

# AUTOMOBILES



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S. M. MARDIGIAN - General Manager  
Reference: Waite Bros., Pontiac (9 years in Detroit)

## 2,000-DEALERS ENTER MAXWELL SALES TEST

A friendly discussion among three of Maxwell's largest distributors during a recent visit to the factory as to which had the best organization furnished the spark that has ignited the whole Maxwell dealer and sales forces into the largest sales contest in the history of the Maxwell Motor corporation. Heated discussions regarding their organizations' abilities have long been held by the trio—one from

the east, a second from the middle west and a third from the Pacific coast. But instead of a rivalry among these organizations it has developed into a national rivalry. Instead of three distributors fighting it out to see which one is the best, word of the contest spread to other organizations and fanned itself into a rivalry that has swept like wildfire through the entire Maxwell forces from the Atlantic to the Pacific. As a result, nearly 2,000 Maxwell dealers have already entered themselves and their 10,000 salesmen into what has become the National Maxwell Sales Contest.

## FORD APRIL SALES SMASH ALL MARKS

Retail sales of Ford cars and trucks in the United States rose to 211,410 during April, a substantial increase over the record-breaking deliveries of March, the Ford Motor Company announced today. Sales of Lincoln cars reached a new monthly record with a total of 762 retail deliveries. During the first four months of the present year, Lincoln sales showed an increase of approximately 55 per cent over the same period a year ago, the company says. A review of the sales records shows that for two years retail deliveries of Ford cars and trucks in the United States have exceeded 100,000 a month, the company says, while for nine of the months during the past year sales were well over the 150,000 mark and the big demand during March and April this year carried sales for each of those months considerably over 200,000.


## DEVICE ASSURES BODY PRECISION

Back in medieval days when a man could scarcely trust his best friend to keep himself out of the clutches of the Inquisition, there existed an instrument of torture known as the Iron Maiden. It was a hollow iron cabinet, in size the height and width of a man, but fast with the form and features of a woman. The front of the "body" was swung on hinges fastened to one side. When opened, it revealed two long and sharpened steel spear points affixed to the inside of the maiden exactly in back of her eyes. A victim was placed, bound

and upright, within the Iron Maiden, then the open half was closed slowly. Without varying a hairs-breadth the Iron Maiden's spear points gradually and wondrously pierced not the eyes of the victim within its embrace. In the body shops at the Packard Motor Co. there has been installed a metal assembly form which, because of its unerring precision, has been nicknamed the Iron Maiden. It is a massive fixture built of steel and

iron. An idea of its permanence may be gained from its weight of 4,825 pounds. Four sturdy uprights support channel steel cross beams, which form a rectangle in the general shape and height of the body being assembled. From the cross beams aluminum arms, faced with steel, drop down and lock into place and establish inflexible limits of measurement. There can be no variation in any direction. Instead of crushing into position the

component parts of the body, this metal set-up jig fixes with absolute accuracy certain limits which insure that each body is assembled with the same precision.  
OSTROPATHIC PHYSICIAN  
Dr. Mabel Campbell, Rooms 312-313, First National Bank Bldg., Pontiac, Mich. Phone Pontiac 3147. Office hours 9-12; 1-5. Other hours by appointment. 507



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