

establish this communication without the slightest cost to their taxpayers. Under these circumstances, would not the Imperial Government be quite justified in taking the initiative in this project, which is generally considered to be ripe for execution? Recent official declarations on the part of Australasian Premiers prove beyond doubt that such action would meet with a cordial response from the Colonies concerned."

A New York dispatch of Sep. 2 said: "At a meeting of directors of the Pacific Cable Co., held at the office of the J. P. Morgan Co., Sep. 1, plans were considered for the establishing of cable communication with the Philippines, the Asiatic Coast, Japan & Australasia, via Hawaii. Surveys for the duplicate cable, via Sitka & Aleutian Islands, were ordered. J. A. Scrymser, President of the Pacific Cable Co., will sail from Vancouver for Japan Sep. 12."

A San Francisco dispatch of Sep. 10 said: "Arrangements have been made for the construction of a cable between San Francisco & Honolulu & from there to Yokohama. There will be a monopoly between the two latter points."

Canadian Pacific Telegraphs.

The copper wire from Montreal to Vancouver was completed September 16, & is now being worked as a direct circuit right through, doing away with all intermediate repeating, & enabling the Co. to render very fast work. Business can now be handled between Toronto, Vancouver, Victoria, Rossland, Nelson, and other far Western points almost as quickly as between Toronto, New York & Montreal.

This new line was very fully described in our May issue, pg. 82. The actual distance covered is about 2,900 miles, constituting probably the longest direct land line circuit for daily work in the world. To pass across this immense distance signals only occupy one-fifth of a second. Canada now only needs the Pacific cable to make her telegraphic communication one of the foremost in the world. Speaking on this subject, a few days ago, Lord Brassey said: "I have no recent advice with respect to the cable. I may say that the Australian colonies are anxious to improve their postal & telegraphic communications, & are not unprepared to contribute."

The telegraph line along the Crow's Nest Pass Ry. has been completed from Lethbridge, Alta., to Cranbrook, B.C., & from Nelson, B.C., to Kuskanook, B.C., leaving a gap of 75 miles, which will be finished this month.

In announcing the close of the recent international yacht races, between the Challenger & the Dominion on Lake St. Louis, the daily papers, commenting upon the efficient service rendered by the Co., by which bulletins were minutely received, highly complimented Superintendent Kent for the admirable telegraph arrangements which enabled them to give each incident as it became visible, so that those who read the bulletins had the news almost at the instant it happened. The operators, H. Goddu & Mr. Richardson, at Dorval & Beaconsfield, were in full view of the events described.

A circular recently issued by Local Manager Christie, in Victoria, B.C., says:—"We recently completed the laying of a splendid new 3-conductor cable, which connects Departure Bay with English Bay near Vancouver. From Victoria or Departure Bay our wires run along the E. & N. Ry., & from English Bay to the Vancouver office along one of the city streets. This makes the main artery of communication with the outside world very secure from interruptions. We are now at work rebuilding the line between Victoria & Departure Bay & stringing an additional wire, which gives us 3 wires to Vancouver direct. To the U.S. side we have recently laid a cable, which gives us, via Port Angeles, direct

connection with Port Townsend, Seattle & way offices. The Victoria office is equipped with a set of quadruplex apparatus (by which 2 messages may be sent & 2 received on 1 wire, simultaneously), 2 duplexes (½ a quadruplex), & several sets of single apparatus. We have a large & competent staff of operators, clerks & messengers. Vancouver office, our main point of distribution, has 5 wires to the East, & with the completion of the new copper wire, now in course of construction, will have 6. Vancouver has 1 duplex working direct to Montreal, 2 duplexes to Winnipeg, local wires direct to Kamloops, Donald & Rossland, a quadruplex to Portland, ½ of which is used to San Francisco direct, & a duplex & single wire to Seattle. From San Francisco to the East we have 2 duplexed copper wires."

The telegraph line from Winnipeg to Portage la Prairie to connect with the Lake Manitoba Ry. & Canal Co.'s line to Dauphin was completed Aug. 28, & messages to the Dauphin line are now sent direct from Winnipeg, in connection with the C.P.R. Telegraphs.

Telegraphic Advertising.

When the Western Union Telegraph Co. & the Postal Telegraph & Cable Co. see fit to place a considerable sum of money annually in advertising, there seems to be some hidden reason that is unseen by the public even after a close scrutiny.

It is easy to think one sees absolutely no reason for these competitive monopolies advertising. Of course through these agencies millions of telegraph blanks that are headed with printed matter, setting forth the number of offices reached by wire, are strewn among the American people. Boys in every city, wearing uniforms, advertise in a local way. The blue & white signs at every small railway station recall to the traveller that he is yet in communication with home folks.

In all the telegraph & electrical journals will be found full-page advertisements of both the Western Union & Postal Telegraph Companies. The Baltimore & Ohio Telegraph Co. & the old Mutual Union, as well as other small companies & organizations that have sprung up, & eventually been taken in by the greater ones, without exception tried the advertising medium of rate cutting, but it never paid. The Postal Co. is a living example of the fruits of advertising. It is now the greatest competitor the Western Union ever had, but it does not deem it wise to discontinue advertising, & besides the electrical magazine advertisements, from time to time printed slips are enclosed with every telegram sent out, calling attention to the service of the company.

It may well be said that this is but the result of competition or rivalry, for there are but two competitors of any consequence in the telegraph field. Aye, 'tis true. But is not advertising in itself the outgrowth of rivalry & competition in every business? When great monopolies see it necessary to advertise, & do advertise, rest assured there is something in it.—W. Fogarty, in Profitable Advertising.

Western Union Lines in Canada.

The Western Union Telegraph Co. has about 3,000 miles of pole line, 8,000 miles of wire, & 213 offices in the Maritime Provinces. The Co. covers the whole of Nova Scotia & New Brunswick, with the exception of the portion of the latter province situated on the I.C.R. west of Moncton, which is served by the Great Northwestern Co. The W. U. handles the land business of all the Atlantic cables except those of the Commercial Cable Co. The affairs of the Co. in the Maritime Province are managed by D. C. Dawson, who is Superintendent at St. John, N.B.

Between St. John, N.B., & North Sydney, N.S., 430 miles, the Co. had 250 miles no. 9 B. & S. gauge copper line & has this year built 180 miles more, completing the entire distance, so as to be better equipped for the heavy cable traffic. The Co. is reconstructing its pole line between Fredericton Jct. & St. John, along the C.P.R. right of way, & also between Moncton & Sussex, N.B., on the I.C.R. This work will be completed this season.

It is expected the W. U. line from Wooley, Wash., via Fairhaven, Blain & New Westminster, will be completed to Vancouver & offices opened for business at Vancouver & New Westminster early in October. It is said the Co. will extend its Vancouver Island lines from Victoria to some point on the northeast coast of the Island, with a view to catch Alaska & Klondike business.

A Representative Canadian Telegrapher.

G. F. Macdonald, of Ottawa, Ont., who was recently elected Vice-President of the International Association of Fire Alarm & Police Telegraph Superintendents, was born in Bytown, now called Ottawa, in 1848, & is therefore a Canadian by birth, & of the old Highland stock. He entered the service of the Montreal Telegraph Co. on May 1, 1863, 35 years ago, & continued in the service until 1874, when the city saw the necessity of a fire alarm system. Mr. Macdonald built the system & has remained at the head of it ever since. He still takes a great interest in commercial telegraphy & holds the position of Secretary to the Fire & Lighting Department of the City of Ottawa. He also represents the underwriters for safe wiring in Eastern Ontario. When he entered the telegraph service the paper & register ruled supreme. He conveyed to the citizens of Ottawa the sad news of the death of President Lincoln, & heard Professor Morse's last message: "Peace on earth, good will toward men." Mr. Macdonald is one of the most companionable of men. At the recent Elmira meeting of the Fire Alarm & Police Telegraph Superintendents, he was one of the active spirits, & his gentlemanly traits of character secured him the friendship of every delegate present.—Telegraph Age.

Alaska Telegraph & Telephone Co.

The Electrical World says: "The Alaska Telegraph & Telephone Co., which was incorporated under the laws of California in July, 1897, by San Francisco capitalists, has, after overcoming much opposition, secured a franchise. The Canadian Government grants the Co. the right to construct & operate telegraph & telephone lines in Canadian territory over the Chilkoot Pass, running along the lakes & up the Lewis & the Yukon Rivers to Dawson City. The line will start from Juneau & extend to Dyea, thence in a northerly direction over the Chilkoot Pass. After following the line of the rivers to Dawson, it will be continued as far as Circle City, which will be the terminus. The total length of the line & branches is estimated at 1,000 miles. Construction will be commenced very soon, & the line rapidly pushed to completion. The Canadian Government is to have free use of the line. T. Reichert, formerly Surveyor General of California, is President, & J. F. Fassett, Secretary." Up to the time of going to press we have been unable to verify the foregoing.

Telegraph Office Changes.

GREAT NORTHWESTERN.

Opened: Avonmore, Ont.; South Finch, Ont.; Kiskisink, Que.

Closed: Caledonia Springs, Ont.; Grimsby Park, Ont.; Hudson, Que.