

**STRONG COMPETITION IN LOW PRICE FIELD**

The low priced car field is one in which sharp competition is going to develop both in quality and completeness of equipment as well as in price.

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**Estate HEATROLA**  
There is only ONE Heatrola - ESTATE builds it

lenge of the most for the least is the Whippet, according to an announcement just made by John N. Willys, president of the Willys-Knight company, Toledo, Ohio, through Hessel Implement company, dealers for Gresham and vicinity.

This is said to be the first time in automobile history that any manufacturer has competed in price class with the lowest priced car on the American market.

The new prices include new colors and extra equipment. They are f. o. b. factory as follows:

Touring, \$455; commercial roadster, \$485; sport roadster, \$525; coupe, \$535; cabriolet coupe, \$545; coach, \$535; sedan, \$585; chassis, \$355.

Mr. Hessel says the company has resources of over a hundred million dollars, owns its own body plant and foundry, having recently purchased the Wilson foundry at Toledo, the largest in the United States.

A car of the coach type is on display at the Hessel show room at Gresham and immediate delivery is promised on the new cars.

**PORTLAND PIANIST CHOSEN AS SOLOIST**

David Campbell, the first resident Portland artist to be presented as soloist with the Portland Symphony orchestra in a number of seasons, will be solo artist with the orchestra at the concert to be given Saturday morning. Willem van Hoogstraten will conduct. The concert will be given in the Portland public auditorium, commencing promptly at 11 o'clock.

Mr. Campbell has, through his extensive concertizing in several parts of the United States, and through the piano rolls he has had for one of the larger mechanical piano companies, acquired considerable reputation. In no section of the country, is he more highly esteemed than in Portland, with the musical life of which city he has for years been intimately identified. His excellent pianism and his thorough musical background easily qualify him for distinction the Symphony society is conferring upon him by engaging him as soloist.

Mr. Campbell has selected the Paderewski "Polish Fantasy" as the vehicle for his performance Saturday morning. This work, the great Polish pianist-statesman's most significant contribution to pianoforte literature, has not, so far as can be determined at this time, been previously performed in Portland. It is a great composition, and requires careful preparation for its performance.

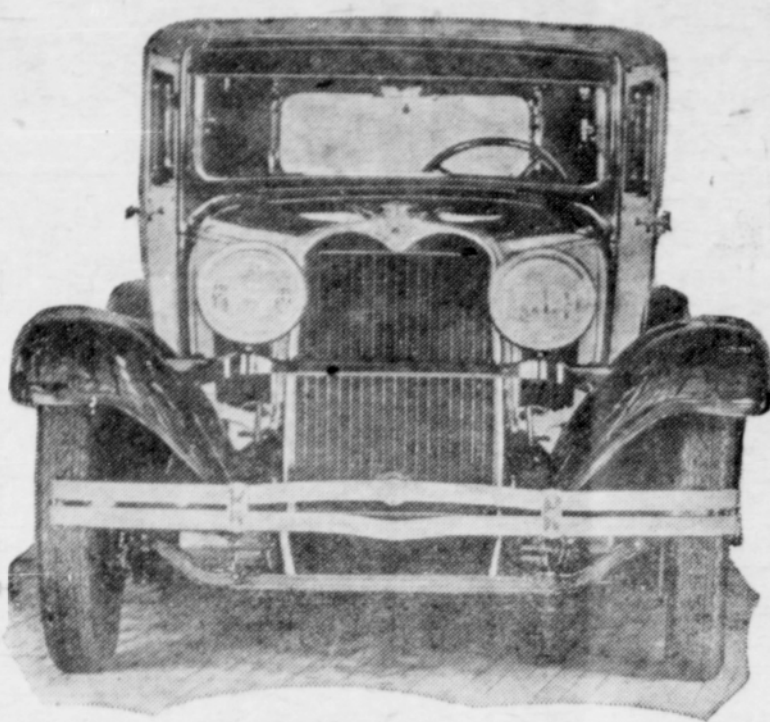
This entire program will be a popular nature, as it is one of the series of seven Saturday morning popular programs being sponsored by the Symphony society during the season. The program in detail follows:

Overture to "The Marriage of Figaro", Mozart; "Polish Fantasy", Paderewski; Prelude, Jaernefelt; Overture to "The Bat", Strauss.

**Gas Used for Test.**

A housewife may easily determine if she is buying genuine butter or oleomargarine. To make the test, a spoonful of the product is held at some distance above a gas flame. If the contents foam, it is real butter. If no foam appears, it is oleomargarine.

**Victory Six Is Shown in Gresham**



Dodge Brothers Victory Six Coupe

Here she is, looking right at you, the new Victory Six line of Dodge Brothers cars.



E. G. WILMER  
President Dodge Brothers Inc.

**DODGE LINE AUTOS IS NOW EXTENSIVE**

President E. G. Wilmer anticipates a big year, with the completion of a comprehensive development program, which he feels puts his company and its products in the forefront of the automobile business of this country.

In a recent communication received by Brockway & Nelson, local dealers, Mr. Wilmer is quoted as follows:

"In response to changing conditions in the automotive industry, the management of Dodge Brothers Inc., initiated nearly two years ago a comprehensive program of development and readjustment. Today this program of major improvement in both manufacturing facilities and the company's product stands complete. The period of transition successfully has been passed.

"At forthcoming motor shows Dodge Brothers passenger cars in three price classifications and many types of Graham Brothers trucks will be displayed. These products are intrinsically built to Dodge Brothers standards; designed and manufactured to attain superb performance and efficiency, to be dependable and reliable. To those admirable qualities, upon which the reputation of Dodge Brothers is founded, have been added the attributes of smartness, style, speed, luxury and comfort. It has been the undeviating purpose of the Dodge organization, through this transition, to incorporate into each of its products a generous measure of value as value is rated by the motor-buying public of 1928. We have taken time enough, and money enough, to make sure that our new products couple performance and quality of appointment with an attractive contour.

"The year of 1927 has been devoted largely to intensive development of the new product.

**Instructions Given to Co-operators**

The foundation principles of co-operation are discussed, and some problems of the local Berry Growers Packing company are put up to the members in the following letter by D. E. Towle, manager:

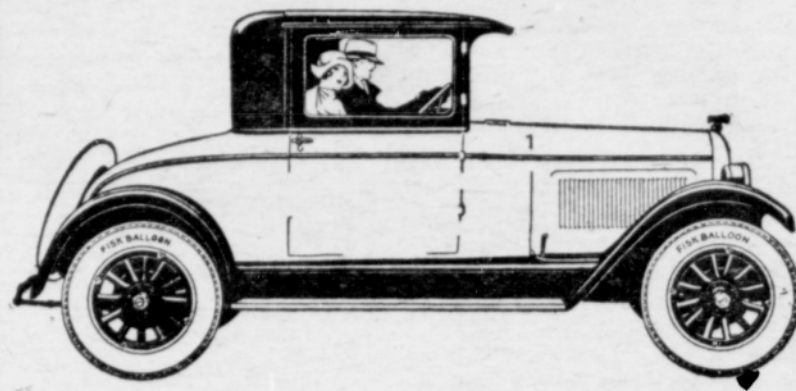
"You will recall that the board of directors of the Berry Growers Packing company decided to keep a record of all crates out and in next year, so it is necessary that you either return all crates you have in store or report the number you have on hand to the bookkeeper so they may be charged to your account. This will cause a lot of additional expense and if all members were careful and on the square with themselves and their fellow members and not unscrupulous in selling the crates and wasteful in destroying them it would be entirely unnecessary but until those members are educated to the point that they can be trusted we will be money ahead by charging up all crates.

"We have another problem to iron out. That is getting reports from many members, who signed sale permits for direct sales of berries to the retail dealer who have failed to make returns so we can complete our records. There is no question about the equity or advantage of this permit plan to all our members if it is lived up to honestly and I am sure a great majority of our members will make true reports but have neglected to do so, but it is not too late yet and we hope for prompt reports after having your attention called to the neglect, as you will remember the strawberry price per crate was revised down from \$1.75 to \$1.25 per crate to meet market changes and as the penalty money all comes back into the berry variety pool there is no loss to you, and you will have the approval of conscience and it will build in you the true spirit of cooperation that is the very foundation of cooperative success. So lets all strengthen the foundation.

"The plan of issuing sale permits has many advantages: First, it helps growers to play the market and get some ready cash; second, it increases our sales force, as 200 salesmen can cover a much wider field than one; third, it helps to reduce the visible supply of berries as direct retail sales go directly into consumption. Our direct sales made in 1926 amounted to 3138 crates and of this amount 2422 crates were strawberries. The permit sale value of the 3138 crates was \$6863, and the amount charged back to the grower members as penalty was \$418.56, which went directly to the pools of the differ-

JOHN WILLYS ANNOUNCES  
**New Low Prices on Whippet**

WITH EXTRA EQUIPMENT AND COLORS OPTIONAL



- TOURING ..... \$455
- CABRIOLET ..... \$545
- COUPE ..... \$525
- SPORT ROADSTER ..... \$585
- 4-DOOR SEDAN ..... \$535
- COACH ..... \$485
- Commercial ROADSTER ..... \$355
- CHASSIS ..... \$355

**The WHIPPET for 1928**

Powerful High Compression Engine  
(Actually doubles its rated horsepower)

Big 4-wheel brakes. Low center of gravity  
Notable Economy, Speed, Pickup and Stamina

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GRESHAM, OREGON

ent varieties of berries and in this way a part comes back to the member who paid it in.

"Ours is the only association that has adopted this permit plan of sale and it has worked very well as it has given the organized grower a chance to play the fresh fruit market and on days that the market was weak they could bring the berries to the cannery for barreling instead of giving them away and further weakening the market for the next day.

"The organization of the Clackamas county growers should help materially in steadying the Portland market and doubtless will, as it is the grower who has no other option but is compelled to sell for what he can get, who sells at any price offered and breaks the market below the cost of production, just as it is at present in the potato market.

"Over supply has cut the potato price to where it is hard to get an offer at all. This is very unfortunate for the grower who needs money so badly but the only remedy is to not try to sell until the market gains some strength.

"The best illustration of the folly of forcing the market to take a surplus product was the experience of the California peach growers who this year took \$1,140,000 less for 10,500,000 cases of peaches than they could have taken for 8,500,000 cases. Get this clear in your minds. They gave away the peaches for 2,000,000 cases and received \$1,140,000 less than they would have received for the peaches for 8,500,000 cases, but this is not all, they have the 2,000,000 cases of over supply on the market to further depress values for next year's crop. This condition affects us berry growers adversely as cheap peaches means cheap berries. So you see it is the surplus in any commodity that is forced on the market that breaks prices and bankrupts an industry.

"What is the remedy? The remedy can only be provided by enlarged demand or reduced supply and is expressed in two words "controlled supply" or "orderly marketing." To accomplish this producers must be organized and control their product so as to not force values down by loading a weak market and this is the line of defense that all producers must adopt or suffer the consequences.

"What argument has the individual grower to offer who refuses to join with his neighbors? We would be pleased to hear from him."



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Use good gas and oil, such as we advocate, and let the others take your dust; use an inferior grade and you'll take theirs.

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The Portland Electric Power Company's Home  
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The Electric Store on the First Floor is Portland's Electrical Shopping Center.

Within one to three blocks of nearly all the principal stores, shops, hotels, banks, restaurants and theaters.

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Principal railway ticket offices, and inter-urban railways and stage terminals easily accessible.

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Solution of the farm problem by developing industrial projects in the rural districts, rather than by political measures such as the McNary-Haugan bill, which would "do harm to the very classes it pretends to benefit," was advocated by Thos. R. Preston, president of the American Bankers Association, in an address in New York recently. He said, among other things: "There is no legislative remedy for agriculture. It is an economic question pure and simple and must be worked out accordingly. It is a fact that no community and no state has ever become great from agriculture alone. There seems to me a real remedy for small communities and for agriculture. This remedy is the mixing of industry with agriculture and it is now being applied in many localities with satisfactory results. I would not suggest that manufacturing institutions move from the cities to the small villages, but it would be better for future industries to be placed in small villages rather than be further congested in the great centers. It would also be a solution of our labor problem if we really have one."