

**JULIAN ARTHUR (“J.A.”) PEVERILL**

**1889 – 1952**

Julian Arthur Peverill was usually referred to as "J.A.," and some thought his name was in fact Jay. The name was derived from Sir Walter Scott's novel *Peverill Of The Peak*. He was a bright, dapper, charismatic individual. He entered the automobile business as a teenager and, while his education ended at the eighth grade, he was very articulate, and his written correspondence might easily have been that of a college graduate. He was 15 years older than my father, and many assumed they were father and son which, in some respects, they seemed to resemble.

Julian served as president of the Des Moines and Iowa automobile dealers associations as well as a director of the National Automobile Dealers Association (NADA). He served as a board member of Central National Bank and President of the Des Moines Club during those organizations' difficult depression years. He was a past president of the Greater Des Moines Committee.

J.A. was an early occupant and long-term resident of Clear Lake's Outing Club. He was a boating and yachting enthusiast; his Chris Craft boats were a Clear Lake legend. During WWII, he lent his yachts to the Coast Guard. He often remarked that if he lost his wealth, he would like to become a "bartender on an ocean going ship."

August 25, 1934

## NEWS ITEMS

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Mr. J. A. Peverill, Chairman.  
Iowa State Advisory Committee;  
Director N.A.D.A.

Recognized nationally as one of the outstanding leaders among automobile dealers, Julian A. Peverill of Des Moines is one of the few real old timers continuously and actively engaged in the business of selling automobiles. Mr. Peverill's experience dates back to 1907, having started in the business at the age of 18.

In 1913 he became identified with the Hudson Motor Car Company as a dealer, later taking over the distributorship in 1918, and which he has operated continuously ever since.

Mr. Peverill has worked unsparingly in any matters relating to dealer interests having been identified with the National, State and Local Trade Associations throughout most of the period they have existed. He contributed greatly in preparation of the Code and has built a loyal state-wide organization for the purpose of its administration.

In addition to his automotive activities, Mr. Peverill is serving as Vice-President of the Greater Des Moines Committee; President of the Des Moines Club, and is also a Director of the Central National Bank of Des Moines.

The Greater Des Moines Committee is now in its thirty-eighth year. It was organized for the purpose of promoting a Greater and Better City and State. It stands ready at all times to work toward that end.

Its work is maintained by over one hundred and fifty of the leading business concerns of Des Moines. Its Board of Directors of thirty members is as follows:

PAUL BEER.....	President Flynn Dairy Co.
FRED O. BOHEN.....	President Meredith Publishing Co.
WM. A. BROQUIST.....	Vice President and Treasurer O'Dea Hardware Co.
I. G. GARLL.....	Vice Pres. and Gen. Mgr. Northwestern Bell Tel. Co.
K. G. CARNEY.....	President Consumers Consolidated Coal Co.
V. L. CLARK.....	Chairman of Directory Board Inland Milling Co.
ROSS J. CLEMENS.....	President Standard Glass & Paint Co.
GARDNER COWLES, Jr.....	President Register & Tribune
CHARLES T. COWNIE.....	President Cownie Furs
T. C. DENNY.....	Insurance Exchange Building
ALEX FITZHUGH.....	Exec. Director, Greater Des Moines Committee
HENRY FRANKEL.....	President, Younker Bros., Inc.
C. W. GIFFORD.....	President Des Moines Railway Co.
HENRY G. HARMON.....	President Drake University
HERBERT L. HORTON.....	President Iowa-D. M. Nat. Bank & Trust Co.
F. W. HUBBELL.....	President, Equitable Life Ins. Co. of Ia.
J. W. HUBBELL.....	President F. M. Hubbell Son & Co., Inc.
E. F. KADERABEK.....	Gen. Mgr. Iowa Packing Co.
B. F. KAUFFMAN.....	President Bankers Trust Co.
C. A. LELAND.....	President Iowa Power and Light Co.
S. F. MCGINN.....	Secretary Tangney-McGinn Hotel Co.
E. H. MULOCK.....	President Central Life Assurance Society
G. S. NOLLEN.....	President Bankers Life Co.
AMOS C. PEARSALL.....	Gen. Mgr. Pittsburgh-Des Moines Steel Co.
J. A. PEVERILL.....	President Hudson-Jones Auto Co.
RALPH H. PLUMB.....	Owner Plumb Jewelry Co.
RUSSELL REEL.....	President Yellow Cab Co.
JOSEPH F. ROSENFELD.....	Attorney
SAM M. SHLOSS.....	Sec. and Treas. Lederer-Strauss Co.
W. W. WAYMACK.....	Editor Register & Tribune Co.
CARL WEEKS.....	President The Armand Co.



*Sales - Service*



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# MORRIS MOTOR CAR COMPANY

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*of Waterloo, Iowa*

306-16 EAST FIFTH STREET

November 16, 1945

Mr. Julian Peverill  
Hudson Jones Motor Company  
Des Moines, Iowa

Dear Julian:

Thank you for sending me a copy of your telegram to Bowles. In the way of a compliment, there are many dealers who are of the same mind as you but are unable to effectively put their thoughts into words. You did a masterful job and there was not much left to be said after you finished.

I do not believe that his order will stand as he has not only slapped down the dealers, but certainly has incurred the enmity of some 325 members of Congress who indicated their interest by attending the hearing. There will certainly arise from this situation a unanimous reaction and upheaval from the automotive industry which will "bowl over" Bowles and some of his superiors.

With personal regards, I am

Sincerely yours,

MORRIS MOTOR CAR COMPANY

*C. A. Morris*

C. A. Morris

cam/ws

# ALLEN MOTOR COMPANY

SINCE 1903

SECOND AVENUE AT TENTH STREET S. E. \* CEDAR RAPIDS, IOWA

November 21, 1945

Mr. J. A. Feverill  
Hudson-Jones Automobile Company  
Des Moines, Iowa

Dear Mr. Feverill:

I received a copy of your wire that you sent to  
Chester Bowles and I sure think it is a masterpiece.

Why Mr. Bowles should pick on the automobile business  
is difficult for any good businessman to understand.

Yours sincerely,



Ray Allen  
N.A.D.A. Iowa Director

RHA:lt

August 10, 1950

Automobile Old Timers  
22 E. 38th Street  
New York 16, New York

Gentlemen --

It seems to me like a long time ago that I started in the motor car business, but I did start in Waterloo, Iowa in the spring of 1906 under the name of the Glide Automobile Company, my first contract having been written with the A. Y. Bartholomew Company of Peoria, Illinois, the then manufacturer of the Glide automobile.

Sometime during the year 1908 the name of the firm was changed to the Peverill Motor Sales Company, and we subsequently became the third largest Regal Distributor in the United States, our contract with the Regal Motor Car Company having been signed to cover approximately two thirds of the state of Iowa.

During the year of 1910 we became the Waterloo, Iowa Dodge Dealer covering approximately eight counties surrounding that area, and during the year 1913 we signed up as a Hudson Dealer covering the northeastern eighteen counties of Iowa, subsequently signing associate dealers in each of the eighteen counties.

Immediately following the close of World War I the writer became associated as a partner in the Hudson-Jones Automobile Company, Iowa Hudson Distributorship, and in turn sold the Peverill Motor Sales Company to the Hudson-Jones Automobile Company to be operated as a branch, the Dodge dealership contract having been separated from the operation and operated as a partnership until the year 1922 when the Waterloo Branch operation was discontinued.

The writer continued to operate as the General Manager of the Hudson-Jones Automobile Company until the year 1924 at which time Mr. G. W. Jones, then President of the Company, retired from the automobile business.

The Hudson-Jones Automobile Company has continued exclusively with Hudson with the writer continuing as President until as of this writing.

The writer who was born on October 3, 1889 entertains the idea that he is eligible as the oldest automobile merchant having remained continuously in the motor car business longer than any other

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Automobile Old Timers

Individual in the State of Iowa.

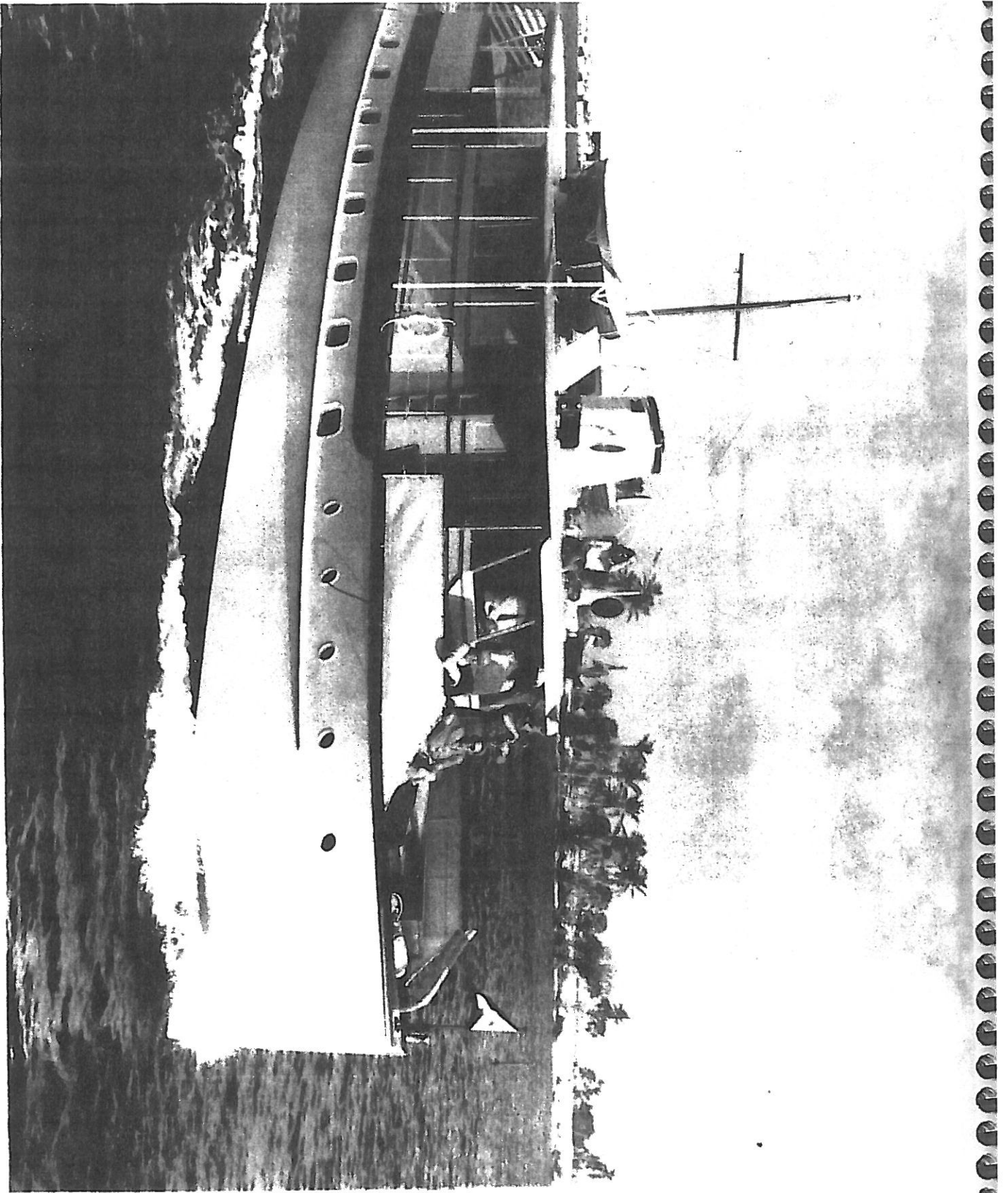
Submitted for your kindly consideration.

Sincerely,

J. A. PEVERILL  
1408 Locust Street  
Des Moines 9, Iowa

JAP:mc





J.A.'S BOAT, THE "MISS JULIE"