

### BEST PHONE GIRLS SERVE FINANCIERS

Fewer Complaints in Wall St District Than in Other Sections of the City.

Weekday telephone service efficiency as revealed yesterday by the use of the switchboard in THE SUN office is spasmic; the lapse of time required by the telephone company's operators to put through calls ranging from thirty seconds to thirty-five minutes. A call for the Grand Central Palace required the long wait, and at the end of several minutes wait brought a tailor to his telephone to explain that he wasn't the Grand Central Palace and never expected to be. Only thirty seconds went by while the telephone operator was getting a connection in Greeley exchange—and later another call to the same ex-

change was put through in one minute. A canvass of some of the big downtown corporations drew both criticism and praise of the telephone service as it is delivered on working days. In the financial district no serious complaints could be obtained. Office managers expressed the belief that the company caters to the business houses in that part of the city, sending the best of the operators there to handle the tremendous number of calls.

#### Outside Districts Suffer Most.

One man—he refused his name for publication—said he has concluded from experience with the service in Brooklyn that the financial district is the big time circuit of the telephone system. He believes the operators when first graduated from the training school are sent to outlying and less important sections of the city and that residents there suffer accordingly.

At no one of the offices where criticism was heard could permission to use the name of the corporation be obtained. One office manager went as far as to hint he feared the delivery of an additional private exchange switchboard might not be hastened if his firm's name was used. Another said he was forced

recently to add several "positions" to his company's board and that he would not want a telephone company friend, through whom the improvement was obtained, to think he was unappreciative. The SUN representative found a business executive who said he often misses luncheon because of delays in putting through calls. He said a Toronto call made recently required two full hours. The supervisor of the telephone board in that office said the service is better now than it was three months ago.

"We have to keep on hammering at them," said another office manager, referring to the telephone company. He said delays are frequent, but declared also that he was ready to make allowances for the difficulties the company finds confronting it.

At the offices of the American Express Company the supervising operator declared the service to be slightly improved and getting back to normal. She made allowances for delays, saying the company's operators in the business district in the southern end of Manhattan work at top speed all day and necessarily slip on some calls.

One of them "slipped" yesterday while connecting THE SUN office with Bowling Green 10,000—the office of the American Express Company. Thirty minutes passed before the connection was established. The operator who handled the call answered "Busy—busy—busy," and then contributed the following: "No, I don't need to verify it. That's a busy wire—it's always busy."

In an effort to determine why the service should show the lack of efficiency complained of by so many persons, the supervising operator of one of the downtown business houses was asked if she could advance any theories.

The operator said she assumes it to be a result of inattention on the part of new and inexperienced central operators and, illustrating her theory, declared the young women operating under her direction receive "wrong numbers" time and again and that their re-calls almost always prove the central exchange operators misunderstood them. She said, too, that switchboard courtesy has fallen down and that a complaint to the central operators only wins a loud "ring" in the receiver.

### Highway Conference Notes.

By RAYMOND BECK.

Chief Goodrich Travel and Transport Bureau. Nearly 150 sales heads, transportation engineers and technical experts of the motor truck industry attended the initial conference yesterday afternoon at the Eighth Coast Defence Armory. "The farm-field" advertising and trade tactics were discussed at length.

"The truck salesman must be transportation expert rather than truck salesman in general," was a statement of

Robert O. Patten of the Pierce-Arrow Motor Company, who impressed on his hearers the importance of fortifying salesmen with accurate and adequate information for the truck buyer.

A majority of the men attending yesterday's conference represented metropolitan interests. J. D. Engleston, transportation expert of Mason City, Iowa, ably presented the agricultural phase.

A. H. Kroh, Akron, Ohio, introducing himself as the "darndest fool on the subject of farm motorization," delivered a splendid appeal on his subject.

The "farm-field" truck makers may rest on the laurels won in the city. Kroh's concentration of the "farm-field" will fulfill patriotic needs and materially swell the truck industry's pocketbook.

While America's population has increased 21 per cent. in ten years, the food production has increased but 10 per cent. Kroh pointed out that trucks will increase production at reduced cost.

John R. Eustis, director of the highway conference, acted as chairman of the meeting. Everywhere keen appreciation was expressed of the interesting programme arranged by him.

The Eighth Coast Defence Armory Truck Show is drawing ever increasing crowds. Every conceivable truck from speedy commercial vehicle to the non-descript highway transport is on display.

### CHRYSLER GOES WITH WILLYS.

Walter P. Chrysler, former president and general manager of the Buick Motor Company and first vice-president in charge of the operations of the General Motors Corporation, has been appointed executive vice-president and general manager of the Willys Overland Company and of the Willys Corporation.

His office will be in New York. He is an expert in directing quantity production. Under his management the Buick Company increased its daily production from fifty to 550 cars in nine years.



A typical comment—  
"Sold Itself to Us Completely"  
(Cleveland)  
See it at space B-25  
Grand Central  
Palace  
F. W. Wright, Inc.  
225 W. 57th St.  
New York Distributor  
for  
THE ALLEN MOTOR CO.  
Columbus, Ohio



IN PREMIER the spring eyes are fitted with floating Clemons bushings and equipped with Alemite lubricating system—more positive in results than either gravity type oilers or finger operated grease cups. With a special "gun" and a twist of the wrist the whole job of oiling springs becomes a clean, simple and easy operation.

Show Space B-30 Grand Central Palace

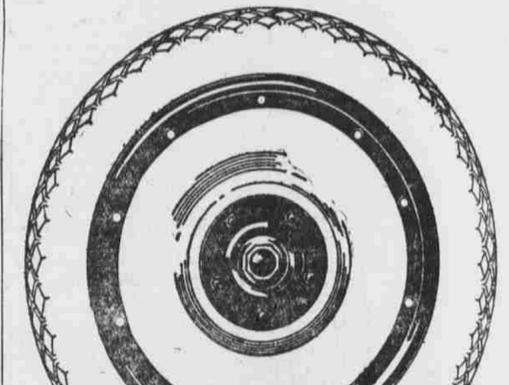
**PREMIER**  
MOTOR CORPORATION  
INDIANAPOLIS—U.S.A.  
THE ALUMINUM SPRING WITH MAGNETIC SHEAR ENTRY



Not in our own behalf, but seriously and earnestly, because we wish to guard our friends against disappointment, we suggest that they inform themselves concerning the delivery dates of Cadillac automobiles.

CADILLAC MOTOR CAR COMPANY

Complete line—new series Type 39 Cadillac—on exhibition at the Automobile Show and the Cadillac showrooms.



**DISTEEL WHEELS**  
*The Wheels That Complete The Car*

There are 61 manufacturers at the Grand Central exhibiting cars that sell for \$1500 or more—  
You will find forty-four of these cars equipped with Disteel Wheels.  
Need we offer more conclusive evidence that, in the judgment of motor car manufacturers, owners and dealers, Disteel Wheels have Arrived?  
Grand Central Palace, Section 83—Third Floor  
New York Office, 1846 Broadway at 61st Street  
DETROIT PRESSED STEEL COMPANY, DETROIT, U. S. A.



**FAITH—in action**

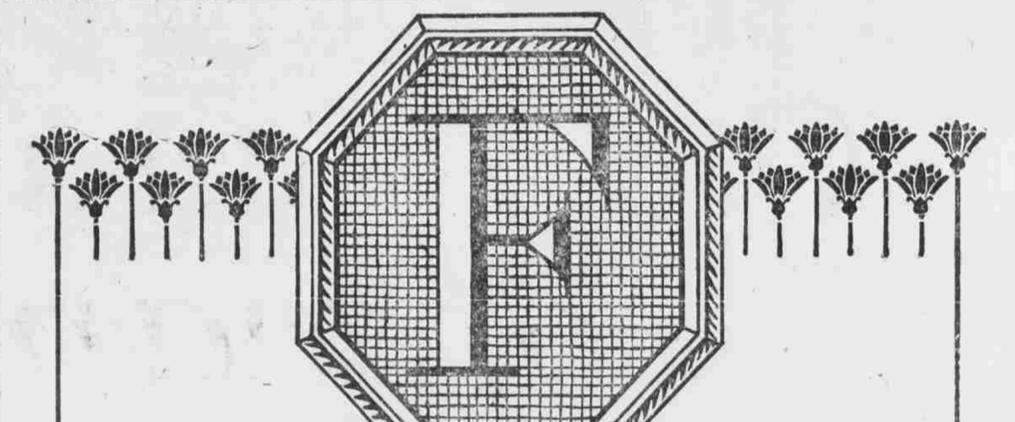
America owns a high confidence in the manhood of her men of action that must forever distinguish her among the nations of the earth.

Yet—when Milton J. Budlong of New York pledged himself to pay millions of dollars for a product he had never seen, he did the unprecedented thing. And when Herbert M. Allison of Chicago followed his lead, the deep faith that is America's was doubly manifested.

By such men as these two sterling and successful distributors of quality automobiles will the Lincoln product be sold in the cities of America. Our representatives are being selected from among a great host of applications from business men of wide experience, clear vision and fine integrity.

Soon—when the great Lincoln plant in Detroit is ready for full production—will Henry M. Leland, Wilfred C. Leland and their associates make important announcements to the public—inspired by the high confidence that has been placed in them.

**LINCOLN**



**FERRIS**

IN the lobby of the Hotel Astor you may see, examine, estimate and properly value the achievement of the Ohio Motor Vehicle Company in producing a motor car that respects the finest traditions of the business and also forecasts the best tendencies of future car building.

The Ferris gives you now what you have wanted before—what you may have found fractionally in many other high grade cars, but never found united in any particular car.

At first sight, you will assent to the beauty of the Ferris; look deeper and you will admit its completeness; study it thoroughly and you will conclude that the tremendously difficult—and desirable—focusing of all the advantages of car building ideals and skill has been delightfully achieved in this, the premier exhibit.

The OHIO MOTOR VEHICLE Company  
CLEVELAND, OHIO  
Representation at Hotel Astor

