

PRICE CUT ON STAR COUPE AND SEDAN

Second Price Cut of \$70 Is Announced by Salem Automobile Company

Reduction of both Star standard sedan and coupe \$70, which marks the second price cut within the past two months, is the announcement made by Salem Automobile company, local Star and Durant dealer, and records one of the most important price announcements in the low cost car field, since previous prices were considered at rock bottom levels for these two popular makes.

The Star standard sedan and coupe are equipped with four wheel brakes and balloon tires these two factors alone mean that the low cost car buyer obtains these features which are found only as standard equipment in the higher priced cars. These two Star models have also all of the other well known mechanical features identified only to the Star cars, such as the "million dollar motor," and today gives the Star car buyer values at a new price mark that is bound to be one of the outstanding announcements in the automobile field for some time.

During the past several months the production on the Star sedan and coupe has been stepped-up to figures larger than ever anticipated by the Durant factory officials. Realizing that the popularity of these two models was a genuine reflection of the choice of the buying public for the sedan and coupe, the Durant officials endorsed this drastic price cut knowing that the instantaneous response from the buying public would create an increased sales volume which would easily justify the price drop.

With the second price cut of \$70 on the Star coach within the past two months only announced two weeks ago, a recent factory communication shows a sales increase that will shatter the record break mark established by this model during the past months. A similar sensational increase in sales for these two closed models is now a foregone conclusion.

SIX CYLINDER STAR AUTO IS ANNOUNCED

Machine Is Already in Production; 7500 Will Be Built in 1926

NEW YORK, Oct. 24.—One of the few real surprises of the year was sprung by Durant Motor, Inc., today when it announced a new line of Star six-cylinder models, of which 75,000 are expected to be built during 1925.

The Six is now in production and will shortly be in the show rooms of Star dealers throughout the country.

So quietly has the Durant organization been going about the preparation of this new car that not even the industry, in which there are few real secrets, had the slightest inkling of this new development on the part of the company.

The Star Six, Durant officials claim, is more than just another car to fill out a line. It is the result of careful planning and building to produce an unusual cylinder car in the less-than-\$1,000-price class.

The motor of the new Star six is of the "L" head type, bore 2 3/4, stroke, 4 3/4, and develops 40 brake horsepower. It has full forced feed lubrication and silent chain front drive.

The chassis has six cross-members, giving it exceptional strength while the kick-up frame permits a low center of gravity and a low hanging body.

All bodies are by Hayes-Hust corporation and are lacquer finish in black and sagebrush green. Radiator shell is nickel and fenders are black enameled.

The wheel base is 107 inches. Tires 4.95 balloon standard and wheels are artillery type, natural wood finish, with extra heavy spokes.

The windshield is of the one-piece full ventilating type and in addition there is a cowl ventilator and two visor overhead ventilators. Standard equipment includes automatic windshield wiper, as well as rear view mirror and cowl lights.

For the present the Star six line includes a coach, a coupette and a coupe.

It is quite likely that the Star six will be produced at the four Star plants: Elizabeth, N. J.; Lansing, Mich.; Toronto, Ont.; and Oakland, Cal., thus affording economical and rapid distribution to all parts of the country.

Special Schools for Non-Christians in Philippines

MANILA.—That a special system of instruction is desirable for the Non-Christian people of the Philippines, especially for the Moros who inhabit Mindanao and Sulu and who are Mohammedans, is the conclusion of a board of American experts, headed by Dr. Paul Monroe of Columbia university, which spent four months in making a survey of the educational system of the islands.

The board suggested that a special department of the bureau of education be created to take charge and make a close study of school work among these peoples. The board's report says:

"The Non-Christian peoples need a system of education that in many essential respects should differ from that developed for the great mass of the Filipino people. Only by such special treatment can the Non-Christian peoples be brought up to the cultural and economic level of the Christian population. To give them the same education as that of the Christian peoples results simply in drawing off a few of the ablest of the youth into the general population."

Silk Tariff Makes Women Smugglers More Careful

DOVER.—Women are much keener about smuggling silk into England than they were before the passage of the recent tariff. A gown which costs \$50 in Paris now carries about \$35 in English duty. The same ratio prevails for lingerie and silk stockings, which can be had at a low price in France because of the exchange situation.

Laces and perfumes were the chief articles that English women would try to smuggle in from France, but silk has now leaped to the fore.

FALLS CITY NEWS OF THE PAST WEEK GATHERED BY INDUSTRIOUS REPORTER

The Doings of the Residents of the Enterprising City on the West Side of the West Side County of Polk—Falls City Man Wins First Prize for State on Buckwheat

LOCAL AND PERSONAL

The Misses Helen and Percie Miles, daughters of Rev. and Mrs. H. H. Miles, spent last week-end in the parental home. Andrew Hunter, whose home is in Republican City, Neb., and who is a student at OAC, was also a guest of Rev. and Mrs. Miles. The Misses Miles are attending the Oregon State normal school in Monmouth.

Karl Pugh was over from Salem for a week-end visit with his mother, Mrs. M. A. Pugh.

Charles Hinman, who sells Arrowhead hosiery, was in town last week transacting business with the A. A. and E. A. Muck store. He was the dinner guest of his old friends, Mr. and Mrs. E. O. Bainter.

C. J. Southwell, accompanied by Mrs. Southwell and family, are here from Siletz, guests at the Warren Ward home. They drove in last Saturday via Valseltz and will remain for several days. The Southwells come from that district, which is one of the strongest booster for the new road from Falls City via Valseltz to the coast.

At present they can come this way only during the dry season of the year, and the unusually long dry fall has given the people over there a taste of driving in and out at will, which makes them all the more anxious for that year-around road to be started.

Members of the Epworth League of the Methodist church have issued an invitation to the Christian Endeavor Young people to enjoy a Halloween masquerade party in Victory hall on Saturday, October 31. All the young people of the community are cordially invited to be present. Games and stunts will make the evening one of merriment.

B. F. Boughey of Salem was transacting business in Falls City last week.

S. B. Olson, a jeweler, who now resides in Portland, was in the city last week. He may return later to engage in business here.

Last Saturday a fine team of heavy draft horses weighing about 1700 pounds each, were brought in by truck from Portland, and after being given a night's rest here were led on through to Valseltz, for use in the Cobbs & Mitchell mill yard there.

Mr. and Mrs. Henry Otte visited with Charles Osborne and family at Monmouth last Sunday.

Mr. and Mrs. D. Arrance and daughter, Mrs. Nellie Ast and children, were visitors in Salem Saturday. Mrs. Arrance remaining over until Monday.

Harry Sampson and wife of New Grand Ronde were Saturday visitors at the home of Mr. and Mrs. O. Aurland. Mr. Sampson is a nephew of Mrs. Aurland.

Mr. and Mrs. Charles Hinshaw and son were here from New Grand Ronde for a week-end visit with Mrs. Hinshaw's parents, Mr. and Mrs. W. B. Webb.

Mrs. Ira C. Mehrlin was hostess last week for the second meeting of the Ladies' Art club. Autumn flowers were used in pro-

tion of officers last Wednesday. Mrs. P. H. Gottfried was re-elected president. Mrs. G. L. McMurphy and Mrs. Jennie Cobb, vice presidents, Esther Montgomery treasurer, and Jessie Moyer secretary.

Mr. and Mrs. W. A. Graham and Mr. and Mrs. Anar Myers drove up from Newberg Sunday and were guests at the J. C. Frink home.

Mr. and Mrs. Frank Mack and Mr. and Mrs. G. L. McMurphy and Col. C. W. Matthews are business visitors in Eugene this week.

Miss Lois Criswell, librarian at the Oregon state normal school, Monmouth, was a Sunday visitor with Mr. and Mrs. Raymond Criswell.

Mr. and Mrs. William Mack and small daughter, Mr. and Mrs. F. Mack and daughter Lucille, and Mrs. M. A. Pugh enjoyed a motor trip last Sunday which included Woodburn, Newberg and other valley points.

Mrs. Clarence Ellis and little son returned last Sunday from Dayton, Wash., where they had been on a visit with Mrs. Ellis' mother.

Mr. and Mrs. Wilbur Sedore of Salem were visiting relatives in our city last Sunday.

Mrs. H. C. Courter came up from Portland Tuesday and is spending a few days with her mother and brother, Mrs. Emily Calkins, and Park.

J. J. Kersten, Willis Allen and Willis Frink went fishing above Black Rock last Sunday and report a good catch.

Mr. and Mrs. Fred Shoals were guests of Mrs. Shoals' parents, Mr. and Mrs. Warren Ward, last Sunday.

Mr. and Mrs. Victor Sedore, who now live in Toledo, visited over the week-end with Mr. Sedore's parents, Mr. and Mrs. S. Sedore.

Mr. and Mrs. H. V. Crawford of McGlynn were visiting relatives in town a week ago Saturday, going to Valseltz to visit their daughter and family, Mrs. "Bud" Ferguson.

Mr. and Mrs. D. R. Ensign and Mr. and Mrs. Harry Crawford were up for the week-end from McGlynn, the guests of Mrs. Ensign's parents, Mr. and Mrs. Wilbur Rhoades.

Mrs. W. W. Ward spent a few days recently in the Valseltz neighborhood, the guest of Mrs. W. H. Stelzer.

Miss Opal Ward came home from Hebo where she is teaching school, for a week-end visit with her parents, Mr. and Mrs. W. W. Ward.

Mr. and Mrs. W. J. Southwell were guests of Mr. and Mrs. W. W. Ward and Mrs. Harrington a short time ago, driving up from Norton's to Mr. Southwell could boost for the proposed new road through Valseltz to the coast, Mr. and Mrs. Southwell lived in Falls City for many years, so considers this a second home, and are always interested in our welfare.

Miss Ila Robinson is home from Portland where she spent the summer, and will remain here for the present.

Miss Doris May Haney, of Hoaglund, Ore., is here for the winter, making her home with Mr. and Mrs. Floyd B. Graham and attending school.

Herbert Dunlop is planning to remain in Falls City vicinity this winter, and will be at the new Buell mill.

Mr. and Mrs. Robert Piercy were Portland visitors last Wednesday.

Mrs. Carrie E. Jones is in Klammath Falls this week for a visit with her husband.

Miss Cleo Dodd was home from Monmouth for the week-end.

"Uncle Tom" Hollowell had an agreeable surprise last week when his brother John, accompanied by his wife, drove in for a few days' visit. They have been traveling for some time, enjoying an extensive trip and stopped over to tell "Uncle Tom" all about it. This is not the first visit Mr. and Mrs. Hollowell have made to Falls City and they always enjoy coming here very much.

Mrs. Florence Howe and son, Dr. R. K. Howe, spent a few days in Portland, the guests of relatives. While there Dr. Howe heard the illustrious "Billy Sunday" preach one evening.

The Bank of Falls City is very fine in a new coat of ivory paint. More improvements. If we gave honorable mention of all who have done painting this year it would be some extensive roll call.

Mr. and Mrs. H. Mather Smith and Mr. and Mrs. R. G. White had an enjoyable trip last week, driving to Eugene, where they were joined by Mr. and Mrs. Harry Russell. From there they went out on the McKenzie highway, going to Foley Springs. The weather was perfect and the trip well worth while.

Columbus Day was not generally observed in Falls City, but as the day was made a holiday several years ago by act of the state legislature it is observed by the Portland clearing house as a banking holiday, hence the reason for the Bank of Falls City closing that day.

Mr. and Mrs. A. H. Dodd are among those who have made permanent improvements upon their property this year, as they have had their house reshingled and repainted. Their home is always attractive, as the large trees in front of cut leaf silver poplar, blending with the wealth of flowers, and the other shrubbery, including a very handsome holly tree, make this place unique.

Mrs. W. W. Chappell left on Sunday for Camp 5, Valseltz, where she will be employed for the winter. Mrs. Chappell will be greatly missed in Falls City, but as she is not selling or leasing her home here we are sure she will come back to us.

Mr. and Mrs. George March and small daughter, Louise, were out from Valseltz for the week-end and to take Mrs. March's mother, Mrs. Chappell, home with them.

Mr. and Mrs. C. M. Rose have leased the Geo. W. Reese property for the winter.

Mr. and Mrs. Jerre Morris are moving into the J. L. Wheeler property on Dayton street.

Mrs. Albert Teal and daughter, Mabel, have moved in from their ranch south of town, as Mrs. Teal has been quite ill for several days. She is improving nicely.

Mr. and Mrs. Raymond Criswell and Mr. and Mrs. R. L. Griswold attended the performance of Pygmalion given in the Oregon normal school auditorium recently.

The first meeting of the Ladies' Art club was held with Mrs. D. J. Grant hostess, at which all but three members were present. Marigolds were used in the rooms with good effect. A dainty lunch was served by the hostess, and the afternoon spent in fancy work and social chat, exchanging vacation experiences. Mrs. Richard Paul and Mrs. Harry E. Starr were special guests invited by the hostess.

freshmen classes, pulling from opposite sides of the Little Luckiamute river. The freshmen were the losers and had to fake the "ducking." Afterward both classes enjoyed a bonfire and wienie roast together.

On Friday evening, Oct. 9, Mr. and Mrs. Fred J. Patton entertained the senior class in their home. A jolly evening was spent with games, candy making and singing.

M. L. Thompson, who recently purchased a registered and imported German police dog, which the family had named "Luckiamute Cop," is regretting his death which was caused by distemper.

A dog is a wonderfully friendly animal and soon wins his way into the affections of his master and his master's family.

T. W. Munyan made a business trip to Portland last Saturday.

Mr. and Mrs. Ralph Johnson of San Francisco were visitors in Falls City last week. Mrs. Johnson is an aunt of Mrs. M. D. Hammell and while here visited at the Hammell and Lydia Ford homes.

Mr. and Mrs. Johnson left San Francisco on a Monday morning and drove through to Eugene, reaching there at 6 o'clock Tuesday, coming on to Independence, where they stopped for a visit with Mrs. Johnson's brother, Joe Hubbard, who accompanied them on their visit in Falls City. Mr. and Mrs. Johnson have lived in Oregon, and are delighted with the weather they found on this trip, though there were heavy frosts around Ashland and much cooler than here in the valley.

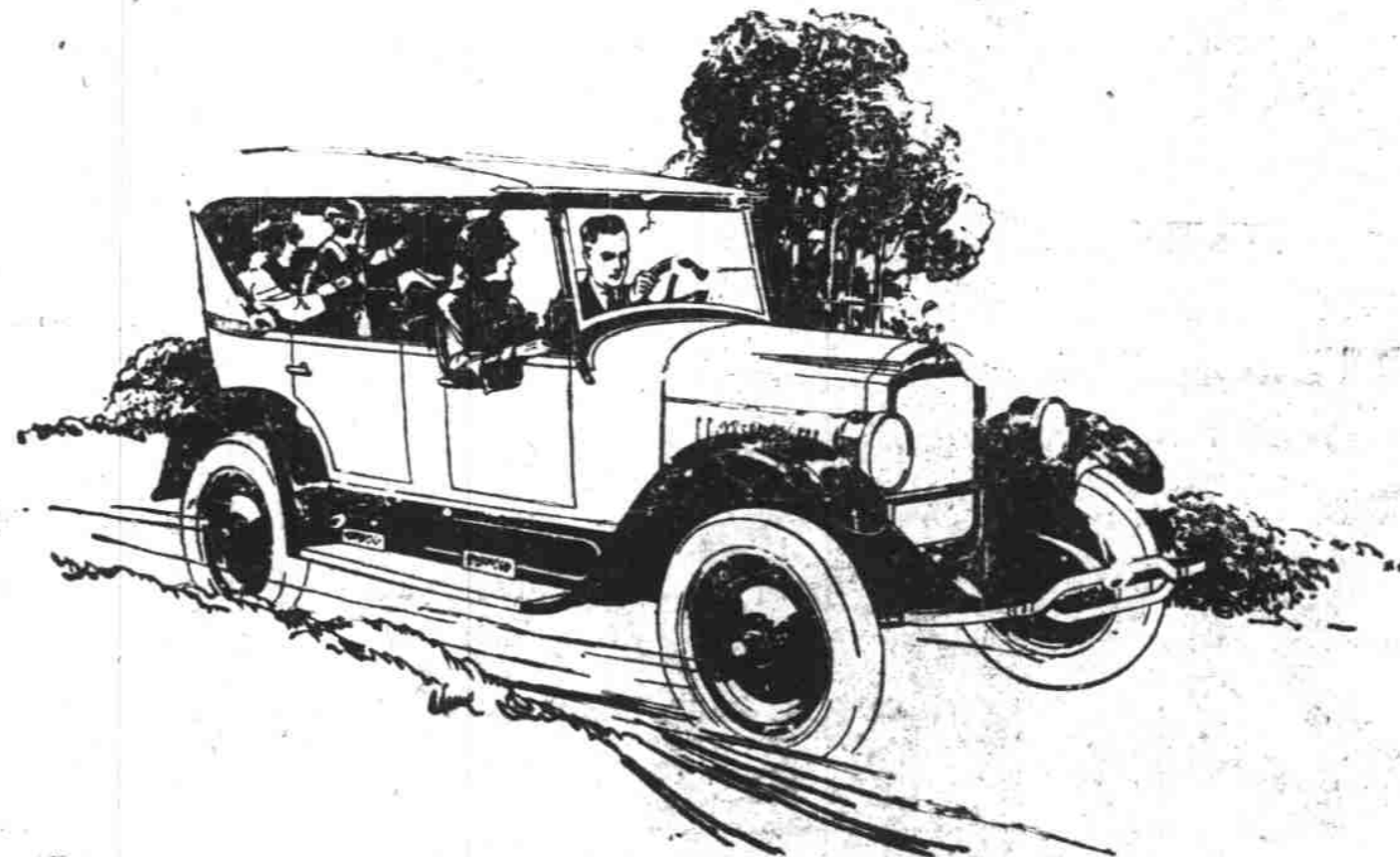
Mrs. Lydia K. Ford received a message last week giving the news of the passing away of Claud Hubbard in Spokane. He was her nephew, son of her youngest brother, Jim Hubbard, who will be remembered by many old residents of the community. The letter was from another nephew, who is now principal of the high school at Eltopia, Wash.

Mr. and Mrs. Glenn J. Ferguson have returned to Falls City from Independence and have rented the Jos. Florida property north of the grade school.

Arthur Porter, Lewis Fox and C. E. Renssion are all employed at the Willamette valley camp above Black Rock, but their families are in Salem.

Among recent high school activities was a tug of war between the boys of the sophomore and

(Continued on page 7.)



Praise! Praise! Star Praise

—on Everyone's Lips

BIG, honest value for the money is winning coast-wide and coast-long praise for the Star Car. Fighting its way toward leadership on the sole issue of value, Star is the talk and the sensation of a thousand "Auto Rows."

Motor—now, those people know the truth, for every startling claim has been backed up in such practical fashion as never before witnessed in the annals of the Pacific Coast automobile industry.

By its epoch-making high gear power achievements, the famous Million Dollar Motor proves for all time that Star values are practical values—proves that there is an immense opportunity for thousands to get hitherto-unknown motoring satisfaction at the lowest prices.

Star praise is earned, deserved praise! Star praise is the natural, enthusiastic applause that good, red-blooded Americans always give to an unusually superior product.

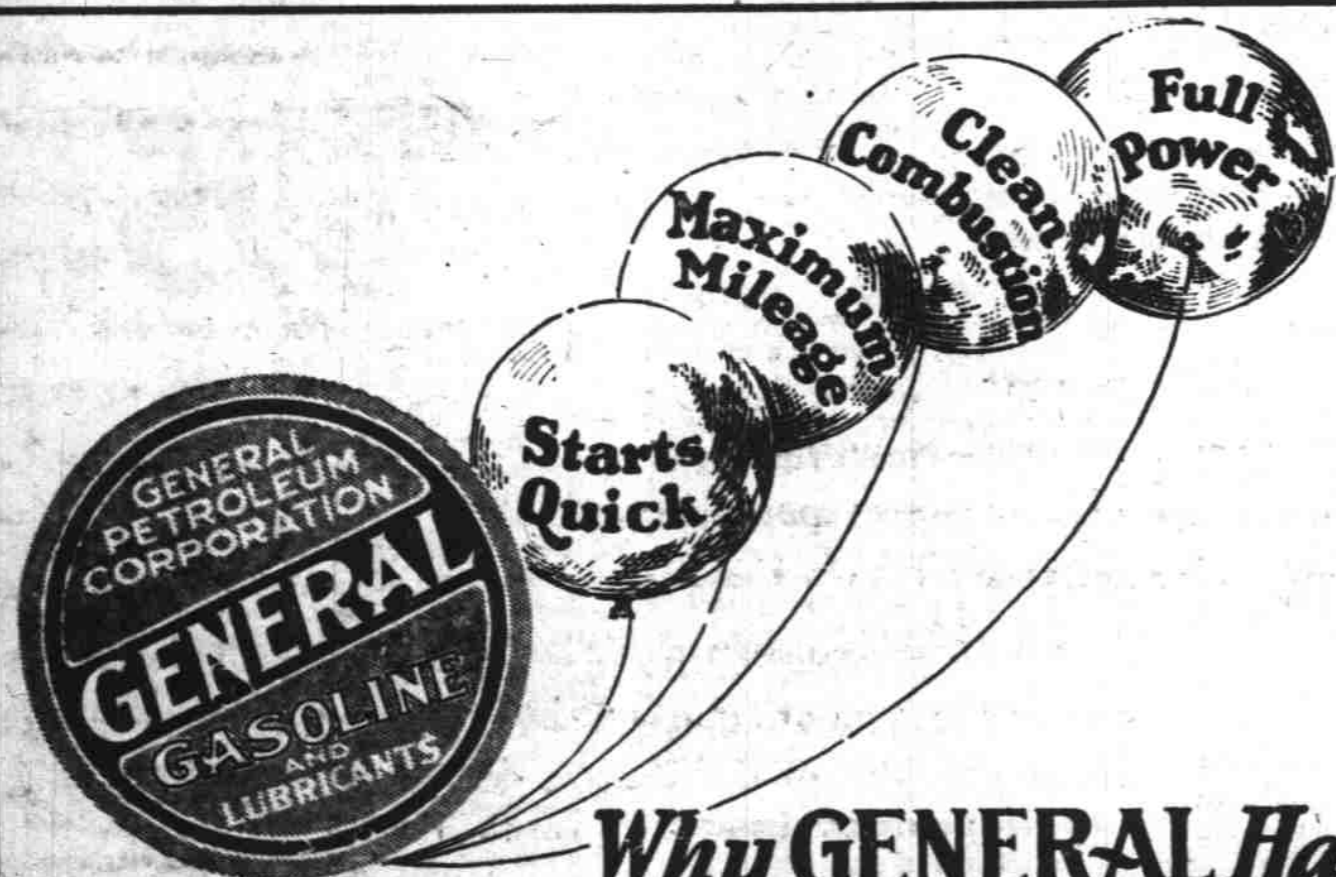
Many thought we boasted when we announced the Million Dollar

Opportunity!—you pay only as much as you desire under the generous, history-making terms of the Star Gold Certificate Save and Earn Plan. Investigate today!



SALEM AUTOMOBILE COMPANY

151 North High Street
Salem, Oregon



Why GENERAL Has an Enviably Record With Motorists

First, because it has all the richness and punch of old-fashioned gasoline. Second, because the high quality never is allowed to vary a hair's breadth. It always is the same!

GENERAL Gasoline is made by the most modern refining system known to the industry—a system that is distinctively GENERAL'S own. This system eliminates uncertainty. It makes possible the refining of a gasoline cut exactly to pre-determined specifications. It puts in GENERAL the balanced elements that make it GENERAL.

W. R. SPECK
Distributor
Telephone 2102
Salem, Oregon

GENERAL Products Are Sold Only by Authorized Independent Dealers at the Green-and-White Sign

"Fill Up Your Tank and Let Your ENGINE Decide!"

GENERAL GASOLINE and Lubricants