THIS COUPON
IS GOOD FOR
10c. TO 50c.
IF PRESENTED AT GROCERS
FEBRUARY 15th to 20th, 1915
FOLGER'S GOLDEN GATE COFFEE

45c Coffee

45c Quality

	Regular retail price	Special sale price with coupon
1 lb TINS	.45	.35
2 " "	.85	.65
2½ " "	1.00	.75
5 " "	2.00	1.50

Grocers will collect the difference from us
ENTER YOUR ORDER BELOW

Number of Tins	Size of tins

WE REDEEM THEM
Hand to our solicitor or deliveryman

N. SELIG

JOB PRINTING

BRING YOUR JOB PRINTING
THE NEWS OFFICE

You Do Not Need to Send Away

We Are Prepared To Do It
And Know How

Our Efforts Will be to Please
In Quality and Price. : : :

THE FALLS CITY NEWS.

Who Runs The Paper?

In a neighboring county a clergyman took the editor of the local paper to task because the editor accepted a certain advertising contract. The good man forgot that for years the editor had given freely of his space to help the church; had printed columns of notices of services, meetings, suppers, entertainments and lectures, all free. In donating this space the editor had given more than the equivalent of cash. He had given publicity, and thus had done more to support the church and pay the minister's salary than any three members of the church had done. An editor has but two sources of income,—his subscription list and his space. Yet, in this space, when he sold his space he lost a subscriber. Of course, no one need subscribe to a paper unless he wishes to do so, but no subscriber should want to dictate to the editor as to what he should publish. Many editors will not accept certain lines of advertistising. Other editors cannot afford, perhaps, to be so independent. Business conditions often govern these matters. A rich and prosperous Philadilphia weekly of national circulation for years declined the advertisements of cigarette manufacturers. Business has fallen off lately for many of the big magazines. Now that paper is accepting cigarette advertising. Perhaps the editor needs the money, and who shall blame him if he sells his space to the American Tobacco Company? Collier's too we hear, is letting down the bars, just a little. That's all right. Let them down a little further, as long as fakers, and grafters and swindlers are kept out. No one can run a paper to please everyone, be that paper big or little. It is the editor's paper and it is his living. He is the one who should judge what should and what should not be published in its columns.

NOTICE TO WATER USERS

All users of city water are notified that water rent will be collected at the Falls City Lumber Co's Store.

G. O. Clement,
Auditor and Police Judge.

If You Want To Be Respected

Don't contradict people, even if you're sure you are right.

Don't be inquisitive about the affairs of even your most intimate friend.

Don't underrate anything because you don't possess it.

Don't believe that everybody else is happier than you.

Don't conclude that you never had any opportunities in life.

Don't believe all the evils you hear.

Don't repeat gossip, even if it does interest a crowd.

Don't jeer at anybody's religious belief.

Learn to hide your aches and pains under a pleasant smile. Few care whether you have an earache, headache or rheumatism.

Learn to attend to your own business—a very important point.

Do not try to be anything else but a gentlaman or a gentlewoman; and that means one who has consideration for the whole world, and whose life is governed by the Golden Rule: "Do unto others as you would be done by."
—Christian World.

MARKETING WORLD'S GREATEST PROBLEM

WE ARE LONG ON PRODUCTION, SHORT ON DISTRIBUTION.

By Peter Radford
Lecturer National Farmers' Union.

The economic distribution of farm products is today the world's greatest problem and the war, while it has brought its hardships, has clearly emphasized the importance of distribution as a factor in American agriculture and promises to give the farmers the co-operation of the government and the business men the solution of their marketing problem.

This result will, in a measure, compensate us for our war losses, for the business interests and government have been in the main assisting almost exclusively on the production side of agriculture. While the department of agriculture has been dumping tons of literature on the farmer telling him how to produce, the farmer has been dumping tons of products in the nation's garbage can for want of a market.

The World Will Never Starve.

At no time since Adam and Eve were driven from the Garden of Eden have the inhabitants of this world suffered from lack of production, but some people have gone hungry from the day of creation to this good hour for the lack of proper distribution. Slight variations in production have forced a change in diet and one locality has felt the pinch of want, while another surfeited, but the world as a whole has ever been a land of plenty.

We now have less than one-tenth of the tillable land of the earth's surface under cultivation, and we not only have this surplus area to draw on but it is safe to estimate that in case of dire necessity one-half the earth's population could at the present time knock their living out of the trees of the forest, gather it from wild vines and draw it from streams. No one should become alarmed; the world will never starve.

The consumer has always feared that the producer would not supply him and his fright has found expression on the statute books of our states and nations and the farmer has been urged to produce recklessly and without reference to a market, and regardless of the demands of the consumer.

Back to the Soil.

The city people have been urging each other to move back to the farm, but very few of them have moved. We welcome our city cousins back to the soil and this earth's surface contains 16,092,160,000 idle acres of tillable land where they can make a living by tickling the earth with a forked stick, but we do not need them so far as increasing production is concerned; we now have all the producers we can use. The city man has very erroneous ideas of agricultural conditions. The commonly accepted theory that we are short on production is all wrong. Our annual increase in production far exceeds that of our increase in population.

The World as a Farm.

Taking the world as one big farm, we find two billion acres of land in cultivation. Of this amount there is approximately 750,000,000 acres on the western and 1,260,000,000 acres on the eastern hemisphere, in cultivation. This estimate, of course, does not include grazing lands, forests, etc., where large quantities of meat are produced.

The world's annual crop approximates fifteen billion bushels of cereals, thirteen billion pounds of fibre and sixty-five million tons of meat.

The average annual world crop for the past five years, compared with the previous five years, is as follows:

Crops—	Past Half Decade.	Previous Half Decade.
Corn (Bu.)	3,934,174,000	3,403,655,000
Wheat (Bu.)	3,522,769,000	3,257,526,000
Oats (Bu.)	4,120,017,000	3,508,315,000
Cotton (Bales)	19,863,800	17,541,200

The world shows an average increase in cereal production of 13 per cent during the past decade, compared with the previous five years, while the world's population shows an increase of only three per cent.

The gain in production far exceeds that of our increase in population, and it is safe to estimate that the farmer can easily increase production 25 per cent if a remunerative market can be found for the products. In textile fibres the world shows an increase during the past half decade in production of 15 per cent against a population increase of three per cent.

The people of this nation should address themselves to the subject of improved facilities for distribution.

Over-production and crop mortgage force the farmers into ruinous competition with each other. The remedy lies in organization and in co-operation in marketing.

Word Contest

The sixth grade under the guidance of Miss Kennard is having a a contest. Each pupil is trying to find out all the words that can be made out of the two words "World's Fair." Every word found must contain only these ten letters and "r" may be used twice. Over eleven hundred words have been known to be made. Those who are in the lead are: Bud Ferguson 182 words; Della Reece 170 words; and Lota Bradley 169 words.

For Rent—Dwelling house. Apply at News office.

Get your butter wrappers printed at the News office.

List your farm land with D. L Wood at the News office.

Good house for sale in Falls City, part time. Enquire at News office.

Post Office Time Card

Office hours: Daily, except Sunday, 8 a.m. to 6.30 p.m.

Mail arrives, from

Salem 8.50 a.m., 5:35 p.m.

Mail arrives from Dallas, 8:50

Mail closes for Salem, 9:00 a.m., 1 p. m. and 5:00 p. m.

Mail closes for Dallas 9:00 a. m. and 5:00 p. m.

Mail closes for Black Rock 11:00 a. m.

Mail arrives from Black Rock 2 p. m.

SUNDAY ONLY

Mail arrives from Salem, 8:50 a. m.

Mail closes for Salem, 9:00 a. m.

Office hours: Sunday only, 9:30 to 10:30 a.m:

Effective September 4, 1914.

IRA C. MEHRLING, Postmaster
Falls City, Polk Co., Ore.

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Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
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KNOWLEDGE THAT EVERYONE SHOULD POSSESS.

You never know when you will face an emergency, caused either by sickness or accident, when there will be no doctor within call and when it will be compulsory for you to render what aid you can.

You can never tell at what time you may suddenly be taken sick or may be called to take charge of a sick or injured person when you will need some practical knowledge of medical matters.

Dr. Miles' Family Medical Guide contains advice and knowledge that will enable you to be of the greatest assistance to your doctor both before and after he is called in.

This book is divided into three parts. Part 1, Simple Treatment for Common Ailments. Part 2, What to Do in Case of Accidents. Part 3, Practical Laws of Health.

Special arrangements have been made whereby the readers of this paper can obtain this book free of charge for a limited time only.

It is a book that should be in every household in America.

Just write your name and address clearly, on a post card if you like, and send it to

Family Medical Guide,
Miles Medical Co., Elkhart, Ind.,
mentioning the name of this paper and you will receive one of these valuable books all charges prepaid.

REAL ESTATE FOR SALE

No. 1. 7 1-2 acres adjoining Falls City on County road. Good 7-room house, city water; barn and chicken park; young orchard in bearing, small fruit. All fenced and 3½ acres in cultivation. No waste land. Time on part.

No. 2. 80 acres mountain land, 1¼ miles out on County road. 25 acres in cultivation, 20 acres big second-growth fir. Good 5-room house, barn, outbuildings. Fruit, and berries; 125 prune trees. Also, good team, wagon, harness and some household goods. Will give time on part.

No. 3. 35 acres near town. 15 in cultivation. Good 8-room house barn and henhouse. Bearing orchard. Some good second-growth fir. Time on part.

No. 4. 10 acres ½ mile from town; all fenced, 8½ in cultivation, 6-room house partly finished, good barn. Can be bought at a bargain.

No. 5. 160 acres in Lincoln Co., 5 miles from railroad, on County road. Small cabin and barn; 4 acres in cultivation and 60 more can be cultivated. 350 3-year old English walnut trees. Good spring that would furnishs fine water power. School ¾ mile, 8 month term with contract for two more years. This will make an ideal stock and dairy ranch and can be bought at a bargain. Terms.

No. 6. 153 acres near town. Good house and barn. Will sell all or divide to suit buyer.

No. 7. Good 7-room house and 8 lots in city. Strawberries, loganberries, gooseberries, apples and pears. A bargain.

No. 8. Two good 8-room houses and lots. some fruit trees with one. These are among the most desirable residences in the city. They are of modern construction and desirably located. Reasonable terms on part if desired. Will sell one or both.

No. 9. 20 acres ¾ miles from town. Good 6-room house and outbuildings. 15 acres in cultivation; 1½ acres in apples, 2½ acres in peaches, cherries, pears and strawberries. Plenty of wood for fuel.

No. 10- Six lots 50x150, three room house, hen house, some fruit and strawberries. Cash and terms.

No. 11. 130 acre ranch, 60 acres in cultivation, 25 in timber balance slashed. 12 acres in hops. Good house and hop house, barn and other outbuildings.

No. 12. 17 acres, 10 in cultivation, 5 room house, barn and chicken house. Two springs, water piped to house, hot and cold water and bath. 6 acres in young orchard. 2 acres big second growth fir. Spring affords water sufficient to irrigate onehalf of the land. This land lays just outside of the city limits of Falls City. A bargain.

For further information, call on or write to

D. L. Wood,
Falls City, Oreg.

Notice to Eletric Light Users

All persons owing the Falls City Electric Light Co. for service prior to April 1, 1914, will please pay the amount to D. L. Wood at The News office.

Walter L. Tooze, Jr., Lawyer, Dallas, Oregon. tf.

Correspondents wanted in every neighborhood in this section of the country.

Extra copies of The News are printed each week, and will be sent to any address desired, postpaid, for 5 cents per copy.