

Twenty Thousand Telephones in New Brunswick

The N. B. Telephone Comp'y Operates 18,500 of These ---Wonderful Growth of The Business

The growth of the telephone from its experimental stages to its present gigantic proportions is one of the business romances of the age. It has only been within the life-time of the average person that the uses and development of telephone service have become fully appreciated by the public, and as a result there is invested in this business today in America a total of considerably more than \$2,000,000,000. In one system alone, namely, that controlled by the Bell interests under the name of the American Telephone and Telegraph Company, there are today more than 10,000,000 telephones in use. In Canada today there are well over a half million telephones in service. Coming down to our own Province of New Brunswick there are in use today approximately 20,000 telephones, of which nearly 18,500 are owned and operated by The New Brunswick Telephone Company.

This Company was incorporated in 1889 and since that period has gone forward under progressive management until today it is operating forty-six exchanges, gives telephone service in every parish in every county in the Province, and its toll lines connect with lines running into Nova Scotia, the Province of Quebec and the State of Maine. Few of our readers realize that the telephone business today is one of our largest employers of labor. On the pay-roll of The New Brunswick Telephone Company at the present time there are approximately 500 names. The yearly pay roll for these totals \$200,000.

In order to give service the Company uses 105,000 telephone poles throughout its system, carrying 30,000 miles of wire. During twelve months The New Brunswick Telephone Company handles slightly more than 500,000 long distance messages. The number of its local calls in the different exchanges on a yearly basis is too large for figures, but to give some idea of what it would be it is sufficient to state that in all the exchanges of The New Brunswick Telephone Company there are each day slightly more than 150,000 calls between subscribers.

As the commercial centre of the Province the City of St. John has witnessed a greater extension in the telephone business than any other part of the Province. There were in service in this city on the last day of March, 1917, 7,036 telephones. Taking the territory served by the St. John Exchange as a basis for calculating, and estimating that there are 60,000 persons living here and averaging five persons to the home, we get a total of 12,000 homes in the city. It will be seen from this that considerably more than half of them are at present enjoying the benefits of telephone service. To those of our readers who occasionally get a wrong number it may be of interest to know that the operators in the St. John Exchanges, Main and West, handle very nearly 90,000 calls per day. It is safe to predict that there are very few businesses dealing in units of this character and in quantity in which there is such an infinitesimal number of errors in evidence. Two hundred and twenty-five persons in the City of St. John make their living by working for the New Brunswick Telephone Company and the pay roll for this exchange amounts to nearly \$10,000 per month.

Some idea of the extension of this business may be gained by giving some data as to its growth during the different years. Taking in periods of five years from the start of the Company, we learn that there were throughout the Province in 1889, 614 telephones in use; five years afterwards, in 1893, there was a total of 1,371; still five years later, in 1898, there was a total of 1,902; in 1903 there was a total of 2,608; in 1908 there was a total of 7,586; in 1913 there was a total of 12,779; in 1917, as above stated, there is a total of 18,293.

The plant necessary to carry on this business and handle the volume of local and toll traffic which is offering is worth approximately \$2,000,000. One of the big problems the management of a Company such as this has to face is that of taking care of growth and extensions, particularly at a period of high prices and extraordinary costs such as we are now passing through. The war condition which has stimulated most industries throughout Canada has been felt by the Telephone Company in the increased demand, particularly for toll service. In order to meet this demand the New Brunswick Company has within the past year put up over 350 miles of copper telephone circuits.

Practically all parts of this Province at the present time are able to converse with phones in the rest of the Province and to a great extent are able to reach the principal points in Nova Scotia and the State of Maine. Some attention has recently been given to the development of long haul traffic and the invention of appliances whereby the telephone voice has been carried across the continent has opened up an entirely new field which will have an important bearing on the telephone situation in this Province.

It is the hope and ambition of those most interested in the extension of The New Brunswick Telephone Company to be able to give service between here and any part of America. Again in this particular the war has forced recognition of the necessity for this class of service for reasons which will be obvious to every reader. Telephone communication between Ottawa and the Maritime Province, and, now with the United States coming into the situation, between the naval authorities in Canada and those in the sister republic to the South are of vital and pressing importance. To carry out a comprehensive plan of this character will require courage in the investment of money, breadth of vision in planning the development, and a strong financial policy which will provide the money for an investment of this character.

"The Soulless Corporation"

The old days of the "Soulless Corporation" are past — the "new idea" is here.

Corporations, particularly those in the public utility business, such as the Telephone, realize their obligations to the public.

To them, perhaps more than to any other class of business, has been brought home the ideals of GOOD CITIZENSHIP in its fullest, broadest sense.

Much of the old prejudice against the Corporation was due to the "old idea" which prevailed in the early "public-be-damned" days, when the big business idea was new, when this business was new and policies and principles governing it were gradually taking shape. Happily, experience has taught the error of these methods, and with experience has come the broader viewpoint.

By reason of the extent of territory covered and the volume of business handled, the New Brunswick Telephone Company is of necessity a large property holder, with a big stake in the future welfare of the province. Whatever policy it adopts for the common good must in a greater or lesser degree be reflected in the benefits it derives from its intimate business relations and associations with every community.

The New Brunswick Telephone Co.
(Limited)

Executive Offices: St. John, N. B.

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is the name to remember; for it
stands for the very highest
grade of *Granulated Sugar*.

Does your Grocer always give you "ROYAL ACADIA"?
If he doesn't then you should give him a warning.

Perhaps you buy a 20, 50 or 100 lb.
bag at a time. If so please see

THAT THE BAG
IS STAMPED



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TRADE MARK

THE ACADIA SUGAR REFINING CO., LIMITED
HALIFAX

How W

Annual Exports of

Extra

NEW BRUNSWICK

Many firms and individuals are of opinion that the States war revenue tariff will affect the total probably have reached \$800,000,000 in 1917. The new tariff of Uncle Sam, with its existing tariffs, and a ten per cent duty on the Canadian exports to the United States.

The Canadian exports to the United States are: drugs, chemicals, roots, dyes, fish, furs, and a host of agricultural products. The total value of these exports is estimated at \$1,000,000,000.

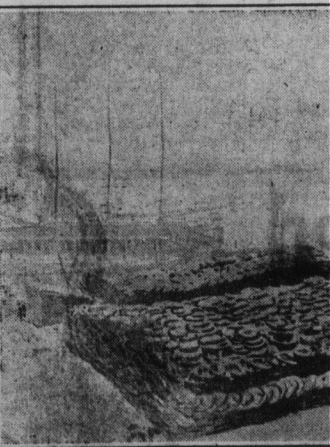
Articles	
Cattle under one year
Cattle over one year
Horses over one year
Poultry
Sheep under one year
Sheep over one year
Swine
Other animals living
Drugs, Chemicals, etc.
Barley
Oats
Rye
Wheat
Total grain
Wheat flour
Total Breadstuffs
Clams
Herring, fresh and frozen
Herring pickled
Herring smoked
Fresh lobsters
Lobsters canned
Mackerel fresh
Mackerel pickled
Fresh oysters
Salmon fresh
Total fish
Eggs
Total provisions
Potatoes
Turnips
Total foodstuffs
Furs and skins
Hides and skins
Leather
Total furs, hides and leather
Hay
Nickel
Total metals and minerals
Gypsum crude
Wool
Total manufactured wood

New Brunswick will be mainly affected by the wool. Canada will be responsible for the loss of the United States government export duty on wool, which the United States government exports materially because of the war and other reasons in the United States or a heavy hay and potatoes.

An interesting point about the tariff is that admitting United States wheat to Canada at the advantage of a tariff clause within the United States to that country duty free, so long as the United States legislators discussed the matter deriving more revenue, but the wheat would be sold at a lower price in the United States.

New Brunswick is a considerable exporter of turnips, berries, live fowl, herring, and other products.

MARITIME



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