EDUCATIONAL FILM FOR LORD & TAYLOR

M 1545
MAR -5 1920

ORGANIZATION OF SERVICE

ELETO EXPRESS DELIVERY SERVICE.

Scene 1. Open on new wagon with driver just getting into seat.

2. Spectator, young man, looking at driver and equipment.

3. The spectator comes into scene, engages driver in conversation. "What concern is this?"

4. Back to the driver and driver says "Eleto Company of New York. It is primarily a distributing company organized by Lord & Taylor and Messrs. James McCreery & Company to handle their deliveries. We are essentially as organization of service." Our purpose is to render to the mother stores the swiftest, safest and surest delivery possible."

5. Close up of the stranger, who asks "Is there any possibility of my getting a job with the Eleto now? If so, who had I better see?

6. The driver answers "Why Mr. Forbes is our President. You had better see him over at the Eleto offices. If he is not there, ask for Mr.McGee or Mr. Wallace. They are his assistants."

7. The Eleto organization.

8. A close up of Mr. Forbes, the President.

9. Mr. S. W. Reyburn, Vice President of Lord & Taylor.

10. Mr. Louis Stewart, President of McCreery's - a close up of Mr. Stewart.

11. Sidewalk. Mr. Reyburn and Mr. Stewart looking over a new truck. Mr. Forbes shows Mr. Reyburn a few points about the truck and shakes hands with him.
"Mr.Reyburn and Mr. Forbes congratulate Mr. Stewart on his new equipment."

12. Employes' entrance, Lord & Taylor's. Applicant asks doortender "Can you tell me where I can find Mr. Forbes?"
The doortender tells him in the Eleto offices down in the basement. Applicant enters store.

13. Mr. Forbes' office. Applicant enters, interviews him.
"Mr. Smith, this is Mr. Cassaday, our driver on No. 50 route. You will be assigned to his wagon and he will take you to our locker rooms and see that you are properly outfitted.

14. Locker rooms. Shows applicant entering locker room on 39th Street with driver.

Scene 15. "He comes out ready to go to work - clean uniform, clean face, clean shoes, immaculate in every detail."
Shows uniformed applicant coming out with driver from locker room.

16. Cars in the basement.
"Who is the fellow looking over your car?"
Cassaday answers
"Oh, that's our inspector. He carefully examines every car before it goes out on the day's run. He saves us a lot of money by seeing that everything is fit before it is used."
Cassaday and Smith are regarding the car while the inspector examines it.

17. "Now we will fill our batteries so we will be able to start when we get our load."
Here the driver operates a barrel which runs on a trolley and properly fills his batteries.

18. Shows how electric connections are made.

19. Smith asks Cassaday
"How do your packages get down to the basement?"
Cassaday shows Smith how it is done. Exit.

20. Cassaday and Smith enter scene where saleslady sends merchandise down chute. Cassaday and Smith exit.

21. Packers' basement, mezzanine floor. Shows packer wrapping packages and dropping down chute.

22. Show section of main traveling belt with chute discharging packages upon it.

23. "The packages are then carried along the belt to the sorter who separates them; tosses charge packages down the chute to the authorizers who verify the charge account; stamp package and place on belt, which carries it to routing clerk."
Shows sorter separating packages and tossing down to authorizers. Smith and Cassaday looking on.

24. Shows authorizer looking up and stamping packages and placing them on the belt. Smith and Cassaday watching. They exit.

25. "C.O.D. packages are sent down another chute where the check is removed and they are registered before being given to the routing clerk."
Shows C.O.D. man stamping, entering, etc., while Smith and Cassaday look,on. Cassaday explains:

26. "Paid packages are sent down the chute which takes them directly to the routing clerk."
Shows Cassaday and Smith watching the chute in operation.

27. "All outgoing packages must pass through the hands of the routing clerk, who glances at address and marks on packages the number of the route on which it lies."
Smith and Cassaday watching routing clerk at work.

28. Cassaday and Smith enter.

Scene 28. Cassaday and Smith enter.
"The package then travels along the belt until it is taken off by the sorter and placed in a bin which contains all packages for that particular route."
Cassaday and Smith watching sorter placing packages in bin.

29. "The entry clerk takes package from bin and records on delivery sheet the name, address and check number of the package which he then places in bin behind him."
Cassaday and Smith watches the operation.
"The original and triplicate go to the delivery record division, When complaints of non-delivery are received, this division verifies the fact from its records."
Show man in charge at work with Cassaday and Smith looking on.

30. Drivers are taking packages from bins, checking same on sheet.
"Driver takes the duplicate sheet and checks up his packages with the entries on it. When the package is delivered, he places a check mark opposite the entry and notes name of person making delivery."

31. Shows driver placing packages in his wagon and signing for his load.
Smith and Cassaday watching.

32. Wagons leave 38th Street entrance.
"Local wagons off for the day."
Show one or more leaving.

33. "Loading our two-ton transfer trucks which ply between L.& T.'s and our distributing stations at Mount Vernon, Jamaica, Newark, Elizabeth and Hackensack. These trucks leave about ten o'clock at night so as to have packages at distributing stations ready for redistribution to smaller trucks in the morning."
Showing loading of the transfer trucks, Cassaday and Smith watching.

34. Shows arrival of transfer truck at Jamaica, unloading, etc.

35. Shows interior of distributing station and loading of smaller wagons.
"Resorting packages and sending out smaller wagons, which make the direct delivery."

36. "What is happening now over our whole system."
Shows delivery trucks starting from distributing station.

37. Shows map of New York and vicinity with small cars starting out from our store and distributing over their proper route, which has been numbered, number to be placed at end of route.

38. "The kind of a delivery a veteran makes."
Driver goes up to residence; gets off wagon.

39. Driver up at door; rings the doorbell. Maid opens door; driver makes proper and courteous delivery to maid.
"Package from Lord & Taylor's for Mrs.Brown."
He tips his hat and exits.

40. "Cassaday explains to novice what carelessness will mean to the firm."
Same wagon drives up to the door. Smith gets out.

Scene 41. Driver enters with package up to front. He calls to maid on the upper floor and tosses package up on porch. Exits.

42. Maid opens door and picks up package, part of broken doll hanging out.

43. Shows woman talking very emphatically to her neighbor, showing broken doll.
"Customer has become the center of a circle of dissatisfaction.

44. "A letter to Mr. Reyburn."
Shows Mr. Reyburn reading a letter.

45. "Letter of complaint."

46. Mr. Reyburn's office. Mr. Anderson enters.
"Mr. Anderson, here is another very bad delivery complaint. It is up to us to replace the order. Find out if you can who is responsible for this carelessness."
Mr. Reyburn reads the letter to Mr. Anderson. He exits.

47. Toy Department.
"One of our drivers has broken an expensive doll which we have to replace."
Mr. Anderson talking to young girl, who asks
"Who broke the doll?"
The clerk hands Mr. Anderson a beautiful doll. Fade out.

48. Back to who with a pad figures and shows the cost of the breakage of the doll, the cost of two deliveries to the firm.

49. Close up of these figures.

50. "Last of all a check mark will go against your record."
Show Smith and Cassaday. Smith is very much upset. Fade out.

51. Fade in. A delivery to the general entrance to a hotel.
"Do not forget the signature."
Show driver delivering package to doorman who signs for it.

52. Show a letter from customer to Mr. Reyburn, stating that she has left her hotel and no package has been received.
"The reason for this -- We can prove our delivery of package."

53. L. & T.'s agent calls at the hotel. Clerk denies having received package.

54. Mr. Anderson, head of L. & T.'s adjusting Bureau 'phones Mr.McGee.

55. Show Mr.McGee at the 'phone in his office. He produces driver's sheet with signature.

56. "The proof that we can give."
Show a close up of letter to customer stating we have signature for delivery.

57. Hotel. Customer shows L. & T's letter to the clerk and the clerk digs up the package.

Scene 58. Driver calls at home. No one answers the bell. He leaves a blue notice under the door telling the customer that he called.

59. "By doing that you prevent this."
Show postal from customer as follows: "This is the third and last time I shall ask you to call."

60. "If no one is at home to receive a C.O.D. package when you attempt a delivery, leave notice stating that you called with the C.O.D."
Show driver with C.O.D. leaving notice.

61. "Do not do this."
Driver takes his last package, a C.O.D., out of car, notices that the address is quite a distance away, makes notation on same "Call again" and tosses it back in wagon, lights a cigarette and is off.

62. "Because it results in this."
Show woman with a suitcase asking hall-boy at apartment house if package has arrived. He says it has not. Impatiently she walks out.

63. Complaint Department. Show officer reading a postal card from woman stating she does not want the goods now as they were not delivered on time.

64. "Be careful to whom you make deliveries. Do not deliver to any one you happen to meet on the sidewalk near the address on package for Mrs. Jones and who may become angry and accuse you of being late with delivery because this may happen."
Show scene of man accosting driver with package. The driver gives the package to the man who waits until the wagon moves on, opens the package and puts the contents in his pocket and walks away.

65. "Never receive bank checks above $20.00. Don't make change for customer in payment for C.O.D.'s until you have called up Credit Department of the proper store and requested permission to receive the check. If this is granted, inquire who it is authorizes you to receive check and enter his name on the sheet opposite the entry of the package."
Show customer tendering check to driver as he delivers the package. He takes the check, telling woman he will make the change.

66. Driver goes to 'phone.

67. Officer at L. & T's giving authority to accept check.

68. Driver gives change to woman and exits.

69. "In case you have a break down, 'phone Chief Despatcher, who will send you relief at once and have your car brought in."
Show break down of car. Driver exits.

70. Driver 'phones to despatcher.

71. Despatcher's office. Show his map of routes. Chief Despatcher gets telephone.

Scene 72. He 'phones to station of reserve cars; one leaves for location of break down.

73. "Who is our most efficient driver? Who uses less gasolene, has less break-downs, fewest complaints made against him and who gets the bonus for qualifying in the Efficiency Five?"

74. "The First Five for September."
Show names and photographs of the Five posted on bulletin.

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