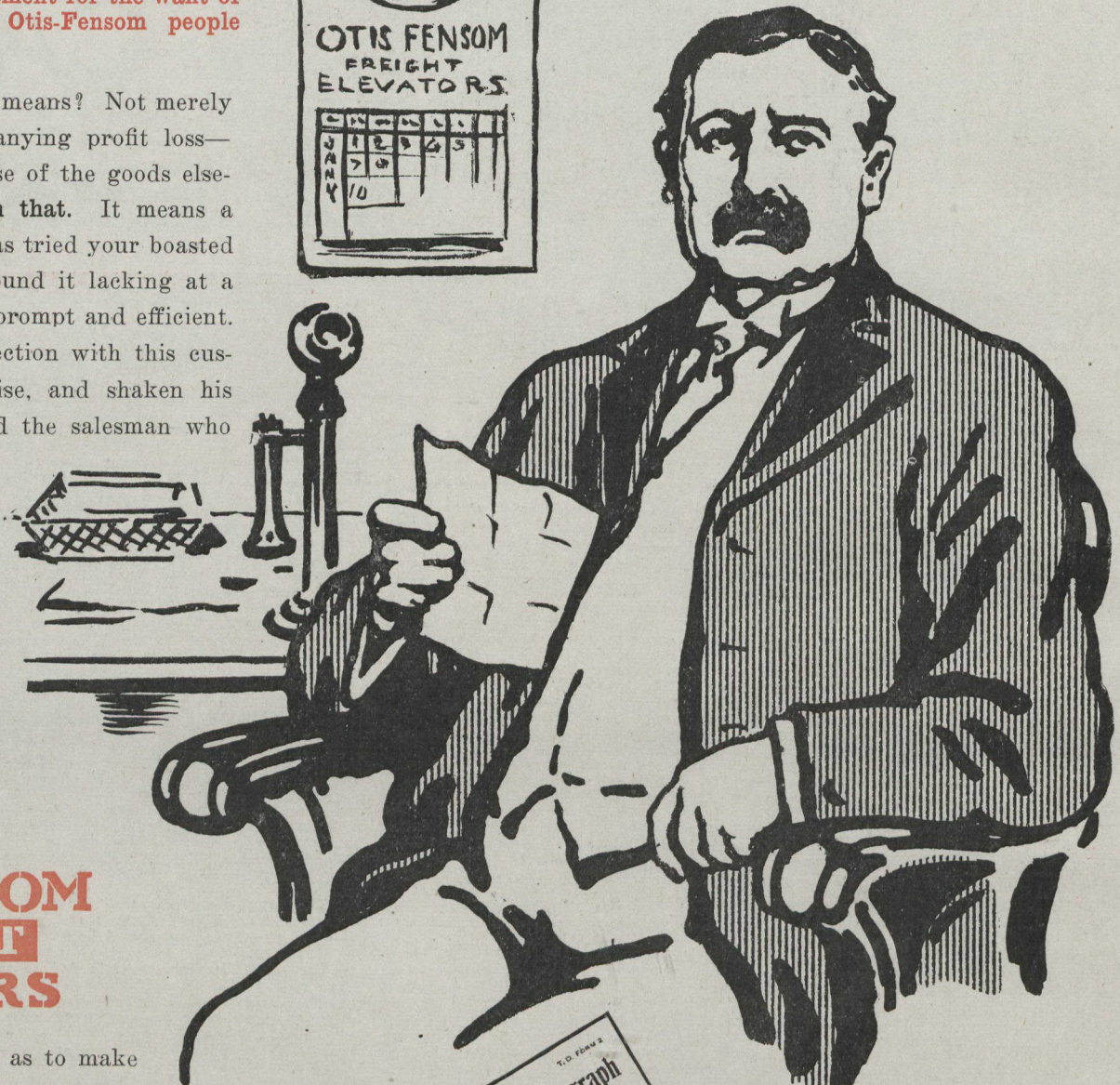


The Cancelled Order

“WELL, that’s fierce—and a new customer, too. It wouldn’t have happened if we hadn’t been ‘balled up’ in our shipping department for the want of an elevator. I’ll write those Otis-Fensom people to-day!”

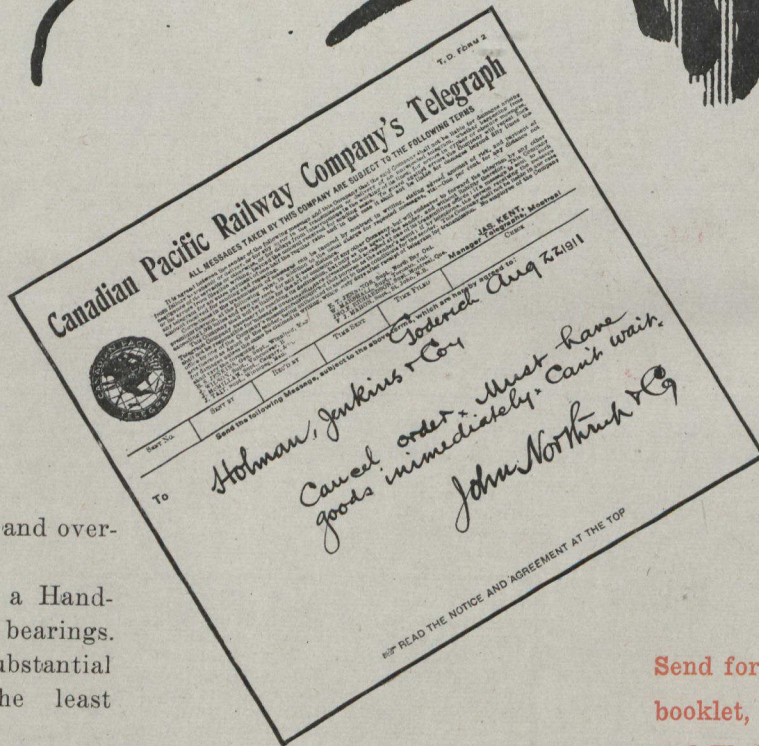
Do you realize exactly what it means? Not merely a lost order with accompanying profit loss—that’s easy; you can dispose of the goods elsewhere. **But it means more than that.** It means a **dissatisfied customer.** One who has tried your boasted service and found it wanting—found it lacking at a time when it should have proved prompt and efficient. You have jeopardized your connection with this customer. Perhaps broken a promise, and shaken his confidence in your methods. And the salesman who got the order is discouraged and disheartened because “the house” fell down on the first shipment. Can you blame him? Can you blame the customer? As a matter of fact, there is really no excuse for laggard, chaotic conditions in your shipping department so long as elevators so reliable and thoroughly efficient as



OTIS FENSOM FREIGHT ELEVATORS

are made; at a cost so reasonable as to make their installation in any place that can use one, a decidedly profitable investment. The dependable qualities of the Otis-Fensom are shown by the fact that it is always in commission ready for immediate service. Rush orders can be executed with the utmost convenience and dispatch, because the improved facilities following the use of the elevator has enabled the staff to systematically sort and arrange the different lines according to their proper classification. Thus time is saved—floor space increased—mistakes and delays are eliminated, and overhead expenses are minimized.

For small warehouses we make a Hand-power Elevator with improved steel bearings. Constructed in a thoroughly substantial manner, it runs with the least friction.



Send for our new illustrated booklet, "Freight Elevators and Their Uses."

Please send me your book.

THE OTIS-FENSOM ELEVATOR CO., Limited

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