

ROBINSON AGAIN TO LEAD DEALER BODY

Annual Meeting of Portland Association Is Held.

BOSS IS VICE-PRESIDENT

Show Plans Discussed and Dealers' Party Decided Upon for Next Friday Evening.

A. S. Robinson of the Robinson-Smith company, authorized Ford dealers, will head the Automobile Dealers' association of Portland throughout the coming year, while C. L. Boss, head of the C. L. Boss

PROMINENT PORTLAND AUTOMOBILE MEN TO DIRECT DEALERS' BODY FOR COMING YEAR.



Left—A. S. Robinson of Robinson-Smith company, elected president of the Automobile Dealers' association of Portland at meeting last week. Mr. Robinson served as president for the term of 1920-21. Right—C. L. Boss, head of the C. L. Boss Automobile company, member of the board of directors, who has been elevated to the vice-presidency.

Automobile company, Hudson and Essex distributors, will serve as vice-president, according to the result of the annual election which was the feature of the annual meeting of the association last Monday evening at the Portland Chamber of Commerce rooms. Both Mr. Robinson and Mr. Boss are among the pioneer members of the automobile fraternity of the city and are well known. Both have been active in dealers' association work for some years past. Robinson, or "Bob" as he is known to his many friends, in being elected president returns to the executive position with the dealers' body which he occupied year ago, this being the second term which he has served, although not consecutively. Mr. Boss has for several years past been a member of the board of directors of the association and has been very active in association work, particularly that dealing with study of legislation affecting the automobile.

Mr. Robinson, who served as president during the period from the fall of 1920 to the fall of 1921, succeeds A. H. Brown, manager of the Portland branch of the North-west Oakland company, Oakland distributors, as president of the association, while Mr. Ross succeeds A. C. Stevens, Earl, Haynes and Winton distributor, as vice-president.

Robinson Election Surprise.
The election of Mr. Robinson came as a surprise along automobile row. It had been thought by many that Mr. Stevens would be elevated from the vice-presidency to the head of the association, but his name, placed in nomination, was withdrawn because of his urgent declaration that his private business would not permit him the time for the association work. Mr. Robinson at first strenuously refused to consider the place on the same grounds, but finally after his election had been virtually forced through despite his protest agreed to accept.

Others elected to serve with the president and vice-president on the board of directors of the association for the coming year are:

A. B. Graham of Bessley, Graham & Childs, Dodge Brothers distributors; J. C. Crittenden of the Covey Motor Car company, Maxwell, Chalmers and Cadillac distributors; G. G. Irwin of Wentworth & Irwin, G. M. C. truck distributors; H. J. Casey of Talbot & Casey, authorized Ford dealers; L. R. Fields, Fields Motor Car company, Chevrolet distributors; S. V. W. Peters, Portland Motor Car company, Packard and Nash distributors; L. R. Therkelsen, Therkelsen Motor company, Rickenbacker distributors.

Ralph J. Stachli, secretary of the association, was re-elected to that position for the coming year.

Show Plans Under Way.
While problems of legislation affecting the automobile, the possible establishment of a state-wide association embracing all branches of the industry and other strictly business activity of the association will take probably more than the usual attention this year, the big job on the hands of the new board will, as usual, be the handling of the annual Portland automobile show. Already this matter is under the con-

sideration of the new board, although the time for the show is yet too far distant for definite plans. The big event will be held in February, according to present indications.

That the dealers should get better acquainted and keep in closer touch personally was a point stressed at the session, and it was decided to hold a party for automobile dealers and their guests on the evening of October 20. The old automobile club house on the Sandy river was selected as the place for the festivities.

MORE LANE WORK PLANNED
Seven-Mile Extension of Florence Road for Next Year.

EUGENE, Or., Oct. 14.—(Special.)—Another link of seven miles of the Willamette valley-Florence state highway will be built next year, according to announcement of Lane county officials. The county court received the blueprint showing the location of the highway between Harpole Corners, a few miles west of Junction City, to the Bear Creek falls, where it will join onto the summit section of the highway built during the past two years.

The route as shown on the blueprints extends through the town of Cheshire and follows in a general

way the old low-pass road, but a number of hills are eliminated by building the road up the Bear creek bottom to the falls.

The county court passed a resolution ordering the establishment of a county road over this section so that right-of-way may be obtained at once. It is estimated that two miles of right-of-way are to be obtained where the highway is to deviate from the old route.

Springfield Pavement Repaired.
EUGENE, Or., Oct. 14.—(Special.)—The pavement of Main street at Springfield, which has been in very bad condition for several years and has been growing much worse during the past year, is now being made smooth. The city council recently ordered a small paving outfit and workmen are now tearing up the surface of the old paving and laying new. As Main street is Springfield is on the route of the McKenzie highway the traffic on it is very heavy.

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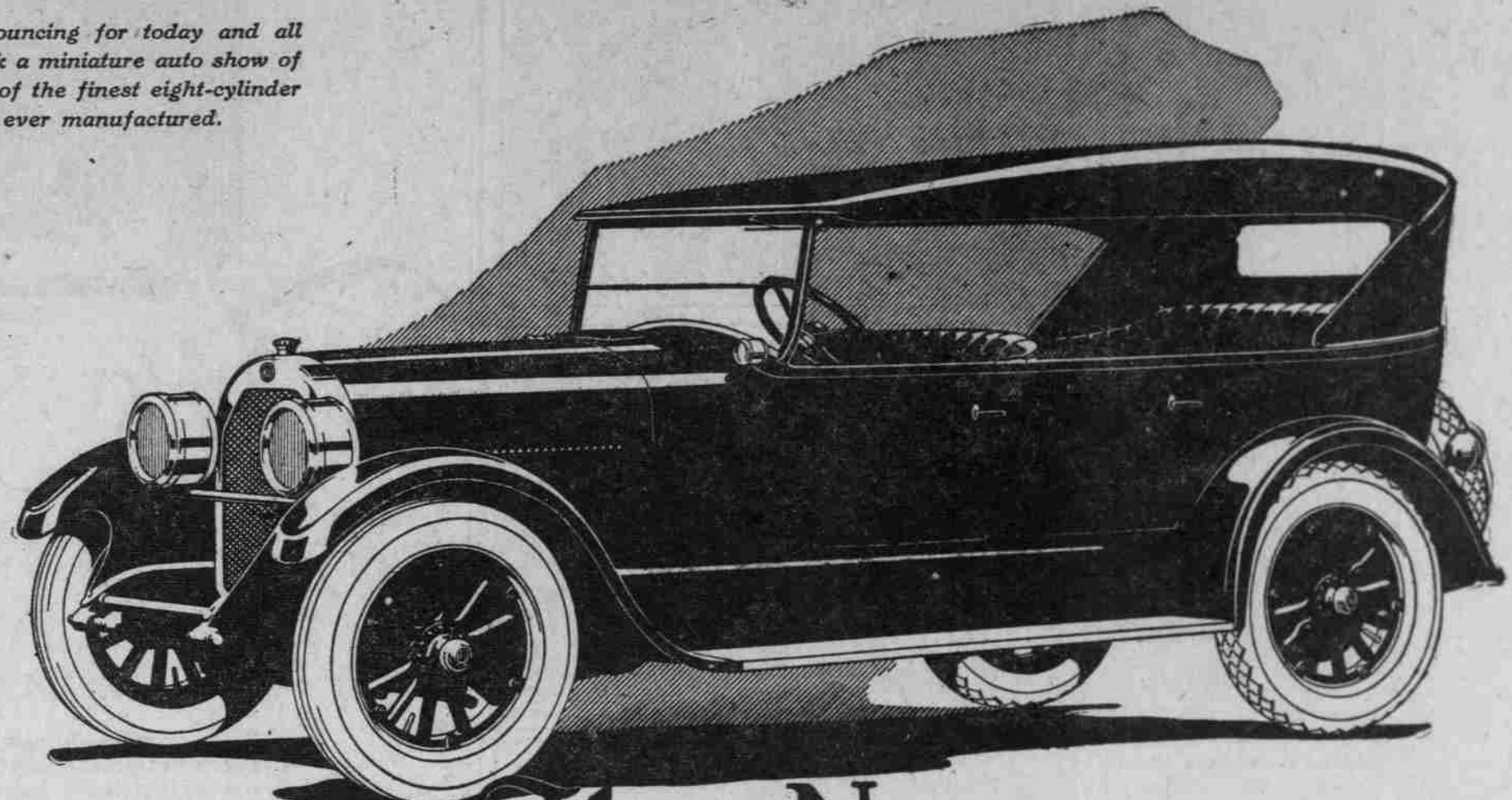
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Announcing for today and all week a miniature auto show of one of the finest eight-cylinder cars ever manufactured.



The New PEERLESS

Power, Speed and Ductility Unparalleled In the Annals of American Motoring

We are assured of the sale of all these new Peerless cars we can produce during the entire current year.

This message to you, therefore, is simply an invitation—an invitation to come in and pass judgment on what we believe you will pronounce a remarkable piece of work notably well done.

It is our hope—and our expectation also—that the verdict of those competent to judge, will be such that all over America tomorrow the name Peerless will take on a new meaning and a deeper significance.

You have been promised great things in the name of Peerless, and after many months, to the very best of our ability, that promise is about to be fulfilled.

We shall be disappointed if you do not say that Peerless has evolved out of the eight-cylinder principle, capacities for enjoyment and ease which eight-cylinder cars have never yet yielded.

But extracting from this principle its utmost in power, sustained speed, and ductility, we believe we have introduced into the fabrication of motor cars, elements of ease—or at any rate degrees of ease—they have not possessed before.

This process of evolution will, we are convinced, give you a new conception of power and speed by which all cars of the highest grade will be judged from this time forward.

The contrast between abundant power as

you have heretofore experienced it, and power as you will encounter it in the Peerless, is so marked that it immediately manifests itself in a most amazing way in the performance of the car.

It has all the natural swift response, manageability, and soft action of the eight-cylinder principle, accelerated to a degree of obedience and ductility that will prove a new delight.

These are our honest convictions—but the proof and the verdict rest with you.

There is in all men who feel that they have done a good piece of work, a craving for appreciation.

We frankly confess to that human weakness.

This car was built for your approval—to win, if possible, first place in the favor of the discriminating motorists of America.

Therefore, we not only ask, but urge, you to come in and see the new Peerless, and if it pleases and inspires you as we hope and believe it will, give us the satisfaction of earning your endorsement.

And when we say you we mean the entire family—not excluding the boys (who are probably the best judges of motor cars in the household) and certainly including mother and the girls, to whom the exquisite design and appointments of the new Peerless will make special appeal.

THE PEERLESS MOTOR CAR CO., CLEVELAND, OHIO

The New Peerless

It is our sincere belief that nothing short of the most costly custom-built creations can compare with the beauty of the new Peerless eight-cylinder motor car.

The body design itself is one of unusual grace and exceptionally fine proportions. The car is longer and lower. The wheels are smaller, the tires larger. The fenders are exceedingly attractive. The radiator and hood present an extremely pleasing aspect.

The degree of riding smoothness is so pronounced, by reason of the longer wheelbase—now 128 inches—and the new equipment with extra-long semi-elliptic springs, that it will induce you, we believe, to say this is the most comfortable car you have ever ridden in.

The driver finds himself in a position of greatest ease, whereas he steers, shifts gears, starts and stops with the very minimum of exertion.

Perhaps the most notable feature of the new Peerless Eight road-behavior is its smoothness—a lack of chattering and bumping and sideways bound to delight the motorist who has always sought such comfort and always fallen short of finding it.

This new Peerless Eight goes even farther, if that is possible, in those splendid qualities of reliability which enable a car always to respond promptly and efficiently, no matter what it is called upon to do.

The power, the speed, the ductility for which the Peerless eight-cylinder engine has long been famous, are enhanced by carefully worked out engineering improvements. Engine design is cleaner. All parts are easy to get at.

Delco starting, lighting and ignition contribute to the all-around dependability of the car. The storage battery is Exide.

Both axles are Timken, the front with roller-bearings not only on the wheel spindles, but in the steering pivots as well, to increase steering ease still further; and the rear of the semi floating type, with 15 1/2 x 2 1/4 inch brakes—a size scientifically proportioned to the weight and power of the car.

It is easy to appreciate all we say of riding comfort when it is known that the front springs are 41 inches long and the rear springs 60 inches long. The shackle bolts have the unusually large diameter of 3/4 inch, which means almost no wear at a point ordinarily slighted in engineering.

Open cars carry the Peerless permanent top, equipped with dome light. The side-curtains fit so snugly that they give the practical advantages of a closed car.

In the closed car type, the doors and windows are unusually wide, the hardware reminds you of fine jewelry's plate, and every accessory of comfort is provided.

Maximum strength in the chassis frame is assured by side bars measuring 7 1/2 inches at their greatest depth. Rigid crossmembers, and stout tubular crossmembers at both ends, obviate the weaving that inevitably results in body squeaks and rattles.

In addition to a complete equipment of tools, the new Peerless is provided with rear-view mirror, windshield cleaner, combination speedometer and clock, a handy lamp of the reel type, and a special Peerless tail lamp which incorporates an automatic electric rear signal.

- The New Peerless Eight is Built in the Following Types:
- 4-Passenger Touring Phaeton
 - 4-Passenger Suburban Coupe
 - 7-Passenger Touring Phaeton
 - 5-Passenger Town Sedan
 - 2-Passenger Roadster Coupe
 - 7-Passenger Suburban Sedan
 - 5-Passenger Berline Limousine
 - 4-Passenger Opera Brougham

TRUCK and STAGE Car Owners

were first to discover the value of the new patented

TIESTRAP SPRING

Springs made with the new tiestrap process have no bolts, no lugs, no collars at center. Made of the finest alloy steel. Lowest cost, because made by simplest process. Strongest guarantee known. You can't break 'em.

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Several thousand dollars worth of beautiful Persian rugs are used in this display through the courtesy of CARTOZIAN BROS.

