be sufficiently explained. It is the support of loyal men and women in every walk of life, every day and all the time, that we must be able to count upon. Now that our Government has entered upon this necessary conservation of the Nation's food resources, it is plainly and emphatically the duty of the American people to stand solidly behind it. With the machinery already in motion, let every loyal man and woman put a shoulder to the wheel. Without the support of a united American people the food conservation plan will fall short of its purpose.

public-spirited and highly efficient experts, serving voluntarily and without pay. Together they have worked out in minutest detail a wonderful and far-reaching plan, designed to keep National waste at a minimum, to conserve the maximum of all food products and to feed the hungry of two continents for the duration of the war. The one essential now needed is the loyal, faithful and patient support of the American people.

"Here is the opportunity for those at home to help our soldiers in the trenches; to aid the stricken people in war-devastated Europe; to prevent hunger and misery among the less fortunate at home; to serve by saving."

**No Privation Will Result.**  
"Let every patriotic citizen be zealous in this service. Let every loyal American family heed the suggestions and follow the course advised by the Federal Food Commission. It will result in no privation to anyone, and in many cases actual benefit will be gained in health and well-being. Yet in the aggregate vast stores of foodstuffs will have been conserved, high prices will have been cut down and a world famine averted.

"There is no doubt that we can count upon the loyal and enthusiastic support of the women of America when they understand that in the European countries now at war the death rate of children under 3 years of age from lack of proper nutrition ranges from 68 per cent upward. No American woman will needlessly destroy food when she knows that her wastage may mean the life of one of these little ones.

**Details to Be Soon Available.**  
"Within a very short time full details of the Federal Food Commission's plan will be available to every Oregon citizen, and we hope to find staunch support in every Oregon home.

"Tomorrow the 'one-delivery-a-day' system of the State Council of Defense will be inaugurated by Portland's retail merchants. Mr. Hoover is keenly interested in this plan, and has asked



W. B. Ayer, Herbert C. Hoover's Representative in Portland.

me to report to him fully its results. Because foodstuffs will be so importantly involved in this 'one-delivery-a-day' movement, Mr. Hoover is anxious to keep in touch with it and to know to what extent it will be given support by the people, particularly the housewives of Portland. The enthusiastic co-operation of the public will mean that the people realize the serious need of their individual aid in working out the industrial and economical problems of the Nation."

Mayor Baker announced yesterday that Ivan Humason, special investigator for the city, will co-operate with W. B. Ayer, who has been appointed to represent the Federal Food Administrator, Mr. Humason, the Mayor said, has gathered valuable information for this purpose.

## GRAIN LICENSES DUE SOON

Houser Advised Blanks Sent Millers, Elevators and Warehouse Men.

Federal licenses to millers, elevators and warehousemen to transact business under the regulations of the Hoover food administration will be issued in a few days, according to information received by M. H. Houser, in charge of grain buying and distribution in the Pacific Northwest. Mr. Houser received the following telegram from Washington yesterday:

"License information and blanks for application were mailed this week. If millers, elevators and warehousemen, upon receipt of blanks, will return them promptly to Washington, licenses and instructions will be issued promptly. In complying with this, they may continue business even if actual licenses are not received back by September 1."

## LAND PROMOTORS ACTIVE

Des Moines Seeks Information About Oklahoma Salesmen.

District Attorney Evans yesterday was asked by wire to notify officials of Des Moines, Ia., concerning the action taken in Portland early in July against the Oklahoma land promoters who were here in the Oklahoma exhibit car. According to advices from Des Moines, the promoters are undergoing a close investigation.

These four promoters were arrested here July 3 for obtaining money by false pretenses through the alleged sale of Oklahoma lands. They were later released from custody after paying back the money they secured through their alleged fraudulent operations.

## WAR SCHOOL IS PLAN

Portland Y. M. C. A. Revises System to Meet Demand.

### NEW COURSES PROPOSED

Hugh Miller Appointed Registrar With Office Management of Operations—Nautical and Chemical Departments in View.

The first step to make the Portland Y. M. C. A. schools meet the Government's needs in war times has been taken with the appointment of Hugh Miller as registrar of the schools, relieving L. G. Nichols, educational director, of duties that prevent his developing vocational work.

The appointment of Mr. Miller opens the way for the establishment of a nautical school in the association to train men to man the great merchant marine that is being developed through the demand of the allies for ships.

Instruction in naval architecture, ship drafting, navigation and marine engineering will be given as soon as the courses can be worked out. Industrial chemistry schools that will prepare men for positions in manufac-



Hugh Miller, Who Has Been Appointed Registrar of the Y. M. C. A. Schools.

## FAIR SUCCESS PREDICTED

Good Entry List Expected for Southwestern Washington Event.

CHEHALIS, Wash., Aug. 18.—(Special.)—One hundred feet of bleachers are being built adjoining the grandstand at the fair grounds of the Southwestern Fair Association between this city and Centralia. A new automobile park along the front fence is practically completed and this will double the space provided last year.

Livestock entries are coming rapidly, the poultry department announces a much larger and better exhibit than last year and Superintendent Degeler, of the grains, grasses and fruit departments, says his exhibits will excel anything ever shown here before.

Complete estimates of the volume of spruce contracted for before the blanket order was placed have not been made, but it is believed it will not exceed 19,000,000 feet. Two vessels are

## TIP ON CANNING IS GIVEN

Hot Water on Rubbers One Cause of Spoiled Preserves.

Spilling of canned fruit and vegetables is probably due to careless handling of the cans in hot water, in the opinion of Miss Effie De Wolf, of 1912 Mississippi avenue.

Property to Be Sold for Taxes. CENTRALIA, Wash., Aug. 18.—(Special.)—Foreclosure proceedings have been started against 48 pieces of Lewis County property, on which taxes have not been paid for five years. Amounts due vary from 25 cents to \$236.64. Nine of the tracts are in Centralia, 19 in Chehalis, eight in Winlock, eight in Nabavine, one in Doty and Vander and three in unincorporated territory.

## SPRUCE MEN PLEASED

EXISTING CONTRACTS ARE, HOWEVER, NOT OF LARGE AMOUNT.

Blanket Order of Allied Governments Will Require Aggregate of 117,000,000 Feet to Fill It.

Spruce manufacturers in Oregon and Washington were pleased to learn from The Oregonian's Washington News Bureau yesterday that Senator McNary had succeeded in raising the ban upon filling early orders from the allies. They will be permitted to fill all existing contracts before starting on the blanket order, placed here early this week, which will keep the allied nations supplied with airplane stock during the life of the war.

Confirmation of The Oregonian's news was received yesterday by E. T. Allen, representing the United States and the allied governments in the airplane contracts with the spruce manufacturers.

To teach domestic science in rural regions a Kentucky school official has mounted a two-room house on wheels and takes it around his territory.

## LEWIS QUOTA BELIEVED FILLED

CENTRALIA, Wash., Aug. 18.—(Special.)—The Lewis County exemption board is of the opinion that no more draft registrants will have to be examined to fill the county's quota of 152 for the new National Army.

The board here last night completed the examination of 194 more men. Of 250 summoned before the board, 56 failed to appear; 95 claimed exemption, 58 were rejected and 38 passed the physical examination and did not claim exemption.

It is estimated that an aggregate of 117,000,000 feet will be required by the United States and her allies in the next 18 months.

## Are We at the End of the World?

The Relation of the Present World War Thereto.

Judge J. F. Rutherford, of the New York City bar, now president of the International Bible Students' Association, as successor to Pastor Charles T. Russell, will arrive in Portland Monday, August 20, and in response to earnest solicitations will deliver a free lecture on the above subject in the Lincoln High School auditorium at 8 P. M.

As an orator, logician and Bible expositor the judge is without a peer. His extensive travel in belligerent nations and careful study of economic conditions, combined with his profound research into Bible prophecy makes his presentation of the above subject doubly interesting and instructive. Many questions of deepest interest and import with respect to present perplexing world conditions are promised solution in this lecture.



A cordial invitation is extended to the public, in whose interest this lecture will be given entirely free.