

# Directions for Ordering

Read This Carefully —It Will Prevent Mistakes and Save Delays in Filling Orders.

It is our aim to give all customers prompt and intelligent service. But to make this possible we must have the co-operation of the customers in making their orders so clear that our Order Clerks will know at a glance what is wanted. For your guidance, we suggest below some of the most important points to be watched closely.

**Always Use Printed Order Blank** shown on other side of this sheet. Put on the Order Blank all items desired, but put your remarks and questions on a separate sheet. Sign the Order Blank on the signature line at the bottom.

**Write Your Name and Address Plainly.** This is very important. Otherwise there is a possibility of shipments going astray.

**Make Shipping Directions Clear,** that is, state whether goods are to be shipped by Freight, Express or Parcels Post and if by freight or express, be sure to name the Railroad or Express Co. If your shipping station is different from your Post Office, be sure to give us both.

**Specify Finish of Lamps**—whether Satin Brass or Polished Nickel. Include the same information on the Extra Free Lamps.

**How to Send Money.** Remit by Post Office Money Order, Express Money Order or Bank Draft. Business firms may send their check if more convenient. Currency or stamps should be sent by registered mail.

**Our Liberal Terms** should give you full confidence in us. We try to make everything convenient and easy for the Distributor. Those who need financial help may use the Letter of Credit and get 30 days time. Those who prefer to order C. O. D. may do so by sending 25% ( $\frac{1}{4}$ ) of the amount of order and pay the balance when goods arrive. Or if you want to save the 25c to 50c charges on returning the money on C. O. D. shipments, you may of course send full amount of money with order.

**C. O. D. Means Collect on Delivery.** If cash does not accompany the order and Distributor is not working under the Letter of Credit Plan, we will ship goods C. O. D. on receipt of 25% ( $\frac{1}{4}$ ) of the amount of order. In such cases our bill will be sent to your nearest Bank (if by freight) or to the Express Agent (if by express) and you will pay balance of charges at time of delivery.

**Prices F. O. B. Shipping Point** means Free on Board train at point of shipment. The customer must pay the transportation charges. Therefore it will be seen that by ordering in quantities, the freight amounts to very little and there is considerable saving in transportation charges.

**Our Guarantee Protects You.** Every lamp is guaranteed against defect in workmanship and material, and should an imperfect lamp happen to get past our Inspection Department, and fall into your hands, or should the lamp become damaged in transit we want you to immediately call the matter to our attention and give us an opportunity to replace same. Of course in the case of damage in transit you should secure a Bad Order Receipt from the transportation company at time of delivery, and send to us so we may enter claim. *We want Nothing But Perfect Lamps* distributed because we realize that dissatisfied customers are a poor advertisement.

**The Identification Card** that accompanies each lamp insures constant and satisfactory service. But to be effective the *Distributor must see that these Cards are filled out and returned to us.* Otherwise we have no record of the lamp and cannot guarantee it.

**Don't Ask Us to Make Exceptions to Our Rules.** It has always been and always will be the aim of this Company to treat all customers alike. Our prices are the same to one and all. We cannot make exceptions in any individual case.

Let's Pull Together Toward That One Goal—

**MORE SALES**

Which Means Greater Profits for Both

**THE MANTLE LAMP COMPANY of AMERICA, Inc.**

*Largest Kerosene (Coal Oil) Mantle Lamp House in the World*

Chicago, Ill.    Waterbury, Conn.    Portland, Ore.    Montreal, Can.    Winnipeg, Can.

[www.aladdinlamps.info](http://www.aladdinlamps.info)