

Model Colony News



ONTARIO
CALIFORNIA
ARTS + CULTURE + HISTORY

1st Quarter 2021



Heritage Events

Upcoming Events

October 9, 2021—This will be our 11th Annual Historic Cemetery Tour at Bellevue Memorial Park which will be open to the general public. Ticket prices are: \$10 for Ontario Heritage members, \$15 for non-members, and ages 12 and under are free. Day of event ticket sales will begin at 9:30AM in the historic section of the cemetery. Actual tour will begin at 10:15AM. As we get closer to the date, pre-sale tickets will be available at Logan's Candies 125 West B Street Ontario 91762, the office of Bellevue Memorial Park 1240 West G Street Ontario 91762 and on our website: <https://ontarioheritage.org/>. If you have any questions, please call (909) 984-6558.

November 2021—We will hold a potluck meeting with a guest speaker. Date and location TBD.

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Like us on Facebook at
www.facebook.com/ontario.heritage

VOLUNTEERS WANTED

If you would like to volunteer your time at our events, please contact us at: 909.984.6558 or email us at: info@ontarioheritage.org

Heritage Corner

Fallis: The Department Store, the Family, and Ontario

When Ontario founders George and William Chaffey sold their land interests and departed for Australia, they left behind a prospering town and businessmen eager to build the city's economic base. William Barton Fallis and his brother Fred G. Fallis arrived in Ontario in 1906 and immediately took their place in the city's business community. They owned Fallis Brothers, a large, successful department store in downtown Ontario, had extensive real estate holdings (both commercial and residential), and were very active in the community. Members of the extended Fallis family lived in Ontario for several generations, and many are buried in Bellevue Memorial Park. This is their story.



W. B. FALLIS



FRED FALLIS

Photo Date: April 30, 1915

Photo Credit: Model Colony History Room

Family Tree

William Barton (WB) and Fred Fallis were among the eleven children (six sons and five daughters) of Canadian residents William and Frances Carson Fallis. William was born in 1818 in Dublin, Ireland and immigrated to Peterborough County, Ontario, Canada in 1839 at the age of 21. Frances Carson was born in Brewster, Ontario, Canada (date unknown). Orphaned at age seven, she went to live with a member of the Fallis family. The couple lived in the Millbrook area of Canada until the spring of 1857, when they moved with their four children to Grand Bend, Ontario, Canada.

WB was the fourth child, born on October 14, 1854. Other children included Evelina Agnes Fallis Sinclair (born in 1872), E.O. Fallis (born in 1873), George Frederick Fallis (born in 1874), Fred G. Fallis (born in 1875), Claude P. Fallis (born in 1887), John Albert Fallis, called Jack (born in 1895), Thomas Fallis, and

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Heritage Corner (continued from page 2)

Mrs. C.A. Pope, Mrs. J.H. Mollard and Mrs. Francis Patterson. (We could not find information about the women's birth names or date of birth.) The family resided in Peterborough County, Ontario, Canada.

WB had three wives (he was widowed twice) and four children, all from his first marriage. In 1890, while still residing in Canada, he married Mary Fulton. After their marriage, they moved to Grand Bend, Ontario, Canada where WB ran a local store. Two children were born there: William Fulton Fallis, (born in 1892) and Jessie Carson Fallis (born in 1895). In 1899, the family moved to North Dakota where WB again managed a local store. Two more children were born in North Dakota – Anna R. in 1901 (later known as Ann) and Frances Mary in 1903.

Mary Fulton Fallis died in March 1908, leaving behind her husband WB and the four children: William F. age 16, Jessie age 12, Anna age 7 and Frances age 4. Believing the children needed a mother, WB married Mary's sister Agnes Fulton from Canada eight months later, in November 1908. By all accounts, Agnes was an excellent mother and thought of the children as her own.

The morning of August 5, 1926, Agnes Fulton Fallis awakened at 4 am because she was feeling ill. Dr. Stephen A. Craig, a member of the Craig family that included four physicians (his father William Howard Craig, the first physician at San Antonio Community Hospital; sister Mary Craig Williamson McClellan, known as "Dr. Mary"; Dr. Stephen Craig; and Dr. William Howard Craig, Jr.) as well as prominent watercolor artist Thomas Craig (brother) and sisters Lois Craig, Ruth Craig Couffer and Ethel Craig Sumner), was summoned. But Agnes had suffered a massive heart attack, and died an hour later, at 5 am.

Two years later, in October 1928, WB married Mary Ann Blair Fallis, the widow of his brother Thomas, who had died in 1927. She was a resident of Park Hill, Ontario, Canada and had three children: Muriel Fallis of Sarnia, Ontario, Canada; Mrs. Lloyd Brophey of Park Hill, Ontario, Canada; and Claude Fallis of Mt. Forrest, Ontario, Canada. WB died in the family home in April 1939, leaving Mary Ann a widow. She died in 1941 after a long illness.

WB's younger brother Fred Fallis was married to Retta (born in 1875; maiden name unknown). They had two children: Charles George Fallis (born in 1901) and Charlene E. Fallis (born in 1918). Charlene later married Ray Rehkop and lived on Armsley Square, across the street from her cousin Frances Mary Fallis, who married into the Drew family, owners of Drew Carriage.

Many Fallis, Drew and Rehkop children attended Chaffey High School:

- **Fallis:** Jessie '15, Anna '19, Charles George '19, Frances Mary '22, Claude '30, Charlene '36, William F. Jr. '41 (and his wife Margaret Scott Fallis '41)
- **Drew:** Edred W. '22, Frederick Albert Charles (FAC) II '23
- **Rehkop:** Don Frederick '64, Gary C. '69

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Fred Fallis died in October 1954 at the age of 79 after a lengthy illness.

WB and Fred's brother, John Albert Fallis, known as Jack, moved to Ontario in 1910. He managed the men's department of Fallis Brothers until his retirement. He died in July 1956, a year after his wife Margaret, at the family home at 317 West F Street. The home is no longer standing, and a commercial building, occupied by Bilin-gual Family Counseling Service, is now at that address.

Around 1917, the Fallis brothers physical condition was recorded by Dr. Christopher Sheppard in his medical journal. WB Fallis was listed as 5'8 $\frac{1}{4}$ " tall and 141 lbs. His brother Fred was 5'6 $\frac{1}{4}$ " and 143 lbs.

WB Fallis's son Will served in the U.S. Army in World War II. Upon his discharge, WB received a letter from Will's commanding officer outlining the conditions of his discharge. Will's travel expenses from Ft. Monroe, Virginia to Ontario would be paid by the Army and he would be allowed to wear his uniform for three months after discharge. He was eligible to continue his government-sponsored insurance at his own expense.



The Fallis Family in front of their home in Ontario, California

Photo Credit: Model Colony History Room

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Heritage Corner (continued from page 4)

Ontario's Historic Retail District

Many Ontario residents will remember Fallis Brothers, an upscale department store located at 123 N. Euclid Avenue in the Friend block of downtown Ontario. Today that location is within what is called the "historic retail district". Extending from the railroad tracks on the south to G Street on the north, the district includes historic structures and reinforces design themes from three time periods: turn of the century, the 1920s through 1940s, and the 1950s.



Photo Credit: Model Colony History Room

Historic downtown Ontario took its shape from the original irrigation system and land subdivision pattern established by the Chaffey Brothers in the 1880s. The area within the current historic retail district almost exactly matches the original boundaries of the Model Colony.

Downtown Ontario was built over several decades. The first buildings, dating from the 1880s, were near the railroad tracks at the intersection of Euclid Avenue and A Street (now Holt Boulevard). From there, the downtown grew evenly northwards away from the railroad lines.

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Heritage Corner (continued from page 5)

The People's Store

In 1895, the largest mercantile store in Ontario was the People's Store, owned by Hickman "Mike" Phillips. Founded in 1888 and originally located in the Ohio block, the People's Store was such a success that it outgrew its first location. In February 1895, Hickman Phillips was preparing to move to the largest storeroom in town -- 40 feet x 90 feet – in the Friend block. Nine years later, in 1904, he incorporated the business under the name H. Phillips Company with himself as president and Erwin Phillips as vice president and manager (though he kept the name People's Store because it was so familiar to Ontario residents).



The Peoples Store

Photo Credit: Model Colony History Room

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Heritage Corner (continued from page 6)

The Fallis Families Move to Ontario

In 1906, the Fallises moved to Ontario. WB, his wife Mary and their four children arrived in March from North Dakota, followed by Fred, his wife Retta and their two children in October from Michigan. The Fallises became active members of the community and attended Bethel Congregational Church on Euclid Avenue at F Street. Later, Fred Fallis served as a director of San Antonio Community Hospital and was a member of the Ontario Masonic Lodge.

The move was necessitated by Mary Fallis's health. By 1906, she had become quite ill (attributed to the cold North Dakota winters) and was advised by her doctor to move to a warmer climate. Her brother-in-law, Fred had visited California around 1904-05. Perhaps persuaded by this, Mary arrived in Ontario in December 1905 or January 1906, to be joined by WB and the children in March.

Fred and Retta initially resided on West D Street, then later moved to 537 North Euclid Avenue (southwest corner of Euclid and F Street). The home they lived in is no longer standing. The address is within the Ontario's historic retail district and is currently home to Raybon Mortgage.

In December 1949, Fred and Retta Fallis celebrated their 50th wedding anniversary with a small family gathering at their Euclid Avenue home attended by their son Dr. Charles Fallis, a faculty member at the University of California at Santa Barbara, and their daughter Charlene Fallis Rehkop. Following the celebration, they left for a second honeymoon trip via automobile.

Historic Fallis House

WB and Mary Fallis and their children made their home at 122 South Vine Avenue. The home was originally built around 1902 as a single-story house in the Queen Anne architectural style. The Fallises bought the home in 1906, and in 1914, added a second story in the Second Empire style. Today, this home remains the only example of Second Empire architecture in Ontario.

The home was continuously occupied by the WB Fallis family until 1941, when WB's third wife, Mary Ann Blair Fallis, died. The home was then converted to apartments. In 1993, the City of Ontario acquired the property using redevelopment funds and declared it the city's first local landmark. The city redevelopment agency entered into an agreement with Architram Design Group of Claremont, offering a five-year lease in exchange for the company rehabilitating the home.

The home had been severely neglected over the years and required extensive renovation. The architectural firm enlisted help from ten architecture students from Cal Poly Pomona who earned class credits in exchange for labor. Working under Architram project manager Letrice M. Sherrillo, the students tore out plaster, carpet and linoleum as part of the restoration effort.

The construction crew discovered an early 20th century wall made of two-by-fours that measured 2" by 4". (Today's 2x4s measure 1½ inches x 3½ inches.) They also found a cracked school workbook belonging to Frances Fallis tucked under a stairwell behind boards and plaster. It was dated 1913, when she would have been in

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elementary school. It contained temperature and wind readings from February 3, 1913 – “54 degrees and mild westerly wind”. Another worker found a business card for “Chas. Frankish – Sundries – Bicycles” above a door jamb.

Following the restoration, Architram planned to use the first floor of the home for their offices, and rent out the second floor to other planners or designers. A planned use of the carriage house at the back of the property was for an exhibit room to show new products in lighting, plumbing and other aspects of home design.

When the home reverted to the City of Ontario (around 2001), it was first used by the Police Department to train its K9 units. It is now used as the offices of the Ontario Code Enforcement department (see photo on page 19).

Fallis Brothers Department Store

As soon as they arrived to Ontario in 1906, WB and Fred Fallis negotiated with Hickman Phillips to purchase the People’s Store. Ownership transferred around the middle of September, and the grand opening of the newly-renamed Fallis Brothers store took place on October 13, 1906 – just one week after Fred’s arrival in Ontario. Although the brothers renamed the store, they kept the slogan “The People’s Store” for another 20 years. They changed it in 1926 to “A fine store for a fine city.”

The store was located at 123 North Euclid Avenue and was a men’s store. For their grand opening, the brothers discounted all the merchandise by 25%, hired a caterer to serve complimentary ice cream, and engaged the Ontario Military Band to perform an evening concert.



Interior of Fallis Brothers. Photo Credit: Model Colony History Room.



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Heritage Corner (continued from page 8)

The Fallis brothers intention was to bring high quality merchandise to residents of Ontario and surrounding communities. Their stated philosophy, advertised to customers from the very beginning, was this:

That to the best of the store's ability, no piece of merchandise will ever be offered to the public which does not represent the finest value possible to obtain.

To promote this philosophy and the store, the brothers held events (like the grand opening) and engaged in extensive advertising in local newspapers. To entice people into the store, shoppers were frequently offered free gifts, such as a "beautiful chip-proof orange juice glass", part of a breakfast set that also included a matching pitcher. While one orange juice glass was free, the pitcher and additional glasses were offered for purchase.

In March 1918, the brothers held a Fashion Show and Spring Opening that drew such a crowd it filled the store and overflowed into the street. A highlight of the show was four couples, male and female students from Chaffey High School, who promenaded wearing the latest spring and summer fashions. Other models were Miss Jessie Fallis (daughter of WB), Winnie Mollard (niece of WB and Fred), Fay Armstrong, Mrs. R.P. Garbutt and Mrs. Jack Fallis (sister-in-law of WB and Fred), who each appeared in eight or ten costume changes.

Advertisement in:

Chino Champion
Chino, CA

January 01, 1932,
Friday, Page 3

FALLIS BROS.
ONTARIO, CAL.

January Clearance

Starts Wednesday
January 6th, 9 A.M.

An Event that Will Set New Value Records
..... **Prices Will Average Wholesale**

Every Person attending the First Day of our January Sale . . . We are giving

FREE

One Beautiful Chip-Proof Orange
Juice Glass
[One to Each Family]

—No Purchase Required—

In order that every family may have something to remember our 51st Semi-Anual Clearance . . . we are giving this souvenir absolutely FREE.
COME WEDNESDAY, JANUARY 6th, 9 A.M.

These Orange Juice Breakfast Sets are genuine thin blown, crystal optic, patented chip-proof tumblers—hand made pitcher to match.

We are going to give these complete sets to our patrons during this sale . . . and our salespeople will give you full particulars.

BE AT FALLIS BROS. SALE THE FIRST DAY

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During the fashion show, the Chaffey High School orchestra played and eight canaries belonging to Fred's son Charles scattered throughout the store, chirping and singing. The evening ended with Mrs. G. Ben Henke singing a song, accompanied by Miss Ala Ballou on a piano loaned by Howe Music Company. Each attendee was given a carnation as a souvenir.

In August, 1919 the Fallis Brothers store underwent a significant remodel and modernization. The store was extended to the rear alley for a total of 10,000 square feet on two floors. An elevator to the second floor was installed. The façade had new show windows and marble, plate glass, tile and fine woodwork were incorporated into the interior. The men's furnishing department was managed by brother Jack Fallis. Jack Mollard, WB and Fred's brother-in-law, managed the shoe department. In June 1920, the brothers took out a display ad in the Pomona Progress Bulletin inviting Pomona Valley residents to visit "one of the most modern department stores in Southern California.

Fallis Bros. New Store Is Worth a Visit



THIS IS TO ANNOUNCE TO THE CITY OF POMONA AND ALL POMONA VALLEY
THAT FALLIS BROS. HAVE JUST COMPLETED ONE OF THE MOST MODERN
DEPARTMENT STORES in Southern California.

The firm name Fallis Bros., is not new to this community, but our store has graduated from small Town denomination into an up-to-date Metropolitan Merchandising Establishment.

We are now using nearly 10,000 square feet of floor space and the particular attraction of this store is our new Ready-to-Wear Department, located on the Second Floor—reached by elevator.

Always Merchandise of Quality

This store has as its fundamental ideal the presentation of absolutely reliable merchandise.

We are safeguarding your own best interests in offering you only those lines which reflect this policy—You find it a pleasure to shop here—knowing that whatever you buy represents economy based on quality rather than price.

Invitation

Fallis Bros. cordially invite the residents of the entire valley to visit and inspect their new store when they have occasion to visit Ontario.

The store itself offers sufficient attractions to justify a special trip to see.

Fallis Bros.
THE PEOPLES STORE

123 North Euclid Avenue.

ONTARIO, CAL.

Advertisement in
The Bulletin,
Pomona,
California

06 Jun 1920, Sun
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In March of 1922, the Fallis brothers sold their store to A.R. Volk & Company. In July, WB, his second wife Agnes and three daughters (Jessie, Anna and Frances) took a trip to Vancouver in their new seven-passenger Cadillac touring car Model 61 with a California top. The car was equipped with Solar headlights, motometer (a device for measuring the temperature of radiator and thus the engine itself), special bumpers, step-pads, silk curtains and other features. The car was sold to them by Sanford Newton, Pomona District agent for Cadillac Motor Cars. It was the second car sold that month, following five cars sold in June 1922.



In March 1924, WB and Fred bought the Fallis Brothers store back from the A.R. Volk Company. WB and Fred raised \$180,000 for the purchase by offering bonds at 7% interest secured by a first trust deed on the Fallis Building, then said to be worth \$465,610.

\$180,000
THE FALLIS BUILDINGS
First Mortgage 7% Serial Gold Bonds
The personal obligations of Fred G. Fallis and William B. Fallis of Ontario, California, secured by first mortgage upon four business buildings appraised for us at over \$485,000.

DATED APRIL 1st, 1924. DUE SERIALLY APRIL 1st, 1925 TO 1950.
Callible on any interest date at 102 and interest. Interest payable semi-annually, April 1st and October 1st, at Pacific-Southern Trust and Savings Bank, San Francisco.
Principal payable at Pacific-Southern Trust and Savings Bank, Trustee.

EXEMPT FROM CALIFORNIA PERSONAL PROPERTY TAXES

SECURITY:
The above described bonds are to be secured by first closed mortgage on four two-story brick and concrete office and store buildings and the lands on which they are situated in the City of Ontario, San Bernardino County, California. These buildings are all located on Fallis Street, the principal business center of that city, two being corner properties and the others being in the center of blocks.

They are leased for terms of from one to five years to responsible tenants, ground floors for the most part being used for furniture, drug, jewelry, department and dry-goods stores, while the upper floors are occupied by doctors, dentists, opticians, and apartment houses.

The real estate has been appraised for us by Mr. J. S. Ingalls, and buildings by W.H. E. Campbell of Ontario, as follows:

| | |
|-------------------------------|-----------|
| Value of land | \$247,178 |
| Value of buildings | 238,432 |
| Total value of security | \$485,610 |

Or nearly two and three-quarter times this issue of Bonds

EARNINGS:
Present rentals from the above described buildings produce an annual revenue of \$35,880 and after deduction of interest and principal when due and will permit the Trustee to use principal payments for the purchase of bonds in advance of maturity. This serial reserve will be available for payment of interest and principal when due and will permit the Trustee to use principal payments for the purchase of bonds in advance of maturity. This serial reserve will amount to about \$37,000. After allowance for maintenance, taxes and depreciation, it will amount to about twice the interest on this entire issue of bonds and more than the combined interest and principal required for payment of the same.

SINKING FUND RELEASES:
The Trust Indenture securing this issue will provide for monthly payments to the Trustee semi-annually, interest and principal when due and will permit the Trustee to use principal payments for the purchase of bonds in advance of maturity. This serial reserve will be available for payment of interest and principal when due and will permit the Trustee to use principal payments for the purchase of bonds in advance of maturity. This serial reserve will amount to about twice the interest on this entire issue of bonds and more than the combined interest and principal required for payment of the same.

All proceedings leading up to the issuance of these bonds and the preparation of the deed of trust are being taken by Messrs. O'Melveny, Milliken, Toller & MacNeil and the titles to the real estate will be certified to by the Register of Deeds of San Bernardino County.

These bonds are offered when, as and if issued and received by us, subject to approval by counsel and to authorization by the Corporation Commissioner of the State of California.

WILLIAM R. STAATS COMPANY
Established 1887
GOVERNMENT, MUNICIPAL AND CORPORATION BONDS
640 SOUTH SPRING STREET, LOS ANGELES
SAN FRANCISCO SAN DIEGO PASADENA
Statements made herein, while not guaranteed, are believed by us to be correct.

Largest Store In Ontario Is Sold Yesterday

ONTARIO, March 12.—The A. R. Volk department store, one of the largest mercantile establishments in the city, which was sold to the Volk company about a year ago by F. G. Fallis and William B. Fallis, was re-purchased yesterday by the Fallis brothers, who will conduct it in the future. It was announced that there will be no changes in the sales force, but that William Fallis, Jr., and Reginald Dunlap, formerly with Fallis brothers, will return.

Newspaper Clipping:
The Pomona Progress Bulletin, Page 6
Wednesday,
March 12, 1924

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When WB died in 1939, his brother Fred and son William F. Fallis continued operating the store. Later Fred sold his interest to the estate of WB, to the benefit of WB's four children. William F.'s son William F., Jr. and WB's daughter Ann were active in managing the store.

Institutional Advertising

William F. Fallis, Sr. is credited with achieving national prominence for the store with institutional advertising – a form of advertising that doesn't mention products, but instead has public service messages. WF featured patriotic causes such as Red Cross blood donations as well as community organizations such as Community Chest and Christmas Seals fund raising campaigns. The ads continued even after World War II ended. The US War and Treasury Departments, the Red Cross and other agencies cited the store many times for the space devoted to their causes. The Treasury Department recognized one of Fallis's ads on war bonds and asked permission to use the ad in their national advertising campaign.

In 1944 at the Republican Convention, Congresswoman Claire Boothe Luce presented the keynote address. In it, she created a character called GI Jim, the boy who did not come back from the war. The next day, WF featured GI Jim in a full-page institutional ad. It came to the attention of the Congresswoman. She sent him the original script of her keynote address, including the marginal notes and penciled corrections.

Store Remodel

In 1950, after 44 years in business, William F. Fallis Sr. decided to completely remodel the store. He expanded into the space at 123 N. Euclid to include 121 North Euclid, which had been occupied by Newberry's, giving the store an entire new façade with lighted display windows. The store was air conditioned. Offices on the second floor included bill paying, new accounts department, complaint department and a redemption center for S&H Green Stamps. Private offices for store executives, large stockrooms, and the advertising department were also on the second floor.



William F. ("Big Bill") Fallis, Sr.



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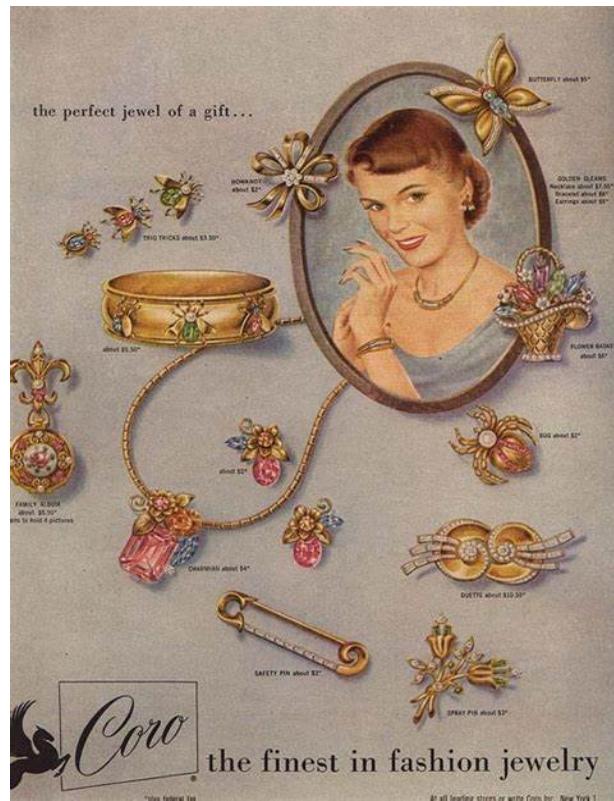
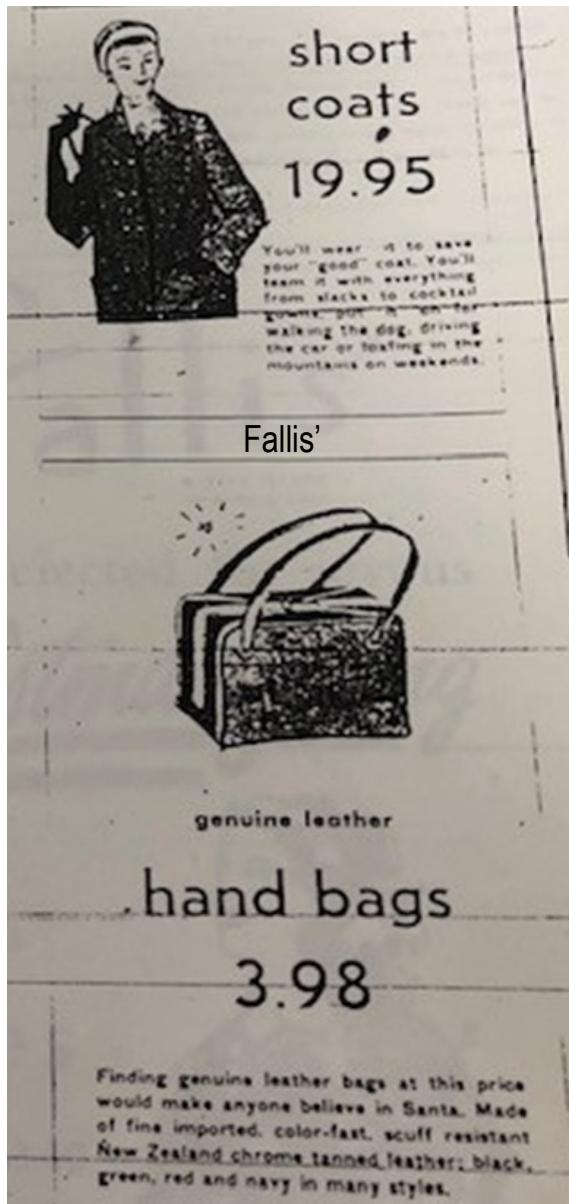
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The entrance was through 121 N. Euclid. First floor departments included women's wear and accessories (hand bags, hosiery, jewelry, cosmetics, gloves and umbrellas); sportswear (skirts, sweaters and blouses); ready-to-wear (the latest dress and suit fashions); coats; and lingerie. All departments were equipped with modern cabinets and fixtures especially designed for each individual department.

At the rear of the first floor was the ladies rest room and lounge, with comfortable chairs and couches.

Because women purchased more neckties, gloves, belts and socks for men than men purchase for themselves, the men's furnishings and accessories department was located in the women's section.



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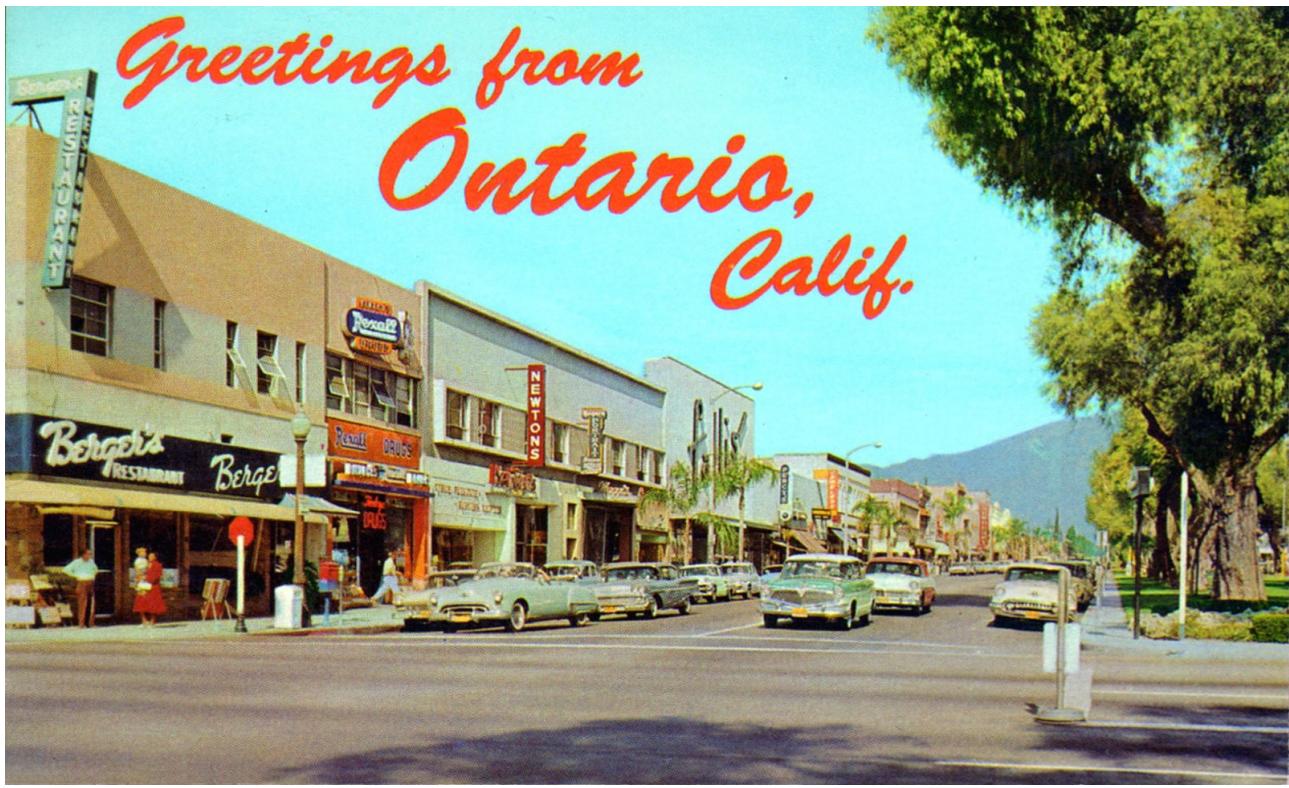
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The men's section was in the "old" Fallis store at 123 N. Euclid, consisting of men's clothing, sports wear, work clothing and dress and work shoes.

The merchandise offered was rounded out by a children's section (infants, boys and girls) for clothes and shoes; domestics (towels, sheets, curtains, drapes and drapery yardage); and yardage and patterns (McCall, Butterick and Vogue).

The interior of the store had a new color scheme consisting of two new shades of pink, wall paper, and two 20-foot archways in the center wall.

The grand opening of the remodeled store was held on December 1, 1950. Ladies who attended were promised a free orchid. Along with the grand opening, WF announced that the store name would be shortened from Fallis Brothers to Fallis'.



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Shoplifting

Just like retail businesses today, Fallis Brothers suffered from shoplifters. In 1921, an Upland resident who had recently been released from San Quentin penitentiary for stealing sugar from the Ontario plant of the California Growers Association, was caught stealing a suit worth \$60. The thief was taken to police headquarters for immediate arraignment, but escaped through a window.

Years later, on April 9, 1938, another burglary took place in which 100 men's suits were stolen. A woman reported passing the store at around 11 o'clock at night and saw a car parked in front of the store with a man in the driver's seat. She also noticed a man and woman standing in the doorway of the store, in the shadow from the building.

Fallis Brothers Real Estate Holdings

While remaining a partner in Fallis Brothers, Fred Fallis expanded his business interests. He became a partner in a grocery store business on the east side of Euclid Avenue, and with WB, in 1911, purchased a building at the southwest corner of B Street and Euclid Avenue from the Ontario Hardware Company. They paid \$10,000 more than Ontario Hardware had paid for the building just two months earlier.

The B Street and Euclid Avenue building purchase was advantageous for the Fallis brothers. The Comptroller of the Currency (the federal banking authority) had just approved an application for a second national bank in Ontario. The new bank, to be named Ontario National Bank, would be competing with First National Bank, located at the corner of A Street (now Holt Boulevard) and Euclid Avenue. At that time, First National Bank was the largest banking institution in the county west of San Bernardino. It had just completed an extensive remodel, at a cost of over \$16,000. The remodel consisted of a new front façade, adding two more burglar-proof, steel-lined vaults with triple combination doors, a safety deposit department, basement storage vault, and new mahogany furnishings.

The approval of a second national bank in Ontario was seen as reflecting the substantial growth in the Chino ranch area south of the city. For many years the ranch area was tied up with title litigation. When title cleared, the area was subdivided into small tracts and planted in alfalfa – one of the best income-producing crops of the southland. Thus the new bank organizers saw an investment opportunity in founding a second bank.

The new Ontario National Bank was organized by G.A. McCrea, recently moved to Ontario from Minnesota. Mr. McCrea, along with W.A. Freemire (president of the Chamber of Commerce), J.S. Armstrong (of Armstrong Nurseries), J.B. Draper (of Draper Mortuary) and Dr. C.A. Warmer put up \$50,000 total to capitalize the new bank. The bank organizers selected the north part of the Fallis-owned building on B Street and Euclid and the rooms above it as their location. Fred Fallis served as a director of the First National Bank.

In 1913, the Independent Order of Odd Fellows (IOOF) purchased the Friend block and became the landlord of Fallis Brothers, using the second floor for their meeting room and dining hall. Six years later, in 1919, the IOOF lodge moved to a new location at 120 West B Street (where it remains today) and the Fallis brothers purchased the Friend block. At that time, J.J. Newberry's was a tenant in the building.

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Heritage Corner (Continued from page 15)

In 1923, WB and Fred Fallis purchased a building on C Street and Euclid Avenue for \$40,000. Built by F.E. Alford, a former Ontario city service manager convicted of defrauding the city out of several thousand dollars, the building was known as the Alford Building. The proceeds of the sale went to the city of Ontario for restitution, and the Fallis brothers renamed the building the Fallis Building, despite the fact that the Fallis Brothers store was not located there.

In June 1926, WB and Fred purchased The Men's Store, located at 131 North Euclid Avenue, from A.A. Jackson for their friend Charles Mollard. Charles had visited Ontario and was struck by the business possibilities in the city. Though living in Regina, Canada, he and his wife decided to move to Ontario. Charles managed The Men's Store with WB and Fred maintaining a financial interest. (Of note: a sister of WB and Fred was married to John H. Mollard – perhaps a brother of Charles Mollard.)

In April 1949, WB and Fred advertised the opening of a new "shopping center" in the Fallis Building on the corner of B and Laurel. Fred kept his real estate office in the building (205 N. Laurel). The new shopping center was home to these businesses: Community Bakery, Culligan Soft Water, Edgerly's Yardage, Ewart's Store for Men, Jane's Art and Baby Shop, Kesner Brothers Meat Market, LA Res Fine Foods, Marshall Beauty Shop, Ober's Market, Ontario Laundr-O-Lounge self-serve laundry, Ritz Drapery & Upholstery, Roy Combs Jeweler, S&L Paint Stores, Sally's Kiddyland Baby Shop and Suburban Gas Company. The Fallis Building at B and Laurel underwent façade remodeling in 1951 and 1966 and the center wall in 1961.

The advertisement features a cartoon illustration of a man on a box, holding a flag and a sign that reads "See the Blue Ribbon Winners". The text "See the Chino Valley Fair April 6th to 10th" is at the top. Below the illustration, it says "THE MAN ON THE BOX SAYS: 'See the Blue Ribbon Winners'" and "These Exclusive Shops in". The main heading "The New Fallis Building" is centered. Below it, "Ontario's Big, New Shopping Center" is written, followed by "Corner 'B' and Laurel Ave., Ontario". A large box lists the following businesses:

- COMMUNITY BAKERY, 211 No. Laurel Ave.
- CULLIGAN SOFT WATER SERVICE, 218 W. B St. Phone 614-221
- EDGERLY'S YARDAGE STORE, 206 W. B St. Phone 628-383
- EWART'S STORE FOR MEN, 202 W. B St. Phone 624-173
- JANE'S ART & BABY SHOP, 207 No. Laurel Ave. Phone 624-352
- KESNER BROS. MEAT MARKET, 213 No. Laurel Ave. Ph. 625-159
- LA RES FINE FOODS, 220 W. B St. Phone 610-161
- MARSHALL BEAUTY SHOP, 209 No. Laurel Ave. Phone 625-161
- OBER'S MARKET, 215 No. Laurel Ave. Phone 625-159
- ONTARIO LAUNDR-O-LOUNGE, Self-Serve Laundry, 216 W. B St. Phone 634-244
- RITZ DRAPERY & UPHOLSTERY, 210 W. B St. Phone 628-455
- ROY COMBS JEWELER, 214 W. B St. Phone 634-144
- S & L PAINT STORES, 204 W. B St. Phone 633-102
- SALLY'S KIDDYLAND BABY SHOP, 208 W. B St. Phone 614-421
- SUBURBAN GAS CO., 212 W. B St. Phone 62-751 or 633-127

14,000 Sq. Feet Free Parking
Fred G. Fallis, Office of Building 205 N. Laurel Ave., Ontario. Phone 633-146

*Advertisement in the
Chino Champion
Chino, California
01 Apr 1949, Friday,
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The New Fallis Building

Fred G. Fallis, Manager

ONTARIO'S BIG NEW SHOPPING CENTER

"EXCLUSIVE SHOPS"

CORNER OF "B" AND LAUREL AVE. - ONTARIO

FREE PARKING . 14,000 SQ. FEET

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Heritage Corner (Continued from page 16)

Carol and Robert Marver and Fallis'

In 1958, Carol and Robert Marver purchased the Fallis' store from the Fallis family. By 1976, the Marvers had expanded to two additional locations: a store in Montclair Plaza (managed by Leslie Mount) and in Central City, San Bernardino (managed by Tina Miller). Both the new locations specialized in women's fashions.

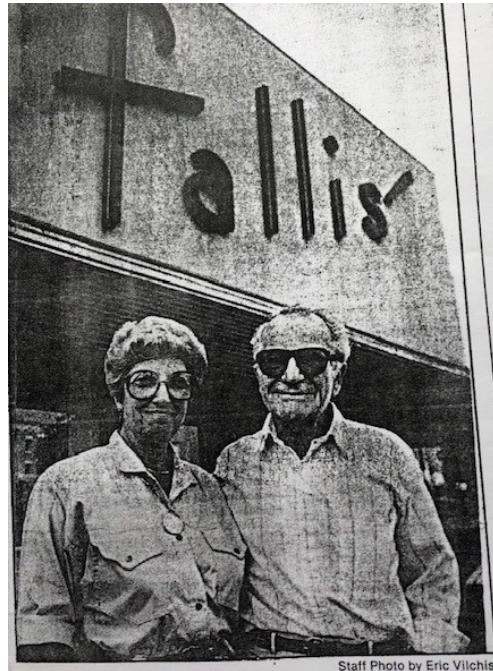
In 1988, after 30 years of operating Fallis', the Marvers were ready to retire. Business had been negatively affected by the opening of Montclair Plaza and, as Robert Marver put it, the downward spiral of downtown Ontario for 30 years. "We are retiring, but it's a very sad commentary that Ontario cannot support a nice fashion store," Marver said in a November 7, 1988 interview published in the Daily Report. His view was upheld by a downtown planning study by the Urban Land Institute (ULI) suggesting that old-time family stores rely on aging, loyal clientele. As regular customers moved or died, business plummeted.

The ULI study cited competition from Montclair Plaza and Rancho Cucamonga mini-malls as making it "virtually impossible to resurrect downtown Ontario as a regional retail center", though they did see a future for downtown in supporting specialty businesses such as bakeries, card shops, antique dealers and music stores. (In the same article, Don Wight, owner of Wight Jewelers, announced his retirement and closing of his store.)

Fallis' closed permanently in November 1988, after 84 years of continuous operation in downtown Ontario.



*Carol & Robert Marver
The Daily Report
September 23, 1976.
Photographer: unknown*



*Carol & Robert Marver
The Daily Report
November 7, 1988
Staff Photo by Eric Vilchis*

(Continued on page 18)

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Heritage Corner (Continued from page 17)

Fallis Building Today

In response to the possibility of losing the historic Fallis Building to urban blight, the City of Ontario used redevelopment funds to acquire the building. In 1998, the city hired M2A Architects to plan the rehabilitation of the 14,000 square foot building.

After 20 years of neglect, the building was beginning to deteriorate. Originally constructed of unreinforced brick, the interior walls were covered by stucco 1950s remodel , which was beginning to fall away. Some of the brick mortar was crumbling, the result of brick and mortar without reinforcement bars. The foam ceiling was rotting and the floor tile was peeling away.

Sadly, the building could not be saved. It was torn down, revealing an historic Oliver Plows and Fittings Sign painted on the brick wall to the south. Timbers have been installed to shore up the brick walls that originally formed the north and south walls of the Fallis' store.

Sources: Model Colony Room of the Ovitt Family Library; Downtown Ontario Design Guidelines for Ontario's Historic Model Colony (Arroyo Group, contemporaneous newspaper accounts, Claude Fallis typescript dated August 4, 1974.



(Continued on page 19)

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Heritage Corner (Continued from page 18)



Fallis House
122 S. Vine Ave.
Ontario, California



Postcard: Color Photography by Max Mahan
Western Publ. & Nov. Co., 259 So. Los Angeles St.
L.A. California



Photo Credit: Model Colony History Room

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Other News & Information

**SATURDAY
OCTOBER 9**

10:15 AM

Bellevue Memorial Park

*Ontario Heritage
& Bellevue Memorial
Proudly Present the 11th Annual*

RICHARD D. DELMAN HISTORIC

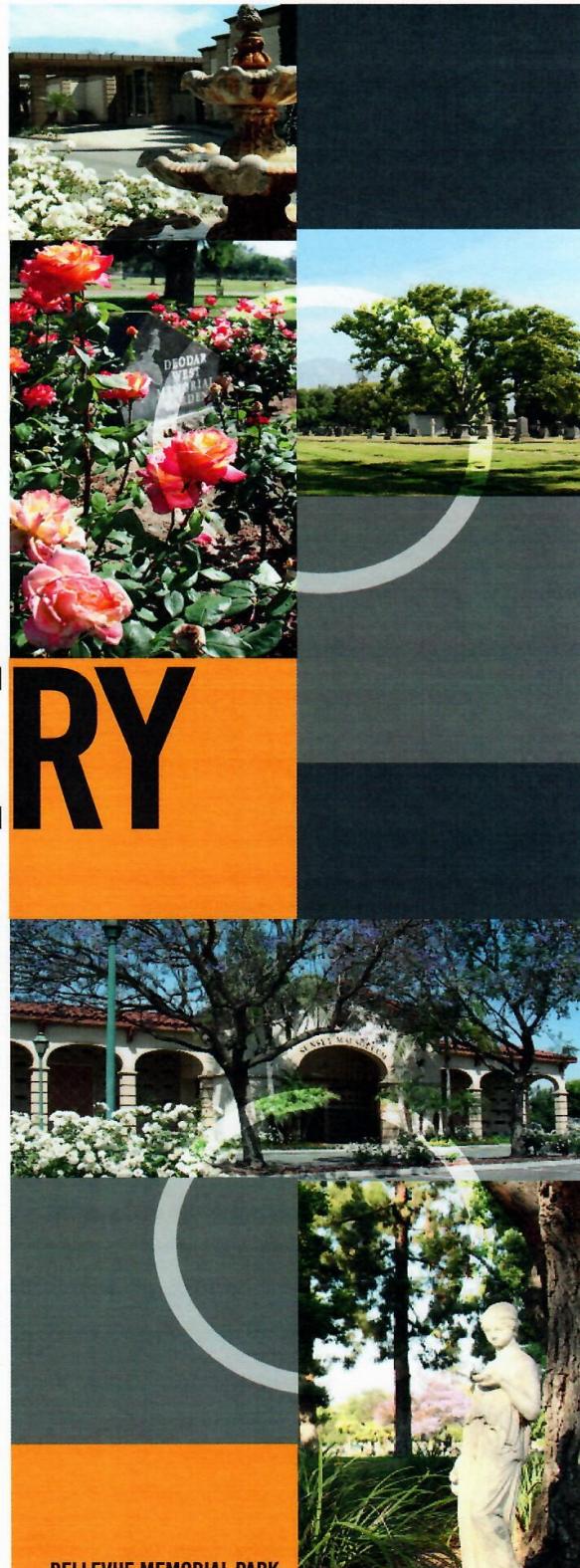
CEMETERY TOUR

Take a leisurely stroll through Bellevue Memorial Park & visit with some of Ontario's early citizens as local, costumed actors bring characters to life.

Day of Event Ticket Sales begin at 9:30 AM.
Tour starts at 10:15 AM.

\$10 Ontario Heritage Members
\$15 Non-Members
12 & under **FREE**

For tickets and information, visit
www.OntarioHeritage.org
or call (909) 984-6558.



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Board Members

Board Members

Petrina Delman, President

Dave Coote, Vice President

Randi Campbell, Treasurer

Charlene Wissing, Secretary

Gloria Jones, Membership Chair

Devela Bemowski, Historian

Joe Caskey

Rita Nelsen

Margot Cardona

Wendy Roldan

Ex-Officio Member

Diane Ayala, Ontario Planning Department

City Council Liaison

Debra Porada

“History is not a burden on the memory but an
illumination of the soul”

(Lord Acton)



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2021 Ontario Heritage Membership

We are an all volunteer local non-profit organization and we need you! Is the ongoing process of preserving our historic downtown important to you? Or learning about the rich history of the Model Colony? Our Mission Statement is "Preserving, Protecting and Promoting Our Model Colony" not only for us but for our future generations. Having historic home tours, annual historic cemetery tours, being present at local events are all part of pursuing our mission and making the public more aware of our purpose. It's an important goal but who says we can't have fun pursuing it!

If you are already a member of Ontario Heritage, we sincerely thank you! If you're not yet a member, please consider joining us on this journey. Not only will you become more aware and knowledgeable of Ontario's past history, you will be inspired to walk with us as we go forward in "Preserving, Protecting and Promoting Our Model Colony.

Benefits of Membership:

- 1 Participation in Ontario Heritage events such as Home Tours, Annual Historic Cemetery Tours, potlucks, local community events, historic and educational programs.
2. Discounts to events
3. E-mail Newsletters
4. Advocacy for preservation of our historical environment and cultural heritage.
5. Access to information concerning restoration and renovation.
6. The knowledge that you are part of the effort to protect, preserve and promote the Model Colony



Ontario Heritage Membership Form (December 31, 2020 to December 31, 2021)

*Name: _____

*** Required Information**

*Address: _____

Membership Categories (For the 2021 Calendar Year)

*City: _____ State: _____

| | |
|---|----------|
| <input type="radio"/> Individual | \$25.00 |
| <input type="radio"/> Senior (62 years) | \$15.00 |
| <input type="radio"/> Family | \$40.00 |
| <input type="radio"/> Family-Senior | \$30.00 |
| <input type="radio"/> Corporate | \$250.00 |
| <input type="radio"/> Benefactor | \$250.00 |

*Zip Code: _____

TOTAL ENCLOSED \$ _____

*Phone: _____

*Mobile Phone: _____

*E-Mail: _____

I am interested in:

- E-mail Alert Network
- Volunteering at Events
- Other (specify) _____

Mail with Your Check Payable To: Ontario Heritage

P.O.Box 1, Ontario, CA 91762

or sign up at: ontarioheritage.org

In an effort to keep dues low, most communication will be via email, so providing us your email address is vital.