



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.



THE WEEKLY NEWS OF FALLS CITY SHOWING ENTERPRISE AND PROGRESS

Working for Better Road to Valselt—Many Inquiries for Farm Lands, Poultry Farms, Etc.—A Poultry Farm Putting in New Line, and Another Adding to Its Extensive Facilities—“Falls City, the Center of Natural Resources,” Slogan

(The following was sent in on March 30.)
Gem Theater Has a Treat in Store
The Alaskan Coming April 4.
On Saturday evening, April 4, Mrs. M. A. Pugh, manager of the Gem Theater, has another treat in store, featuring The Alaskan with a double performance.
This is the screen version of James Oliver Curwood's story of the same name, and takes us from Seattle to the far North, showing mountain peaks, forests, rivers and glaciers, and including pictures made under the most trying conditions of storms in the northland.
The stories of Jack London, Curwood, Rex Beach and others have given us such vivid word pictures of this mysterious "Land of the Midnight Sun" that the actual pictures are only a dream fulfilled.
Thomas Meighan as Alan Hoyt heads the cast with Estelle Taylor as Mary Standish. The entire cast is made up of talented actors and actresses, as well as including in some scenes Eskimos and Indians. "The Iron Chink" a marvelous machine used in the salmon canneries of the north, is shown at work, and in another scene Mr. Meighan is shown on a narrow ledge with his horse where the slightest misstep would have sent both horse and rider more than a thousand feet down over the cliff.

We are surely fortunate in the class of pictures shown at The Gem and appreciate the efforts made by the manager to give us good pictures at popular prices.
Falls City Commercial Club Working for Improvement of Falls City-Valselt Road
Mr. H. Mather Smith, president of the Falls City commercial club, has been very busy the past few days circulating a petition and a pledge for work on the Falls City-Valselt road. Valselt citizens are working along the same lines, and it is expected to secure enough pledges so that the county court will feel justified in sending out a grader and scraper and other necessary equipment to widen and scrape the road from Falls City in to Valselt. Falls City expects to have about one hundred days' work (or equivalent in cash) pledged by the end of this week, and Valselt is anticipating a like amount.
With the cooperation promised by the county court, this should mean a great improvement over the condition of the road last year.
This is a very interesting and beautiful drive, and with a good mountain road will appeal to many who so far have hesitated to make the trip.
We think this is the starting point for a permanent road, inas-

much as many years ago the Falls City people got their road from Falls City to Dallas started in just this way. No doubt many who read this will be interested sufficiently to communicate with the Polk county court and urge that all the assistance possible be given this project, and we hope there may be residents of other localities who will be interested enough to help financially as well. If we cannot have formal road districts of interested sections of adjoining counties to bond and build roads, let's bond ourselves individually and do all we can in a small way until the time comes, as it will, that the other method may be worked out successfully.
The Commercial club is receiving many inquiries for lands, poultry farms, both large and small, improved farms with buildings, and logged off land, and takes this method of urging all who have any real estate for sale to go to the Bank of Falls City and make listings with the local chairman of the State Land Settlement committee. A nominal fee is charged to cover cost of blanks, etc., and the rest is done for you by this committee. A recent published report shows that in one month several hundred inquiries were received at committee headquarters in Portland, and this is in advance of any considerable tourist travel. As we are not located on any of the main traveled highways we must reach the public through such avenues as that afforded by the State Land Settlement committee and the publicity committee of the State Chamber of Commerce, as well as our own advertising literature.
The Toredors Please
The operetta, "The Toredors," given by the high school students, under the direction of Mrs. Mabel Hatch on last Tuesday evening, was a decided success, both from an artistic and financial standpoint. All of the parts were well sung, and the work of the comedians, Dee Lusk and Charles Kaufman, was especially well received by the audience. The dancing under the direction of Miss Phyllis Palmer came in for much favorable comment, the only criticism being that there was not enough of it. The scenic effects were very good. In short, the entire production showed much painstaking work on the part of both performers and directors—Much credit is due Miss Gordon of Dallas, who so ably accompanied the production with piano, giving freely of her time for rehearsals to enable the Falls City High to give a creditable performance.
Rev. and Mrs. J. F. Dunlop enjoyed a visit on Saturday from Prof. Chas. McKnight of Dufur, who was formerly in Junction City during the time the Dunlops resided there. Mr. McKnight was in Falls City on matters of business concerning our high school.
Claude See and wife have purchased from R. M. McDonald the property formerly owned by Harry Tee in southwest Falls City, and are occupying the same as a home.
The Thresher family are suffering from a combination of misfortunes. Mrs. Adda Thresher is very ill at the home of her son, T. M. Thresher, and both Mr. and

Falls City Meat Market
The home of "Oregon Quality" meats
ROY McDONALD, PROP.

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

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Oregon Fruits, Berries and Vegetables
"LUCKAMUTE BRAND"

Thompson's Drug Store
EASTMAN KODAKS AND FILMS
Prompt and satisfactory service in Kodak finishing at

Thompson Hardware Co.
Successor to A. F. Courter & Co.
Bank of Falls City
Capital \$15,000.00
Surplus \$5,000.00
General Banking Business

BABY CHICKS
White Leghorns, trapnested, guaranteed pure Tanager.
We get our breeders direct from the Tanager Farms, world's best laying strain.
20% Discount After May 1
Ever-Lay Poultry Ranch
FALLS CITY, ORE.

Mrs. Thresher have also been quite ill with "flu", but are improving at this time. The condition of Mrs. Thresher is not so good.
Miss Ruth Bryant is the house guest of her aunt, Mrs. John Meyer during the vacation at O. N. S. at Monmouth.
Others from Monmouth who are visiting their homes for this vacation are Miss Grace Thomas, Miss Bina Lusk, Miss Eva Chapel, Miss Dorothy Guthridge and Miss Jessie Paul.
Mr. Ralph Lande spent a part of his vacation with friends in Falls City, coming up with Harold Wagner and C. P. Horn, Jr., last week from Eugene.
Mrs. M. Huffman of Salem is the guest of her daughter, Mrs. A. R. Meyers.
Sunday afternoon Mr. and Mrs. Raymond Criswell drove to Corvallis to visit Mr. and Mrs. Garnett Best and baby daughter. They were accompanied by Mr. Wayne Neal and Miss Gwendolyn Mickalson.

Everlay Poultry Farm Adding Improvements
The Everlay Poultry Farm is busier than ever if possible. They have under construction a new poultry house of the half monitor type, 20x32 feet, two-story, equipped with trap nests, which is designed to house this year's pullets of the All Tanager Imperials which Mr. and Mrs. Dormer are raising for their own stock. This is the second house of the half monitor type the Everlay ranch has built, and makes five houses in use at this time.
They are delivering 2,000 baby chicks of the Tanager strain in Salem this week, and about one thousand to Dallas.

Good Will Club Meets With Mrs. Frank Mack
Mrs. Frank Mack was hostess for the Good Will club last Thursday afternoon at her home in the North end. Beside the usual sewing and fancy work the ladies enjoyed music and songs. Mrs. Henry Griffin presiding at the piano and leading the singing. Daffodils and wild flowers were used both for room decorations and table pieces. The luncheon consisted of salad, ribbon sandwiches, followed by ice cream, home made cookies and coffee. The following members were present: Mesdames George Chamberlain, E. C. Richardson, S. W. Wingo, Wallace Gottfried, Henry Griffin, J. J. Kreitzer, J. S. Powell, A. G. Adams, M. W. Black, C. R. Cochran, Wm. Mack, F. A. Jones and Jody Rhodes and the hostess. Mrs. John Meyer was a guest.
Miss Ardella Dunlop, a senior in high school, is not waiting to complete her course to apply business methods learned there, but has taken the local agency for the Midwest Extract company with headquarters in McMinnville.

"Falls City, the Center of Natural Resources"
This is the slogan adopted by popular vote at the last meeting of the Commercial club. We are saying we have everything here for you; we're saying we have the natural resources for you to come and get what you want. As the garage ads say "free air," "free water" to drink that doesn't need filtering, either, to feed your radiator or yourself. We have beautiful scenery, from some parts of our town Mount Hood smiles at us in all her beauty; from others the wooded slopes of the Coast Range refresh the eye with an ever-changing panorama, one day basking in the brightest sunshine, the next veiling her forests in filmy grey of clouds and mist, one day offering rainbows far and near, so bright one can almost spot the pot of gold at the end, the next glowing in sunrise and sunset of gorgeous hues, fading to fairy colors never conveyed to canvas; while drives or walks in wooded roads reveal ferns and flowers so wonderful no garden planted by man can rival their beauty.
Needed Bridge Repairs are Made
The "red" bridge across the Little Luckiamute on Dayton street has been put in repair by Commissioner Tate and a crew of men and is again open for traffic, after having been closed for several months. The bridge across the river on Bridge street is being repaired this week by the replacement of the old and worn decking, also filling in the approaches and otherwise putting it in readiness for the heavy traffic of the summer when lumber delivered to the Griswold-Grier planer from mills west of town is hauled in this way.
G. B. Parmentier suffered a painful injury while employed in the logging camp of Griswold-Davis Tuesday forenoon. He was working with an ax when it slipped, cutting his foot quite severely. Mr. Parmentier was able to come down from camp to secure medical attention, but will be unable to return to work for some time.

Confined to his home with an attack of "flu."
Ennis Frink and wife were up from Newberg for a visit with the "home folks" Sunday and were accompanied by Clarence McCoy who came to visit his mother.
Mr. and Mrs. Robert Shilts motored to Portland Monday.
Mrs. Winnie B. Braden, secretary of the Dallas Commercial club visited our local club last Wednesday evening. Come again!

Real Estate Transfers Numerous
Several pieces of property have changed hands in and near Falls City the past week or ten days. Mr. and Mrs. G. E. Elle have sold their home just outside the city limits on the south to W. B. Stevens. This property is quite well improved, on Monday and Tuesday of this week, returning to Portland Tuesday afternoon.
Col. C. W. Matthews is in Portland on business this week.
Falls City Cannery to Try Out Vegetables
H. M. Schubert, manager of the Falls City Canning company, reports the cannery will be operated to full capacity this season, and in addition to the usual pack of fruit, beginning with the early berries, they will pack a limited amount of vegetables, probably string beans and beets. Plans are now being worked out whereby there will be a much larger pack than was put out last year. This will be good news to local housewives for it is much easier to let the Luckiamute Brand fill one's pantry shelves than to do all the work at home, and the fine quality of these products leaves nothing to be desired—it encourages us to help live up to the reputation gained by the American housewives of being the best "can openers" on earth.

FALLS CITY BARBER SHOP
Agency International Tailoring Co.
Cleaning and Pressing
Wm. Bohle Phone 71

Hot Lunches a Success
The local Parent-Teachers' association has been very successful in the serving of hot lunches to the pupils of the grade school a part of this season, but have decided to discontinue the "soup kitchen" for the balance of this school year, as the pleasant weather is encouraging many pupils to go to their homes for lunches. After hearing the comment of one tiny tot "I'm so lonesome without any soup in me," the first day the soup was not served the ladies are determined to have this hot lunch plan worked out for the entire school year of '25-'26 and take this opportunity to ask all parents and others interested in the welfare of our school children to plant an extra row or two of vegetables that will be good for use in the preparation of the hot lunches next year.
Mr. and Mrs. Roy Muck and small son are guests at the A. A. Muck home for a few days, driving up from Portland Sunday.

Stunt Night for the Benefit of the Parent-Teacher Association a Success
The entertainment given by different organizations of the city on Monday evening, the 30th, in Victory hall reminds us of a song sung in school many years before the PTA was thought of: "It's a way we have in school, sir, to drive dull care away," and if anyone could have even thought of care or worry left after laughing through the evening with "home folks" he must have been melancholy indeed. The Ladies Art club opened the evening's fun by holding a District School, with Mrs. Raymond Criswell as teacher. The girls and boys (?) after recitations in geography and spelling "practiced" for the coming Friday afternoon program when all the home folks would be there to hear them. Mrs. A. F. Courter and Mrs. H. M. Smith in a duet "Teacher Please 'Scuse Us" were irresistible. A Dutch dialect reading was given by Mrs. Albert Teal. Other "recitations" were irresistibly funny but the one that was lost and never given, like the proverbial fish that got away, was best of all. We did learn from the geography class of this school, however, that "Oregon is bounded on one side by the Pacific Ocean and on the other by the United States," and that we'll have to ask H. M. Smith where Falls City is located because "Dad says the Commercial Club is going to put Falls City on the map."
This was followed by a solo by Clyde Bancroft, with Miss Esther Cleveland at the piano. "I Love a Lassie" who sang in his usual pleasing manner, and repeated this number in acknowledgment of the encore he received.
Mrs. Mabel Hatch accompanied by her son, Willard, gave a musical reading "Yellow Roses" with much expression.
The Falls City Commercial club was represented by a comedy sketch very cleverly given by Mrs. A. F. Meyers, Mr. and Mrs. Hal McMurry and Charles Kaufman. The local hits were well made and when this "Lesson in Physical Culture" was finished we all felt like the setting up had done us good.
Mr. C. L. Barnhart sang "To the End of the World With You," with Mrs. J. F. Dunlop at the piano.
The ladies of the Good Will club had a two-act comedy sketch well played by Mrs. Frank Mack, Miss Viola Lane, Mrs. George Chamberlain and Mrs. William Mack. "Turning the Tables" was a good satire on present day conditions as we see them on the screen, but not as lived in our own wholesome community. The ladies showed the result of careful preparation.
Mr. and Mrs. A. F. Meyers, Mr. Hal Thompson and Mr. Harold Frink gave two musical numbers, with Mrs. Meyers at the piano, Mr. Meyers and Mr. Frink playing first and second violins and Mr. Thompson, the saxophone. The first number was "If I Could Just Stop Dreaming" in which Mr. Frink gave the vocal solo very pleasingly, the second number "What's Become of Sally," was sung by Mr. Meyers in his usual good form.
Miss Kathryn Peters, with Doris Mickalson accompanist, rendered a trombone solo very effectively.
The last feature of this entertainment was given by members of the Parent-Teacher association just to show the boys and girls they hadn't forgotten how. "That Rascal Pat." And as Pat the rascal, J. A. Reiber kept things moving rather too lively for the uncle, Rev. J. F. Dunlop, or his other master, Mr. R. L. Griswold. Mrs. A. G. Adams, as Nora, the maid, and Mrs. R. Paul as the niece, Laura, were very good.
This entertainment resulted in \$44.40 receipts to be added to the treasury of the association, and best of all brought out a record attendance, once more bringing all the community together.

Wood-working Industries of All Kinds
Furniture factories, handle factories, sash and door factories and many other lines of wood-working concerns will find this an ideal place. They will find the raw materials at their fountain head; power and transportation. They will find labor conditions ideal. Here the laborer may own his own home with his garden or acreage tract. He may have all the modern conveniences—plus. For he will have all the advantages of healthful outdoor country life for himself and family, fishing and sports at his door, cheap food and low living costs in a most pleasant community supplied with churches, schools and fraternal societies to meet his most fastidious demands for social, religious and educational needs.
The investors will find a united community which will be in the most hearty sympathy with his business and his employees. Cooperation with the community is assured in its fullest and most valuable form.
There will not only be no effort to harass or embarrass or mulet the business, but on the other hand Falls City will present as nearly ideal conditions as may be found any place in the west. It is a city inspired with the spirit of the west.
Already the farm lands around Falls City have been tested as to their ability to produce fruits and vegetables of a superior quality. A cannery is already established there and has operated until it is now on a successful basis rela-

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FALLS CITY INVITES HOMESEEKERS AND INVESTORS TO LOOK IT OVER

Raw Materials Abound Invitingly for Woodworking Plants, Milk Products and Food Products Plants Around Falls City—Exceptional Opportunities for Investment in Fertile and Cheap Lands.

By EDWARD T. BARBER
Permanent industrial development must rest upon factors and conditions fundamentally sound and permanent.
Since approximately 57 per cent of the cost of a finished article is represented by the raw materials, freight, it is evident that the ability of any locality to furnish these elements in sufficient quantity and at a price compatible with the market conditions, should be the largest determining factor in securing the location of industrial plants and the investment of capital in industrial development of a community.
The second largest factor entering into a finished product is labor, represented by 21 per cent. For this reason it is vital that labor conditions in any given community should be carefully considered and estimated on a stable basis.
Another factor which has not been estimated in percentage because of its intangible nature, is the community sense of its relations to its local industries. Yet this is the one great factor which is more vital to success than all the others combined.
The community which looks upon its local industries as a sort of "Santa Claus," bestowing gratuities upon the municipality or upon favored individuals or firms, is well on the road towards putting its industrial plants into cold storage and inviting the sheriff to hold himself in readiness for eventualities.
The community which feels and understands that the success of its industrial establishments is of really more vital interest to the community than to the stockholders or owners of the plants, is on the highway to success and prosperity, for both the community and the industrial plants fortunate enough to be located in such a center.

Falls City, viewed from these standpoints, presents some especially inviting opportunities for industrial plants and investments.
Falls City is surrounded by vast forests of the finest timber in Oregon. Lumbering was among its first industries and remains today the chief industry. But aside from the sawmills making the raw lumber, there are now no wood-working industries there.
Furniture factories, handle factories, sash and door factories and many other lines of wood-working concerns will find this an ideal place. They will find the raw materials at their fountain head; power and transportation. They will find labor conditions ideal. Here the laborer may own his own home with his garden or acreage tract. He may have all the modern conveniences—plus. For he will have all the advantages of healthful outdoor country life for himself and family, fishing and sports at his door, cheap food and low living costs in a most pleasant community supplied with churches, schools and fraternal societies to meet his most fastidious demands for social, religious and educational needs.
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