fare.

Griffith

FRANK SHEPARD

Owner of St. Helens Line to

Submit Proposal to Com-



Missing in Action

Sergeant Max Trent, Privates Ashgorn Holm, Theron Parks, Lorton W. Register.

What You, Mr. Dealer, Must Appreciate About Coca-Cola's Restricted Output

The reason why you do not get your full supply of Coca-Cola will appeal to your patriotism. To save materials for war use, Coca-Cola's output is restricted by the Government. The Coca-Cola Company is proud to do its full part in conservation, and at the same time is endeavoring to help the Government in preserving industry.



Oregon City License

Oregon City, March 29 .- A marriage

icense was issued Thursday to Wilbert

the army, and that if he got in the army he would try to be placed in the electrical division so he could electrocute

other soldiers. He denied the charges

Huns in French Uniforms Slain Paris, March 29. - Found guilty of

wearing British uniforms in order to

reate confusion in the ranks of British

orces, now repulsing their advance

several German soldiers have been

Mr. Rankin.

Please recognize that we are making every effort to supply you with the utmost quantity in strict accordance with official regulations. · Please appreciate that your difficulties are ours—and ours are multiplied by the number of our friends and dealers throughout the country, whose business it is our object to strengthen and maintain.

It is important for you to realize that every ounce of Coca-Cola we are manufacturing and distributing to you, every glass you sell over your counter, is in effect legalized-allowed and authorized by Mr. Hoover and the Food Administration after full compliance with their purposes. Coca-Cola represents a product that loyal dealers may be proud to offer.

Order from your regular jobber and we will go the limit to meet your demands and at the same time meet the requirements of our Government and yours.

When authorized Coca-Cola is called for, give your customer the genuine. If you are out of Coca-Cola for the minute don't offer an imitation which has not loyally done its part in conservation, but which is trying to take advantage of our restricted output to pass itself off as a substitute.

To stand by loyal business, defend honest products, and protect the public against deception-these are not only duties of patriotism, fair play and conscience, but they are characterprinciples of good business, and the only principles that pay in the long run.

> THE COCA-COLA COMPANY ATLANTA, GA.