

P · A · X

Private Automatic Exchange



RELIABLE

The Automatic Telephone

No misunderstanding through messengers—the dial will do your bidding.

A great business needs a quick, accurate means of communication between departmental executives, far away shipping room, engineers, chemists, etc.

Such is the P. A. X.—as necessary to the operation of your plant as electric power.

“A Pair of Wires and a Dial,” telling of P. A. X. in operation is yours for the asking. Write our nearest House.

Northern Electric Company

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“Makers of the Nation's Telephones”

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Manual Telephones
Automatic Telephones
Wires & Cables
Fire Alarm Systems
Radio Sending and
receiving Equipment

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Power Apparatus
Household Appliances
Electrical Supplies
Power & Light Plants
Marine Fittings