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... ring ...

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The Electrician  
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**DIAL**  
**2016**

Heavy Work Shoes and  
Rubbers for Fall.  
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ROTARY ANNIVERSARY TEA  
Civic Centre, Sept. 23

**Hill & Sons**  
Commodore Cafe 3rd Ave.

... in Daily News Brings Results

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**2221**  
PARTS & SERVICE

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— STANDS —  
21 Third Ave., Prince Rupert, B. C. Nelson Bros. Store, Port Edward, B.C.

★ TILDEN RENT A CAR SYSTEM ★



MAN WHO HELPED ON TECHNICAL end of the city's new automatic telephone system are shown at the rear of the new exchange building at Second Street and Third Avenue. Front row (l to r) kneeling, Reg Martin, Newton Harrah, Dick Franklin. Second row, Charlie Bennie (foreman), Ted Thompson, Bill Tams, Dick Gable, Dennis Mulroney, Dick Stubbs, A. E. Janes (superintendent). Back row, Gunnar Hoyem, Gjb McDonald, Bill McMillan, Bill Stevens, Frank Dafoe, John MacDonald.

**Gleaming Panels of Dial System  
Tops in Automatic 'Phone Field**

The old will give way to the new at one minute past midnight tonight, when Mayor George Hills blows the whistle to signal the cut-over of Prince

Rupert's telephone system from the old manually operated equipment to the modern dial-operated exchange.

Prince Rupert citizens will, from 12:01 a.m. Sunday on, be able to call one another throughout the city's system by merely dialing the directory number of the party required. There will be no indefinite waiting as the called party's telephone will begin to ring within seconds after dialing has been completed. If, however, the line is busy, a busy indicating tone will be heard.

The automatic switching system housed in the new telephone exchange building on Third Avenue, has been manufactured and installed by Automatic Electric of (1953) Canada Ltd., and represents the latest technique in dialing equipment by Automatic Electronics' engineering department that has developed the dial system of telephony from its infancy to the highly efficient machine of today.

The Strowager System of dial telephony as manufactured by Automatic Electric was invented by Almon B. Strowager, back in the year 1889 in Chicago. This lone inventor looked forward to the time when all telephone connections would be set up by electro-mechanical equipment controlled from the telephone subscribers' telephones.

From a small beginning the use of the dial telephone equipment has expanded tremendously and the Strowager system is now used throughout the world.

Prince Rupert's new system will provide service to 4300 stations (telephone sets) utilizing 1600 cable pairs. In addition long distance calls originating in Prince Rupert will be expedited greatly in the majority of cases, by simply dialing "0" and holding the line while the operator puts your call through to the distant party. Due to the use of high grade circuits for this service voice transmission on long distance calls is greatly improved, when compared to the older system.

The new dial equipment with its multiplicity of switches, all electrically controlled, and its banks of cables and wires, though appearing complicated to the layman is actually the simplest and most straight forward automatic dial system in use today. The basic design having been established for years.

The automatic telephone system obtains its electrical power for operating from 500 ampere hour storage batteries quietly operating in the basement of the new building. The batteries are charged automatically by large output battery chargers (rectifiers) that maintain the battery voltage at its most efficient operating level at all times. The battery chargers in turn, obtain

their power from the commercial power supply in use in Prince Rupert.

Provision is made so that in the event of a commercial power failure in Prince Rupert due to storms, or other circumstances, a gasoline operated emergency power plant automatically takes over so that your telephone system remains in operation.

The most efficient dial system must depend upon the network of cables and wires that spread throughout the city. The Prince Rupert telephone department has successfully completed a major undertaking themselves in replacing old and defective cable in the city and adding new cables to meet the increased service demand.

Prince Rupert's subscribers are advised to read carefully all directions furnished by the Telephone Department. These instructions are explicit and clear and the correct operation of the telephone in the home, will help greatly in maintaining the high efficiency of service that is available with the city's modern dial telephone system.

**New Telephone Directory  
Far Cry From 1910 Edition**

By tonight the new standardized telephone directories should be delivered to all subscribers of Prince Rupert's new automatic dial telephone system.

Containing some 3,000 names of telephone users in the city, the new directory is a far cry from the original directory, published on the front page of the Evening Empire of Monday, August 15, 1910.

The first directory contained only 197 listed subscribers and the front-page news story headlined the fact that it was the opening of the new city telephone service. It also contained general information for subscribers, prime among which was the gentle admonition not to argue with the operators.

With the passing of the old manually operated phone system, phone numbers that subscribers have had for more than 40 years will be discarded. Outstanding example of this is the old number of G. W. Nickerson and Company, which since the phone system's inception, has been number One. The Rupert Club, city fire department and police department numbers have also remained the same for 40 years.

Starting with G. W. Abbott and ending with L. Zurek the new directory compiled by B.C. Directories Limited of Vancouver and printed by Dibb Printing Limited in Prince Rupert, contains nearly 3,000 separate numbers of four digits each in its 23 pages.

In addition, quick reference to businesses in the city can be found by subscribers in the 50 classified or "yellow" pages in the new directory. Advertising is restricted entirely to the yellow pages, although businesses have availed themselves to a greater extent of bold faced type in their listings in the main body of the new directory.

Use Want Ads—They Pay

HUNGRY?  
Dial  
**3133**  
for your favorite  
CHINESE DISH  
to take out!  
Commodore Cafe

DIAL  
**3014**  
Your "Sunset" Store  
●  
PRINCE RUPERT'S LARGEST  
STOCK OF FURNISHINGS  
AND HOUSEHOLD GOODS  
●  
Gordon & Anderson  
255-3rd Ave. W.

Chinese Dish  
HOPPSULEY  
by GHOW MEIN  
Open 6pm - 3:30 am  
Hollywood Cafe

DIAL  
5 3 5  
7 5 3  
STAR  
CABS  
112 TAXI

**CONGRATULATIONS**

TO

**The City of Prince Rupert**

AND

**The Telephone Department**

ON

**THE CUT-OVER TO THEIR NEW  
Strowger Automatic  
Dial Telephone System**

SEPTEMBER 19th, 1954

FROM

**Automatic Electric Sales (Canada) Limited**  
Head Office: TORONTO  
Branches: ACROSS CANADA