

BUSINESS TELEPHONE REPORT NO. 112

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



*Bunte*



**P-A-X**

business  
telephone  
systems

AUTOMATIC



ELECTRIC

**How P-A-X helps**

**Bunte Brothers Chase Candy Company**

**effectively control operations and production**



## How Bunte-Chase coordinates every step of candy making, with its own P-A-X Business Telephone System



*In few other types of business is fast, unrestricted communication more important than it is in the food manufacturing industry. To maintain high standards of quality—to keep their most perishable goods at the peak of freshness—to assure speedy handling so that customers receive their merchandise in perfect condition—Bunte Brothers Chase Candy Company, of Chicago, coordinates all activities on a 24-hour-a-day schedule through the use of a “rent-free” P-A-X inside Business Telephone System.*

Since 1876, Bunte-Chase has been the maker of “World Famous Candies.” That was the year Ferdinand and Gustave Bunte, with a collection of rare and treasured Old World recipes, started their factory in a modest frame structure on Chicago’s Dearborn Street. The enterprise flourished from the beginning. In 1953, Bunte Brothers consolidated with the Chase Candy Company, of St. Louis. And today the giant organization occupies a massive 450,000 square-foot plant, where it employs more than a thousand people and serves 12,000 accounts. On a volume basis, Bunte-Chase is one of the largest general-line candy manufacturers.

### 37 years of proven performance

Few of its present-day employees can recall when Bunte-Chase *did not* have a P-A-X Business Telephone System.

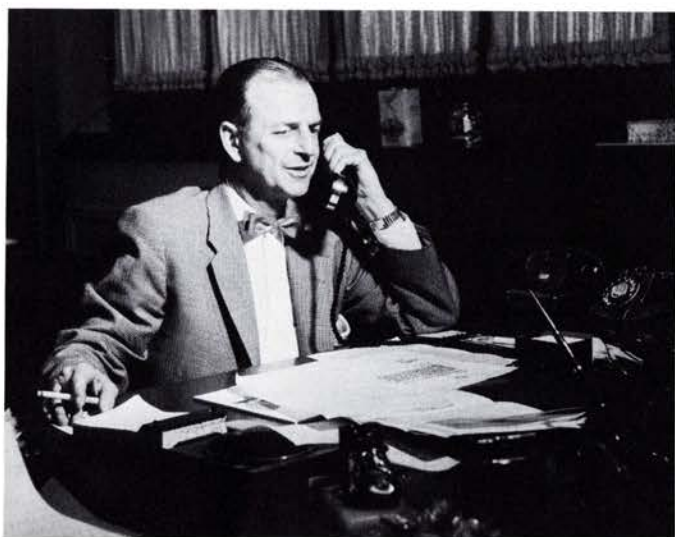
When the factory expanded and moved to its present site in 1918, far-sighted officials realized that any other type of inside communication would be inadequate as the operation continued to grow. Therefore, a 100-telephone P-A-X system was installed right along with the machinery. And today that original system is still giving faultless service—after 37 years!

One person who *does* remember the installation is Chief Engineer Adolph Pfitzer, who was brought here from Germany by Ferdinand Bunte in 1914, and has been with the company ever since. Mr. Pfitzer helped Automatic Electric Company engineers plan that original installation—and, as he says, “It was a wise choice. In all those 37 years, we’ve never had a breakdown in our P-A-X system.”

100 P-A-X telephones are distributed throughout the huge Bunte-Chase building, on Chicago’s “West Side.” The P-A-X Business Telephone System helps control and coordinate all candy-making operations within this 450,000 square-foot plant.







As President of one of the world's largest candy manufacturing concerns, William A. Yantis maintains executive control over every operation through P-A-X. He says that company-owned, rent-free P-A-X is the most economical type of communications system he has ever used.

### **P-A-X overcomes distance — links all departments**

The unusual "T-shape" design of the Bunte-Chase building (shown in the photograph on Page 2) is a challenge to efficient, unhampered communications — the kind required to keep all operations flowing smoothly and without waste of time. Some closely interrelated departments (such as Plant Management and Shipping) are as much as a half-mile apart. However, with one or more P-A-X telephones at every key location, distance is no barrier to expertly controlled organization and production. By dialing two digits, a person is immediately connected with any desired location through the P-A-X automatic control unit. Thus, the P-A-X has given Bunte-Chase unusual freedom in the location of its departments.

For example, the Merchandising and Advertising Department, directed by Wilbur Klint, occupies two widely separated locations. Says Mr. Klint:

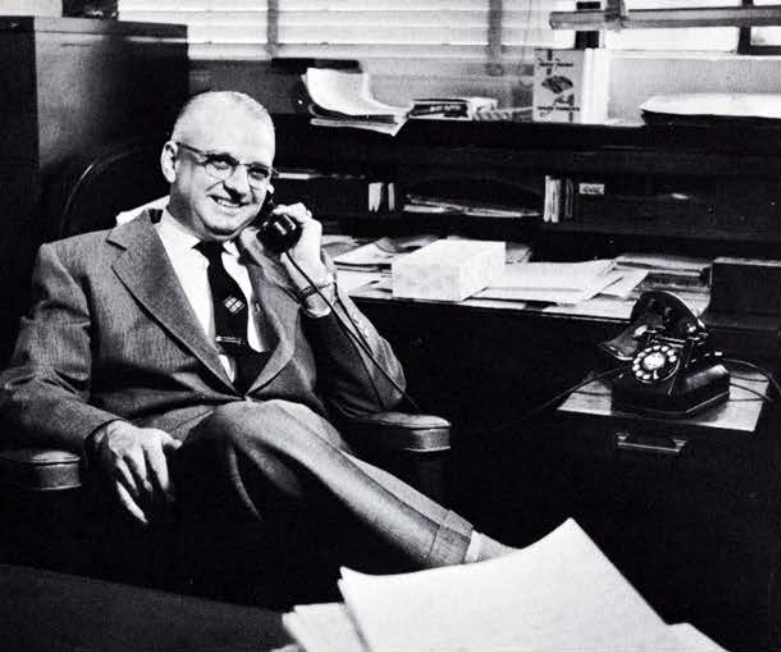
*"This decentralization could pose a serious problem. However, through the use of P-A-X, all members of my staff work as a closely-knit unit despite the distance factor. The system provides us with constant person-to-person communications."*

From Receiving to Shipping—from the Executive Offices to the Building Service Department—all activities in this large organization are coordinated through the swift, confidential service of the P-A-X System.



The Bunte-Chase 100-telephone P-A-X control unit, being inspected by Chief Electrical Engineer Otto Blankenhorn, was installed in 1918 — has never been out of service.





**Upper left** — Responsibility for accelerating each candy-making process, without sacrificing the famous Bunte-Chase quality, lies with G. D. Belcher, Vice President in Charge of Production. His P-A-X telephone makes it possible for him to personally supervise the overall operation from beginning to end.

**Upper right** — Relaying reports to the "front office" is a simple procedure for Harry Dengler, Receiving Clerk. Through the use of P-A-X, important facts and figures are transmitted immediately, before they are forgotten or become indistinct.

**Lower left** — There's no delay, no breaking of the public telephone connection, as General Sales Manager E. J. Reed uses P-A-X to check on a shipping date and to give his customer an immediate answer.

**Lower right** — The Bunte-Chase P-A-X Business Telephone System enabled his department to handle over 100 inside calls in a single day, says Head Purchasing Agent Edwin Holland.

## A "customized" telephone system for Bunte's own needs

At Bunte-Chase, two types of P-A-X telephones are used. Executive and administrative offices are supplied with the familiar desk-model telephones. Processing areas, for the main part, have wall-type telephones.

Except for the executive offices, all telephones are equipped with a special P-A-X Code Call service. By dialing the number assigned to the Code Call unit, and then the individual's code number, single-stroke bells are sounded in code. When he hears his code, the person merely steps to the nearest P-A-X telephone, dials the common call-answering number, and is connected with his party instantly. Employees find the pleasant bell signals neither disturbing nor distracting.



## Requires little maintenance

Charged with the technical supervision of P-A-X is Chief Electrical Engineer Otto Blankenhorn, a 30-year veteran with Bunte-Chase. According to Mr. Blankenhorn:

*"Mechanically, our P-A-X System has been about as perfect as possible. It requires little maintenance and practically no repair. Merely as a precautionary measure,*

*I inspect the control unit occasionally, but adjustments are rare."*

## Bunte-Chase SAVES with P-A-X

Regarding the cost of maintenance, including parts and payroll costs, officials estimate that the upkeep on their company-owned P-A-X system runs between \$275 and \$350 per year, or an average of less than 89¢ a day for the entire system!

# HOW MANAGEMENT USES P-A-X

## Positive executive control

Bunte-Chase executives have found their P-A-X Business Telephone System indispensable in supervising the operation of their vast plant. Typical of their enthusiasm is the opinion expressed by William A. Yantis, President:

*"Our P-A-X system provides immediate, confidential contact with every department of our business. It gives me 'on-the-spot' information for co-ordinated control of the overall operation, more economically than any other system I've ever heard of."*

## Step-by-step supervision

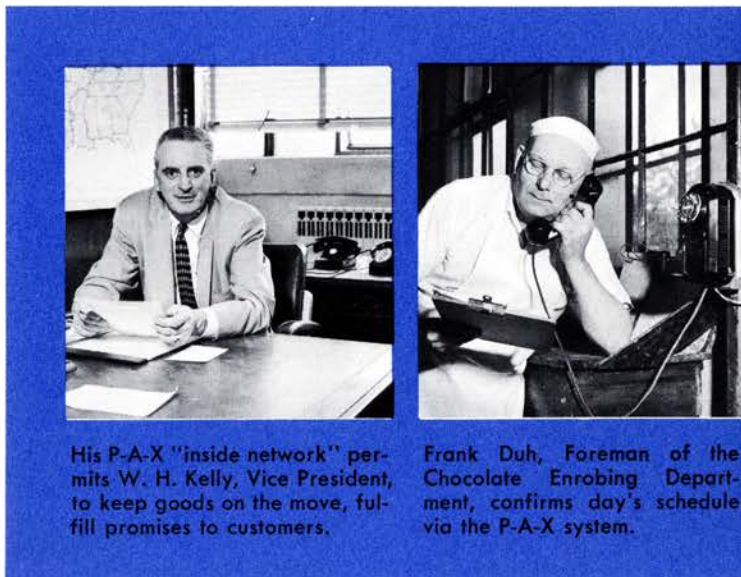
With P-A-X, the Bunte-Chase Production Department is able to keep track of its products every step of the way, from the receipt of raw ingredients through every process of candy making, and up to the final shipment of its famous confections to customers everywhere. The turn of a dial gives direct point-to-point contact, independently of the city telephone service. G. D. Belcher, Vice President in Charge of Production, says:

*"Thanks to P-A-X, there's no waiting for outside lines to be cleared. In the candy manufacturing business, seconds are often as important as hours. But, with P-A-X, we can get any telephone station in the house at any time. We couldn't get along without it."*

## Systemized inventory control

Robert Malloy, Plant Manager, gives credit to P-A-X for the Company's well-systemized inventory control. He points out that when Bunte and Chase consolidated there was a question whether the warehouse facilities would be adequate. But, by using P-A-X to transmit instructions, the shortage of space was overcome. P-A-X drew all departments close together, and it was found unnecessary for many of them to have their individual stockrooms. Mr. Malloy elaborates further:

*"As Plant Manager, I make at least 30 inside calls a day. P-A-X is my communications 'life line' to all departments — executive, sales, purchasing, maintenance, shipping, receiving, personnel, etc. It's the one sure way*



His P-A-X "inside network" permits W. H. Kelly, Vice President, to keep goods on the move, fulfill promises to customers.

Frank Duh, Foreman of the Chocolate Enrobing Department, confirms day's schedule via the P-A-X system.

*we have to keep things moving, prevent breakdowns. Just recently, a power failure which could have proved very costly was quickly remedied through the emergency use of P-A-X."*

## Helps meet production deadlines

As in all industries, the ultimate goal at Bunte-Chase is to get the goods to the customer, at the promised time. Elmer Kreftmeyer, Warehousing and Shipping Superintendent, explains how Bunte's P-A-X Business Telephone System contributes to this goal:

*"Our customer is everything to us. After the merchandise is ready, it's my job to get it out of the plant. Our P-A-X System has proved invaluable in enabling us to meet deadlines—to establish and maintain good will—to keep our customers happy. This all adds up to 'good business' and more business for Bunte-Chase!"*

## Pays for itself again and again

The Sales department at Bunte-Chase relies almost entirely on P-A-X as a means of contact with other divisions: Shipping, Receiving, Warehousing, Sample, Credit.



P-A-X — according to W. H. Kelly, Vice President, and E. J. Reed, General Sales Manager—more than pays for itself during a single “peak season.” In the candy manufacturing business, these peaks occur prior to Christmas and Easter.

*“At that time,”* quoting Mr. Kelly, *“we’re all on a merry-go-round, trying to fill orders and attend to thousands of details. It’s a mystery to me how we’d ever get all our orders on the shipping room floor without the help of our P-A-X System.”*

Mr. Reed also points out the savings in time and money effected by P-A-X on long distance calls and call-backs. As he says:

*“When customers or our own salesmen call in from the outside requesting information, we merely pick up the handy P-A-X telephone and get the answers while they wait. Call-backs—and that means telephone costs—are cut to a minimum.”*

Because they have “always lived with it,” one might think that Bunte-Chase employees would take their P-A-X System for granted. But Edwin Holland, Head Purchasing Agent, has this to say:

*“Even after 29 years with the Company, I’m still amazed at the volume of work that can be transacted over P-A-X.*

*Recently we kept a record for one day and found that our department alone handled over 100 inside calls between 8:00 a.m. and 4:30 p.m. I don’t see how this would be possible with any other communications system.”*

## Improves personnel efficiency

The Personnel Department, which periodically issues an up-to-date P-A-X directory, credits P-A-X with promoting maximum efficiency among employees. Everyone at Bunte-Chase is instructed to use the P-A-X telephones for communication whenever possible, instead of walking from place to place. Thus they don’t waste time in exchanging information. Visiting and “idle conversation” are drastically reduced. Unnecessary outside calls are virtually eliminated. And, in addition, P-A-X enables the Personnel Department to keep in touch with everyone throughout the office and plant. As Pat O’Brien, Personnel Director, explains:

*“We use P-A-X as a direct means of contact with departments and supervisors for getting information quickly, and contacting employees when needed for emergencies. We use it for calling plant personnel when they’re wanted in the office for interviews.”*



Vito Ursino, Hard Candy Foreman, relies on P-A-X in his important job.



The contribution of P-A-X in solving space and distance problems — in averting breakdowns and emergencies — is applauded by Robert Malloy, Plant Manager.





As Office Manager, Mrs. Dorothy Cannon is obliged to handle a great number of public telephone calls. She uses P-A-X to get necessary information promptly, without wasting time and money on call-backs.



Close control of every process is achieved through P-A-X. Here, Larry Harke, Assistant Plant Manager in charge of packing, notifies the shipping room that another consignment is almost ready.

## Benefits to Bunte-Chase

### Keeps everyone "posted"

The Traffic Department, in expediting smooth, speedy, continuous operation, depends on P-A-X exclusively to notify each person concerned of the progress on every job. Well-informed workers are more valuable workers. *"P-A-X is the best weapon we have in eliminating confusion,"* is the opinion of Traffic Manager Andy Lillig.

### Privacy assured by P-A-X

On the administration level, most messages require privacy. Here's a strong advantage of P-A-X over other types of internal communications systems! As Mrs. Dorothy Cannon, Office Manager, affirms:

*"There's nothing like a telephone for fast, private conversation. And since P-A-X keeps all conversations on a 'strictly confidential' basis, it's especially important in discussions with Accounting, Credit, Personnel, and Pay-roll Departments."*

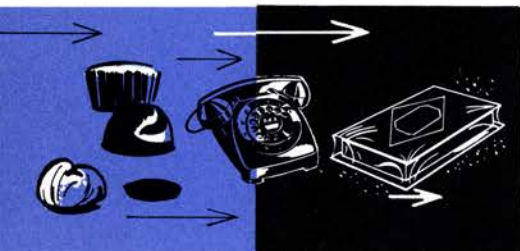
In summary, the benefits provided by the P-A-X Business Telephone System in Bunte-Chase operations are:

1. Both direct and indirect cost savings are realized in equipment, personnel, inventory and telephone charges.
2. By keeping operations and goods moving, P-A-X helps Bunte-Chase produce candies of superior quality, prevents costly spoilage.
3. P-A-X links all departments together and overcomes the problem of distance.
4. Instant communication through P-A-X during emergencies prevents serious breakdowns.
5. Bunte-Chase enjoys excellent customer relations, because P-A-X aids in getting merchandise out on schedule and keeps outside lines free to handle customers' calls.
6. Because of P-A-X, employees don't waste valuable time—are more productive.
7. Teamwork is improved, everyone is able to do his best, because P-A-X eliminates confusion.
8. Information can be exchanged in confidence.



## P-A-X meets requirements of processing plants

Processing operations are usually spread over large areas and complicated by the need for precise timing. P-A-X Business Telephone Systems extend the benefits of fast, direct intercommunication *throughout* these areas. (Special P-A-X telephones are available to serve locations made hazardous by explosive vapors, dust, etc.) This flexible system is engineered to allow for expansion—for unlimited addition of circuits and equipment whenever, wherever, needed.



P-A-X also meets the need for precise timing—because P-A-X telephones are *fast* and the dial system speeds calls, whether critical or routine, without interference from or with public telephone service. With company-owned P-A-X, two-way talking convenience is routine, easy, economical. No wonder so many processing plants now own their own P-A-X Telephone Systems! Among them:

Apex Hosiery Company  
 California & Hawaiian Sugar Refining Corporation  
 Cannon Mills, Inc.  
 General Mills, Inc.  
 Goebel Brewing Company  
 Goodall-Sanford, Inc.  
 Goodyear Tire & Rubber Company  
 Hiram Walker Distilling Company  
 International Paper Company  
 Libby McNeil & Libby  
 Lone Star Cement Corporation  
 Monarch Cement Company  
 Olson Rug Company  
 Robbins Mills, Inc.  
 Jacob Ruppert Brewery  
 G. D. Searle & Company  
 Swift & Company  
 United Distillers of Canada, Ltd.  
 United States Plywood Corporation  
 Universal Clay Products Company

## 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.



Desk Monophone  
(Type 80)



Compact Monophone  
(Type 43)



Wall Monophone  
(Type 90)

Automatic Electric Consultation Service is available 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.



**P-A-X** business  
telephone  
systems

**AUTOMATIC ELECTRIC**

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

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