

P · A · X

Private Automatic Exchange



CONFIDENTIAL

The Automatic Telephone

Turn the Dial and immediately your call not only reaches the engineer, the shipping room, any executive—but the call is for yourself only.

Use P. A. X. to quicken confidential transactions, to lessen irritation, to create better understanding and thus maintain greater co-operation throughout the extended plant.

The P. A. X. is the reliable friend of executives.

“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
LIMITED

MONTREAL
HALIFAX
QUEBEC

TORONTO
HAMILTON
LONDON

WINDSOR
WINNIPEG
REGINA

CALGARY
EDMONTON
VANCOUVER

“Makers of the Nation's Telephones”

MANUFACTURING

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

DISTRIBUTING

Construction Material
Illuminating Material
Power Apparatus
Household Appliances
Electrical Supplies
Power & Light Plants
Marine Fittings