

One of a series of studies
showing how progressive business
management uses internal
telephone service.



P-A-X

business
telephone
systems

AUTOMATIC  ELECTRIC

How
Detroit Hardware Manufacturing Co.
speeds company-wide
communications
with P-A-X

Plant-owned "inside" telephone system sharpens efficiency, conserves manpower, for Detroit Hardware

Starting with 5 employees in a converted frame house in 1923, the Detroit Hardware Manufacturing Co. has steadily grown to an enviable position in today's hardware industry. The company now employs over 150 people in manufacturing casement window operators, kick plates, push and pull bars, and many "custom" items of builders' hardware. Detroit Hardware pioneered in manufacturing worm and gear operators for steel casements, and today ranks as one of the largest producers of steel-window hardware in the country. As its business grew, the company's intercommunication problem became more complex, and P-A-X was installed to keep administration and production running smoothly. Today, every department of Detroit Hardware's operation is linked with every other, through this company-owned dial telephone system.

Former intercommunications inefficient

In 1948, the Detroit Hardware management decided that the firm's existing intercommunications system would have to go. Of the speaker-type, this system was unsatisfactory for several reasons: lack of privacy; excessive noise; and the bulk and awkward shape of the individual desk units. Secretary-Treasurer (now President) Walter Albrecht asked Purchasing Agent Herbert Joyce to consider the problem and recommend an improved system. Over a two-month period, Mr. Joyce studied three different communications systems, including the telephone company's proposal for a rented automatic system. After careful consideration of all facts, the vote went to P-A-X—and Detroit Hardware has never regretted its decision.

Why management selected P-A-X

Selection of the P-A-X Business Telephone System to provide all "internal" communication was based on the following factors: (1) *Low cost*—P-A-X could be purchased outright for the cost of renting a comparable system for only two years; (2) *Familiarity*—P-A-X automatic dial telephones are identical to those used by telephone companies—and operate in the same way; (3) *Privacy*—P-A-X provides a separate line for each telephone—and automatic switches to complete

connections; (4) *Simple installation*—P-A-X needs only two or three wires to each telephone—no bulky (and costly) multiple cables.

P-A-X was recognized as a *capital investment* that would soon pay for itself in time and manpower conservation.

Detroit Hardware's internal telephone system

A P-A-X System with capacity for twenty-two telephones was installed early in 1949. In the beginning, company officials felt that twenty-two telephones were more than would ever be needed. They first used eleven, then went to sixteen, and soon expanded to the full twenty-two. But the company continued growing and still more lines were needed. So in March, 1953, a new P-A-X System with fifty-telephone capacity was installed, and twenty-five telephones were immediately put to use. The smaller P-A-X System was moved to the company's new plant in suburban Roseville, where only six departments were operating at the time. Detroit Hardware plans to move its entire operation to Roseville by 1960, at which time the larger P-A-X System will also be moved and installed to handle all inside calls.

Walter Albrecht, President of Detroit Hardware Manufacturing Co. Aware of the need for up-to-date communication, Mr. Albrecht initiated the study that led to installation of P-A-X.



From the Tumbling Department, James Edwards supplies Estimating with needed information. P-A-X telephones are designed to suit every type of plant condition.



With P-A-X, Plant Superintendent Richard Jewett keeps minute-by-minute control of plant operations. Without leaving his desk, he gets vital information in seconds.



From the Machine Shop, Dudley Cross calls Engineering for a new specification. Employees find P-A-X easy to use—its operation is identical to the public telephone.



P-A-X links every department in every corner of the plant

P-A-X covers sizable area

The offices and present main plant of Detroit Hardware are located in four buildings with a total area of 100,000 square feet. Its 156 employees continually reach for their P-A-X telephones for quick, two-way conversations with men in other departments. They rely heavily on this intercommunication system, and would find it impossible to communicate as quickly and efficiently in any other way.

How executives and employees use P-A-X

With the quick dialing of a two-digit number, Detroit Hardware personnel can supply information, issue orders and attend to any emergency in seconds. The Works Manager is in touch with every department of the plant. . . Purchasing gets through to Estimating at once . . . dozens of calls hum between Foundry, Maintenance, Shipping, Machine Shop. When comparing P-A-X with the company's former "squawk box," George Hatala in the Plating Department says, "It's a terrific improvement over what we had before." Instructions are clearer over P-A-X—the private, two-way conversations are easily heard and understood. And P-A-X service is available at midnight as well as at noon—an important advantage with two- or three-shift operation.

How P-A-X improves customer service

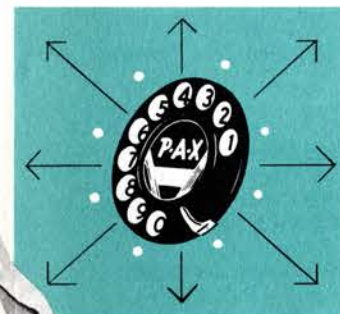
With P-A-X, customers' calls to the Sales Department receive prompt service . . . information is gathered quickly while the customer waits on the "outside" line. Call-backs and wasted time are cut to the minimum. P-A-X enables busy executives to stay on top of a hundred details, orders and requests . . . instantly and privately.

Maintenance of the P-A-X System

Purchasing Agent Joyce reports that the P-A-X service man has been called only five or six times in as many years—at a total cost of not over sixty dollars! "Our relations with Automatic Electric," he says, "have been excellent, and the technical service has been particularly good."



Herbert Joyce, Detroit Hardware's Purchasing Agent, watches the compact P-A-X Control Unit at work. Simple, rugged design keeps equipment on the job.



Sales Manager J. R. Donovan expedites orders, serves customers efficiently and gets facts quickly with his P-A-X. "Inside" telephones reduce outside call-backs.



William Ford, Detroit's Foundry Foreman, calls Plant Superintendent Jewett for information. "If it weren't for the inter-phone (P-A-X)," said Ford, "I'd have worn out a dozen roller skates."



Tool Room Foreman Arthur Shaw makes a dozen calls daily to Engineering, Maintenance and other departments. In emergencies, a P-A-X call gets immediate action.

Benefits to Detroit Hardware Manufacturing Co.

In summary, these are the benefits provided Detroit Hardware by their P-A-X Telephone System:

1. Improved executive control over all company operations through fast, personal telephone contact.
2. Greater efficiency and clearer understanding among employees through telephone communication.
3. Round-the-clock service through a completely automatic system; no switchboard operators are needed.
4. The anticipated economy in operation of this company-owned system has been fully realized.
5. Expansion, modification and use of the P-A-X System are solely and directly under Detroit Hardware control, to keep pace with plant needs.

P-A-X meets requirements of manufacturing plants

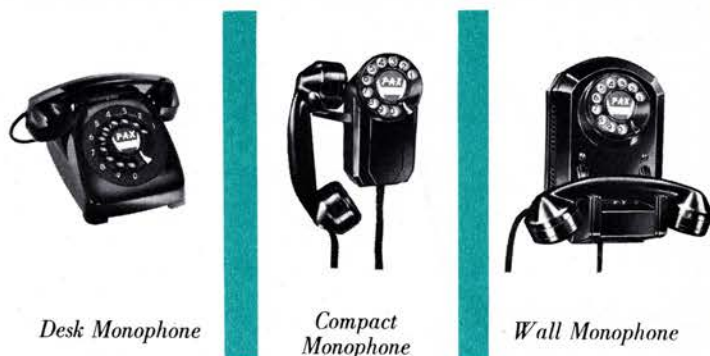
Communications in manufacturing plants are complicated by the large areas and many departments involved. P-A-X Business Telephone Systems extend inter-communications throughout these areas—link them closely together with two-way talking convenience. P-A-X also meets the need for precise timing because P-A-X telephones are *fast*—the automatic dial system speeds both routine and critical calls. No wonder so many manufacturing plants own P-A-X Telephone Systems.

Among them:

American Cabinet Hardware Co., SINCE 1947, 100 TELEPHONES
Atlas Press Company, SINCE 1941, 50 TELEPHONES
Chicago Hardware Foundry Co., SINCE 1929, 100 TELEPHONES
Connor Spring Manufacturing Co., SINCE 1953, 10 TELEPHONES
Electric Auto-Light Company, SINCE 1941, 375 TELEPHONES
Florence Stove Company, SINCE 1949, 180 TELEPHONES
Handy Button Machine Company, SINCE 1941, 20 TELEPHONES
Lufkin Rule Company, SINCE 1922, 100 TELEPHONES
Mosler Safe Company, SINCE 1953, 95 TELEPHONES
Norwalk Lock Company, SINCE 1944, 30 TELEPHONES
Paragon Electric Company, SINCE 1936, 30 TELEPHONES
Pittsburgh Plate Glass Company, SINCE 1920, 629 TELEPHONES
Revere Copper & Brass Company, SINCE 1934, 200 TELEPHONES
United-Carr Fastener Corporation, SINCE 1940, 122 TELEPHONES

what is P-A-X and what does it do for you?

P-A-X is a completely automatic business telephone system that you can adapt to *your* business operations and needs. It meets all your *inside* communication requirements and greatly improves *outside* telephone service. You *own* your P-A-X, and thereby substantially reduce monthly telephone charges, limiting them to your *outside* calls. Greatest returns on your investment in P-A-X come in the stepped-up efficiency that modern telephone communications can introduce into your business methods.



Automatic Electric Consultation Service

is available to you to meet the special needs of your company. A letter or telephone call will bring an experienced Automatic Electric communications engineer to your office to give you complete data on how P-A-X can help your business. Or we will send detailed literature upon your request for more information about P-A-X.



For further information on how P-A-X can serve you, write:

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