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FALLS CITY SECTION

This section is devoted to the industrial development of Falls City, Polk County, Ore. The section will be under the direction of the Falls City Commercial Club, H. Mather Smith, President and Mrs. Abigail Watt, Secretary. The advertisers in this section are Falls City firms. Each takes pride in advancing the civic and industrial development of the community. Every dollar you spend with them will help build a bigger, better and more prosperous city.

FALLS CITY CITIZENS ARE UNITED IN MAKING THEIR "THE CITY BEAUTIFUL"

Citizens Join Hands With Nature in Beautifying This Little City of the Green-Clad Hills and Verdant Valley, and Routing Old Man Tumbledown From His Den—He Says "It Never Has Been Done Before and Can't Be Now"

(By EDWARD T. BARBER)

Snuggled up in the foothills on the eastern slope of the Coast mountains Falls City, Oregon, occupies a position of commanding beauty. It is the industrial center of a hundred square miles of forest and farm lands of unrivaled richness and unlimited resources.

The little Luckiamute river flows through the heart of the city. It sings of power and beauty as it rushes over its mountain bed to the sea.

In fact its song of power is what attracted the first settlement to its banks and started the first industrial plant in this part of the state, in the shape of a flour mill. Today its power is converted into electrical energy which turns the wheels of industry, lights and helps to heat the city.

No landscape artist could hope to rival the natural beauty of the site of this bustling Oregon city. Built, as it is, on both sides of the river with its residences and public buildings occupying the various points of vantage for scenic effects on the hills facing either side of the valley.

The hills of this section are well rounded, weather worn old timers bearing heavy forest growths to their very tops. The weathering of centuries has formed a soil which mixed with the mould of the age-old forests produces a seed bed of extraordinary richness awaiting the farmer.

The formation and arrangement of these hills gives an air drainage which wards off the early and late frosts of the lower levels and makes them especially advantageous in fruit, berry and nut growing.

In the midst of this fruitful section, and surrounded by the artistic touches of nature in the form of green hills, waterfalls, babbling rivers and pleasant valleys is to be wondered that the citizens of Falls City should be of an artistic temperament and enthusiastic in their determination to make their city as beautiful as its setting.

Falls City, like many other places as well as individuals, grew complacent and self-satisfied with its lot. That is a polite way of saying they grew lazy and indifferent to their opportunities and surroundings. They permitted nature to run riot in their vacant lots, in their unused buildings, along their streets and alleys, in their sidewalks and the municipal buildings. In fact they let their town run down at the heel until it looked like a 1912 "Liz" car deserted on the back lot.

But all this has changed. Falls City has awakened to the stroke of "Opportunity" and today its greatest asset is the fine spirit of cooperation and desire for progressive action in placing their

city in condition to command the same admiration from those who behold it as does the view of their beautiful hills and valleys.

They have become aroused to the effort necessary to make their city a fit companion for its beautiful setting.

Their first progressive step was to organize a commercial club and authorize this club to take such steps as were necessary to produce the results desired. What is still better, the citizens are united in assisting the club in every possible manner to carry out its program.

Already the work of cleaning up the city has begun. The main street has been cleaned from sidewalk to sidewalk, and a new covering of gravel placed it. Yards are being cleaned, trees trimmed, flowers and shrubbery are being put into a more pleasing condition.

In fact no new western city has any "edge" on Falls City in its effort to make it the most attractive and inviting place in this part of the state.

The city has a park which is so attractive that the State Christian Endeavor has taken a 99 year lease on it for a two-weeks period each year. This may be a pointer to other similar organizations to look to Falls City park for a summer session place which has no superior for scenic beauty, healthful surroundings and modern accommodations, and at the same time give the exclusion and quiet desired for such gatherings. A letter addressed to Mrs. Abigail Watt, secretary of the Commercial Club, Falls City, Oregon, will bring any information desired regarding this beautiful park, or any other feature of the city. It is proposed to paint the town—white. Tumbledown fences and buildings are being repaired by the attention they are receiving from everybody in town. The broken place in the sidewalk finds itself the object of slurring remarks and gets attention of the carpenter; the rough places in the streets find themselves being humbled by the street commissioner; the windows along the principal streets find themselves started out of countenance by the aroused populace and their owners apologize for the long neglect and repair the deformity.

Now, when you get a whole town worked up like that, something is certain to happen. It has already begun to happen at Falls City and the things yet to come will be a plenty.

In fact, it is proposed by the citizens to make Falls City as attractive as a new gold mine so that instead of having to invite outsiders to come to Falls City they will come of their own accord in such numbers that the other towns of Oregon will be asking the courts to serve an injunction against any more people coming to Falls City.

Any one who wishes to get first hand material for a story about how Falls City used to look, before the spring of 1925, will have

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Fannie Branson, Falls City, Or.

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General Blacksmithing, Wagon and Logging Work.
R. Waterhouse

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BANK OF FALLS CITY

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Cleaning and Pressing
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"Oregon Quality" Bread, Pastries and Lunch.
Falls City Bakery

Authorized Ford Sales and Service
Gas and Oil, Auto Accessories
All Kinds of Auto and Machine Work
Oxy-acetylene Welding
C. P. Brown's Garage

Confectionery, Soft Drinks, Cigars and Tobacco.
Mack's Place

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Space donated by Dr. C. P. Horn

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to, hustle around at once, because the citizens are in deep earnest in an effort to make their town a model for the state, and a few more weeks will witness such a transformation as to render the city unrecognizable by its old time friends.

The committee in charge of beautifying the school grounds is arranging to have the landscape artists of the Oregon Agricultural college plan the work with a special idea of decorating the grounds with native Oregon plants and flowers.

It is planned to plant shade trees along the streets, using maple or elm. The vacant lots are all to be cleaned and made into beauty spots, or gardens.

Efforts are being put forth to get the road across the mountains to the west put into better condition so that travel to the coast will be through Falls City, saving miles from Salem to the sea and giving a scenic route unequalled in western Oregon.

The Falls City Commercial club is looking for some real estate firm capable of handling large propositions to take hold of certain land tracts near the city for development. The falls of the Little Luckiamute, within the city limits, present an unusually fine location for tourist hotels or summer residences. Valuable vacant lands near the city are only waiting proper development to make them exceedingly desirable.

After formal business was disposed of, a number of committee reports were given—Mr. Griswold reporting Mr. Hammel of the industrial development committee was in Portland on business connected with securing a wood products plant.

Mr. Mott reported for the civic pride committee, saying they were to work with committee from the P.T. association and would have a plan for offering prizes for improvements, porch boxes etc., at an early date.

The sign committee is having steel signs made which will be ready for setting up soon.

Mr. Criswell as chairman of the street committee of city council, reported on city work on Main street. It is the intention of the city to gravel the entire street from city limits on the east into the city park, as well as general repair on other streets.

Mr. R. L. Griswold, chairman of the membership committee, reported there are now fifty-two paid members, with a number more pledged for March.

Dr. C. P. Horn discussed the question of added membership, also different phases of city clean up and improvements, calling attention to some special repairs needed. The bridges referred to being county bridges, Mr. Roy M. McDonald, chairman of roads committee, was asked to visit Dallas and present these matters to the county court.

Mr. Smith again urged the importance of all those having real estate for sale, lease of subdivision, listing with the state land settlement committee. Blanks may be secured from Mr. Smith at the Bank of Falls City.

Suggestions for suitable slogans for boosting Falls City were requested. These will be passed on by a committee and submitted at next meeting.

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The Ladies Art Club met at the home of Mrs. Raymond Criswell last Tuesday. The afternoon was spent pleasantly with the usual needlework and at four o'clock a dainty lunch was served. Red carnations and candles furnished a cheerful tone for the table and much fun was occasioned by the marshmallow faces pasted on place cards. A guessing game followed, Mrs. R. L. Griswold winning first prize. Mrs. Roy McDonald, second and Mrs. Horn consolation. The club will meet next week with Mrs. A. F. Courter.

The Good Will Club on Thursday afternoon Mrs. Geo. Chamberlain was hostess to the Good Will club, with the following members present: Mesdames Mack, Black, Cochran, Jones, Howell, Griffin, Powell, Webb, Wingo, Richardson, Kretzer, Adams, Rhodes and Chamberlain; one guest Mr. Burbank and two new members, Mrs. Violet Mack and Viola Lane.

A delicious lunch was served by the hostess, assisted by Mrs. Wingo and Mrs. Richardson.

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How about those piles of trash you and I and the other fellow are waiting to dispose of on the city clean-up-day?

Could not the greater part be burned, tin cans buried, leaves, grass and litter from old gardens and lawns utilized to start compost heaps for later use in fertilizing the garden? The birds don't want last year's nests, trim up the trees and give them a chance to build new ones.

All this refuse harbors destructive insect pests that will have to be fought later in our own and our neighbor's gardens. All together for one hundred per cent clean town. Let's notice the little things that need fixing, then we won't overlook the bigger things, the painting, white-washing, fence repairing, and the hundred and one things that need doing. And when you see something commendable don't forget to mention it. Tell us if our homes look better. We all like to hear the pleasant things.

—A. W. W.

Oh, where in the world is the little white hen,
That's so thrifty and useful in barn yard or pen?
You may look in the orchard, the garden, the stable,
She'll slyly elude you as long as she's able.
But an egg is an egg, and so deserves measure,
The white hen proclaims it as such, and a treasure.
As a hen in her class she is ever so wise.
She knows one thing well—that you must advertise.
Our town's like this egg, it is hidden away.
We've got to get out and scratch down, folks, and say
The points to remember is only just this:
A bit of good cackling will not go amiss.
—D. W. B.

Don't forget now is the time to use squirrel poison to the best advantage. The Bank of Falls City has a supply on hand.

On Tuesday Commissioners C. C. Gardner and Wm. Riddle and Mr. D. Tate, bridge supervisor, visited in Falls City, examining the bridge across Dayton street, which has been closed to traffic since early last fall. We hope they will decide to repair and reopen this bridge for us at an early date. It is very much needed.

The Local News
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Richard Van Den Bosch of Air-He was a guest at the Falls City hotel, Saturday and Sunday. He came over to attend the pie social and old time dance given by the ladies of the Good Will club, Saturday evening.

FALLS CITY'S CURRENT WEEKLY GENERAL AND DEVELOPMENT NEWS

The Last Meeting of the Falls City Commercial Club Had About 165 Present—All Hands Are Working Together to Make Falls City One of the Most Progressive and Beautiful Cities in This Country

Commercial Club Meeting

The regular meeting of Falls City Commercial club was held in the Gem theater, Wednesday, February 25, 1925. About one hundred and sixty-five present, including guests. A short but interesting program was given, consisting of song numbers by grade school pupils of Miss Cleveland's room reading of "The Ballad of East and West," from Kipling, given by Mrs. Mabel Hatch, and solos by Mr. Kaufman.

After formal business was disposed of, a number of committee reports were given—Mr. Griswold reporting Mr. Hammel of the industrial development committee was in Portland on business connected with securing a wood products plant.

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Mr. Geo. March is employed by the Pacific Spruce company at Toledo. For the present Mrs. March and small daughter Louise will remain in Falls City.

Miss Elizabeth Wagner was home from O. N. S. in Monmouth for the week end.

Mrs. W. H. Dorman and daughter, Juanita, who now reside in Salem, were guests at the home of Mr. and Mrs. H. L. McMurry last week.

Mr. and Mrs. Ira Melhring have sold the white fir timber on their ranch to C. J. Bruce, who will have same cut into wood pulp stock and shipped to Salem.

Mrs. Jessie Moyer, agent of the

Bryant estate, is having the property owned by this estate on East Main improved by the laying of new sidewalks. This is a move in the right direction and we hope will be followed by other work along the same lines.

Mr. and Mrs. A. N. Tee are trading their home in Southwest Falls City to Mr. Ira C. Davis for Portland property. Mr. Davis and wife will come to Falls City to make their home as soon as this transfer is completed.

On Monday evening, March 9, will be held the annual meeting of the stock holders of Falls City Canning company. Plans for 1925 operations will be settled at this time.

The Griswold-Grier Lumber company is not only shipping considerable lumber to the middle states, but is bringing in cars of rough stock for mill-in-transit, about six cars being shipped in last week.

G. A. Griswold, president of the Griswold-Grier Lumber company of Falls City, and the Griswold Lumber company of Portland, also of Falls City cannery, spent Monday and part of Tuesday in town on business connected with these enterprises. He left Tuesday to visit Philomath, where he has other sawmill interests, before returning home.

M. D. Hammel, trustee of the Falls City Lumber company, spent several days in Portland last week, business connected with this company, and also getting in some good work for the commercial club's industrial development committee.

Mr. and Mrs. R. G. Muck were Salem visitors last Friday.

Dr. R. K. Howe accompanied Geo. Robinson to Oregon City last Saturday, going on to Portland from there to visit his mother, returning to his office in Falls City on Monday.

Mrs. Martin Deal entertained her sister, Mrs. L. K. Smith, of Seattle, Wash., last week.

Mr. and Mrs. Dick Buell visited in Salem on Monday.

Mr. H. Willis Koehler made his usual week end trip from Portland last Saturday to visit Mrs. Koehler and their daughter, Louise. He returned to Portland Sunday afternoon, accompanied by Rev. J. F. Dunlop, who will spend some time with his son Herbert, who is in school in Portland; and will then go up to Estacada. The Dunlops have a farm home in Estacada and Mr. Dunlop cannot resist the call of the soil when the spring days come, so will spend a few days giving the farm a "spring house cleaning."

Rev. J. A. Reiber conducted services in the M. E. church, Sunday evening during the absence of Rev. Dunlop.

The family of Mr. Pern Lewis have joined him here and will again make their home in Falls City.

Randall Buell, Chevrolet representative in Dallas, was transacting business in our town, Monday.

Mr. and Mrs. N. A. Lunde of Corvallis were renewing acquaintance with their friends here Sunday.

Mr. and Mrs. Geo. Low visited in Portland from Saturday to Monday.

Dr. L. A. Steeves of Dallas was in town Monday.

Mr. and Mrs. A. F. Courier are the guests of Mr. and Mrs. Victor McKenzie, of Salem, last Thursday evening, dining with them and later on enjoying a dancing party.

The Ladies of the Good Will club gave a very jolly party in Victor hall Saturday evening. After an auction of pies furnished by the ladies present, dancing both old and new fashioned was enjoyed until twelve o'clock. Much fun was occasioned by the guessing of the weight of the lady furnishing each pie by the man buying same. It cost one cent per pound for each error in guessing. The treasury of their club is several dollars richer.

Miss Louise Kaufman was home from Willamette university for the week end.

Mr. and Mrs. M. White, Mr. and Mrs. D. Riley and Mr. Heiborn, of Salem, were guests at the Chas. Cochran home last Sunday.

The small son of a Salem man and the adored grandson of a Falls City couple was much disappointed on Sunday morning recently because his father declined to make a promised trip to Falls City owing to a strong wind. Going out on the porch he contemplated the sky in silence but came in with the remark "Daddy, let's go to Falls City now, it isn't winding any more."

An optimist is a man who insists that both a back yard garden and a pen of prize winning poultry on a city lot, and agrees with him it can be done.

A pessimist is the chap who just knows we cannot have anything

new under the sun in "our town" because we never have had; so just hopes the chickens will scratch up the garden and some one's dog get the chickens so he can say "I told you so."

Mr. and Mrs. John Sowles and daughters spent the week end at Cottage Grove.

Ladies' Glee Club of Willamette University Visit Falls City

On Thursday evening, February 26, the music lovers of Falls City were entertained by the Ladies' Glee club of Willamette university, who gave a very fine program in the high school auditorium. The program follows:

It Was a Lover and His Lass, Jas. P. Dunn—Glee club.
"My Lover, He Comes on a Skee," H. Clough-Leigher.—Miss Trista Wenger.

Dance of Gnomes, MacDowell—Glee club.
Rain, Curran—Miss Fay Sparks.
Reading, Selected—Miss Sadie Jo Read.

Stunt—intermission—
"The Birds I Love Best," Aylward—Miss Gladys McIntyre.
Cannonetta, D'Ambrosio—Miss Helen Selig, violinist.

"The Morning Wind," Branscombe—Miss Aidaene Smith.
A Wind From the Sea, Branscombe—Glee club.
College Songs.

The following are the members of the Glee club who were present: First Sopranos—Fay Sparks, Gladys McIntyre, Aidaene Smith, Fay Spaulding, Elizabeth Silver, Helen Mae Lockwood, Lena Gilbert.

Second Sopranos—Lucia Card, Margaret Arnold, Gladys Morton, Helen Johnson, Gladys Gilbert, Virginia Van Horn, Byrle Marsters.

Alto—Trista Wenger, Ruth Ross, Velona Jenks, Elois Helneck.

Second Alto—Ruth Heineck, Marian Wyatt, Frances Hodge, Elaine Chapin, Angeline Ryan.

Accompanist—Mildred Grant. The entire program was well given, and chorus and soloists were very obliging in favoring the audience with encores. Miss Mildred Grant is the daughter of Mr. and Mrs. D. J. Grant of Falls City and a graduate of our own F.C.H. Miss Helen Selig is also a Falls City girl. Their many friends glad to welcome both on this occasion.

Parent-Teacher Association
The Falls City Parent-Teacher association was organized about nine years ago with Mrs. C. L. Hopkins as president. For three years they held regular meetings of much interest. During this time they sponsored a high school orchestra which was very successful under the leadership of Prof. Haley.

When the epidemic of influenza reached Falls City the meetings were discontinued and the society was not reorganized until 1923. Since that time it has been a live society. Meetings are held in the high school auditorium the last Monday evening of every school month at which time an interesting program is presented and refreshment are served. Speakers have frequently been brought to Falls City to deliver addresses before the Association.

In December Dr. Boling of Monmouth normal school gave an interesting address. He told us that the fame of our organization had reached him before he came and he also commented on the number of men present. This was explained by the fact that the men won the membership contest conducted in the fall.

Perhaps the greatest good the P. T. A., has accomplished is the serving of hot lunches to the children of the grade school. About seventy-five are served daily at a cost to each of only two and one half cents. This low cost was made possible by the members

Paint, just plain old paint, is a wonderful beautifier. It's more so on buildings than on our faces. Some of my friends are trying the effect of paint for the complexion when applied to the living rooms and finding it a wonderful "first aid." It helps the old woodsheds and chicken coops as much as it does the professional politician. Am not advised whether the government formula for white wash to be applied while hot, is better for the latter or not, but is for the former objects.

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