



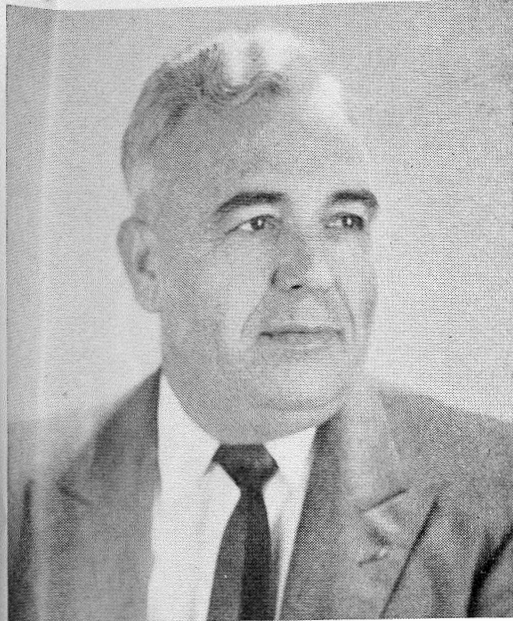
FORT ERIE'S NEW DIAL EXCHANGE BUILDING

A Credit To The Town

ON SUNDAY, DECEMBER 4TH, the Bell Telephone Company will introduce the dial telephone to Fort Erie and Stevensville with the added feature of direct distance dialing.

is located on the lower floor. For the ladies, also, a locker room and powder bar.

In the operations room there is something new in the translucent ceiling, behind which is located the rheostat controlled light-



PERCY C. WESTROPE

Percy C. Westrope, Bell Telephone manager in Fort Erie, has been active in the telephone industry here for 30 years.

Mr. Westrope attended elementary and secondary schools in St. Thomas, Ont. Before entering the telephone business, he spent nine years with the Michigan Central Railroad coming to Fort Erie as locomotive fireman.

Mr. Westrope joined the Welland County Telephone Company here in 1930 and from then until 1955 when the Bell Telephone Company assumed responsibility for providing telephone service in Fort Erie, he served as accountant, chief clerk and manager.

At the time of the sale of the Welland County Telephone Company to the Bell in 1955, Mr. Westrope became Bell manager here.

Mr. Westrope is a member of the Telephone Pioneers of America, St. Catharines branch, the Rotary Club, the Masonic Order and is treasurer of the Fort Erie Boy Scout Association.

The Times-Review

Fort Erie, Ontario, Canada

is published by THE REVIEW COMPANY

FORT ERIE EXCHANGE

- 10.... Anglo-American Hotel, W. E. Hunt, Prop... Niagara St
- 14.... Lighthouse, Geo., Plumber William St
- 19-E. Barnhart, Roy, Residence..... Walnut St
- 13.... Boag, J. E., Wholesale Liquors..... Niagara St
- 25-G. Borget, Dr., Residence Lake Shore
Roach
- 27.... Craig, M. Y., Residence Goodrich St
- 30.... Douglas, Dr. Wm., Physician Niagara St
- 20-E. Davis, F. E., Residence Catherine St
- 15-B. Ellis, A., Residence Erie Beach
26 Ferguson
Fort Erie Times (Call Review Printing Co. Bridgeburg.)
- 24.... Ferguson, H. F., Departmental Store..... Niagara St
26 u. Ditch
- 10.... G. N. W. Tel. Co., Anglo-American..... Niagara St
- 5.... Gignac, S., Residence Queen St
- 23.... Harvey, H. F., Residence Bertie St
- 9.... Hawley, W. J., Butcher..... Niagara St
- 8.... Harrison, Charles B., Residence Archange St
- 11-G. Histed, Wm., Residence..... William St
- 10.... Hunt, W. E., Residence..... Niagara St
35 Noat
- 7.... Kohl, Wm., Butcher..... Niagara St
- 15-G. Kraft, Wm., Dairy..... Crescent Beach
- 15-Y. Kraft, Geo., Farm Crescent Beach
- 4-E. Stanton & Clark, Residence Waterloo St
- 6.... Shepherd, Mrs. W. J., Grocer Queen St
- 19-G. Shialer, W., Residence Queen St
- 31.... Sowersby, E., Contractor and Builder..... Archange St
- 17.... Taylor, George, Residence Stanton St
- 23.... U. S. Conulate, H. F. Harvey..... Niagara St
209, Wait

IN CASE OF UNSATISFACTORY SERVICE notify the General Manager or Superintendent.

THIS WELL-USED CARD list of early Fort Erie customers was distributed by the Welland County Telephone Company towards the end of 1907. Mr. H. F. Ferguson, the Bell's agent, evidently subscribed to both phones.

BRIDGEBURG EXCHANGE

- 33-X. Anger, C., Residence..... Emrick Ave
- 42-D. Anthony, Wm., Farm..... City Line
- 12.... Atwood, Jno. H., Furniture..... Dufferin St
- 26.... American Express Co., M. C. R. Depot..... Courtwright St
- 7-Y. Beam, Michael, Residence..... Klauck St
- 34-G. Beasley, Ira, Residence..... Shipyards
- 20.... Bell, Miss L. M., Instructor of Music..... Klauck St
- 19-E. Bigsins, Wm., Residence..... Phipp St
- 23.... Bridgeburg Review, Printers Jarvis St
- 49-E. Briggs, T. J., Painter and Decorator..... Jarvis St
- 38-Y. Barnhart, Solomon, Contractor..... Gilmore St
- 14.... Canadian Customs, Government Bldg..... Jarvis St
- 34-E. Canadian Shipbuilding Co., Shipyards..... Miller's Bay
- 45-U. Deveraux, Jacob, Farm Bowen Road
- 16-G. Emerick, Henry, Village Clerk Niagara St
- 19-Y. Edwards, John, Residence..... Phipp St
- 7-X. Finlayson, James, Residence Courtwright St
- 41.... Fite, Norman, Residence..... Klauck St
- 43-G. Ford, W. W., Residence..... Cosy Dell
- 34-X. Miller, Mrs. E. K., Rosewood Glen Farm..... City Line
- 45-F. McMillan, Jas., Residence..... Niagara Jct.
- 41.... Mencke, Dr. J. E., Physician Jarvis St
209, Wait
- 42-K. Nugent, Wm., Residence Shipyards
- 42-A. Nye, Abel, Farm..... Bowen Road
- 48.... Pettit, G. H., Lawyer, Office..... Jarvis St
- 46-Y. Perrett, Thos., Residence Wood St
- 19-G. Philp, Wm., Decorator Crook St
- 40.... Prov. Natural Gas Co., Gas House..... Jarvis St
- 23.... Review Printing Co., E. W. Johnston, jr., Mgr. Jarvis St
- 32.... Robinson, Charles, Residence..... Dufferin St
- 17.... Rose, F. A., Residence..... Phipp St
- 15.... Royal House, Wm. Johnston, Prop..... Niagara St
- 35-Y. Smith, S. C., Residence Jarvis St
- 31.... Sherk, Arthur, Grocer Jarvis St
- 34-Y. Scott, D. A., Boarding House..... Shipyards
- 43-Y. Scott, C. N., Residence..... Cosy Dell
- 27-G. Steele, Ezra, Residence..... Phipp St
- 38-G. Stevens, M., Residence..... Gilmore St

Change-over Sunday . . . *Dial*

System will go into effect about 2 a. m.

for 4100 local Telephones

SUNDAY will usher in a new era of telephone communications in Fort Erie. At about 2 a. m., the telephone system here will be changed from manual to dial operation. The change-over will take less than two minutes to carry out.

At that time, the dial tone will replace the "number, please" of the local telephone operator. The old manual switchboard will cease operations, being replaced by the new dial switching equipment.

All telephone numbers in Fort Erie will be changed. Telephone subscribers will receive new all-figure numbers, consisting of the prefix, 871, and four other figures.

The cutover will be made with virtually no interruption in telephone service. Early Sunday

morning was chosen as the appropriate time because normally there are few telephone conversations in progress at that time.

The actual cutover will be made according to a closely co-ordinated procedure requiring split-second timing to make sure that the period when all the 4100 telephones in the community are "dead" is kept to a minimum.

At a signal given when calling has reached a low ebb, a team of men wearing goggles will go into action at the old manual exchange to disconnect all the lines to the old switchboard.

The goggles are necessary because of the method of disconnection—tapes are strung behind the heat coils—little fuses that protect subscribers' lines from high voltage—so that the fuses can be ripped out by the thousands. As there are two of these fuses to each line,

8200 of them will be flying through the air in the exchange when the tapes are pulled. This operation will require about 30 seconds.

As soon as the old exchange is "dead," signals will be given over a special telephone line to the new exchange where another crew will be standing in readiness to remove the "blocking tools" from the dial switching equipment. These tools, which are used to prevent the dial switches from working while the manual exchange is still in operation, are also attached to cords so that they can be yanked out in a few seconds.

Once the blocking tools are pulled out, the dial system will be in operation. As the first callers dial, the dial switches will begin to click, connecting telephone calls in the Fort Erie exchange.

CONSTRUCTION SINCE 1885

Compliments of

Nation's Life Richer Through Telephone

IN THE FIRST 20 YEARS of telephone service in Canada, the standard telephone was simply a board attached to the wall. Three boxes were mounted on it, one above another. The box in the middle contained the transmitter, and the mouthpiece was just a hole in the box. The receiver resembled the modern wall or desk telephone receiver in appearance. In the bottom box was the battery which supplied the "talking current" and the box on top housed the magneto generator which supplied the current for ringing. This was the era of the magneto or "crank telephone" system.

Calling by numbers was unknown until 1884, and in the early exchanges the boys who were employed as operators needed long memories. When a subscriber cranked his ringing generator, a small shutter associated with his line on the switchboard came down with a noise like a chunk of lead falling on the floor. The operator plugged in on the caller's line and said, "Well?" The caller of those days simply said, "I want to talk to John Jones," and the operator was supposed to know from memory the names, addresses and telephone numbers of all subscribers in his community.

Canada's first multiple switchboard was installed in Toronto in 1884. By means of this switchboard, which gets its name from the fact that each subscriber line terminating at the switchboard is duplicated or "multiplied" at



E. PETER KITE

E. Peter Kite's Bell Telephone assignments have taken him from his native city of Brant-

ford to Montreal to Labrador, back to Brantford and then to Fort Erie. intervals along the board, each operator could reach the lines of all subscribers in the exchange area without trunking to another operator.

By the turn of the century, long distance service had so improved that subscribers equipped with the new long distance transmitter could telephone anywhere in Ontario or Que-

bec and to principal cities in the United States within a range of 1,000 miles. Then, with the new century, came a new era in telephony. The common battery system was introduced.

It was discovered that, by centralizing the batteries in the exchange instead of housing them in each set, the company could introduce

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On behalf of the citizens of Fort Erie the Council congratulates the Bell Telephone Company on the completion of its new, modern building and facilities.

This modernization will be of great assistance



THIS CONSTRUCTION CREW of the early 1900's posed for the cameraman at the end of a hard day's work. The bearded blacksmith and mustachioed cook were essential members of the team. The horse drawn steam boiler was used to provide power for pumping and

drilling. Crews similar to this one were often seen around the countryside near Fort Erie and Bridgeburg at the turn of the century building and improving the Bell's long distance lines. A far cry from modern methods.

Talking Box . . . *First Long* *Distance Line passed through Town* *in 1885*

IT WAS 1876. The telephone, invented in March, had just been patented. But no one regarded it seriously. They just thought of

it as a novelty. Many were unconvinced, and soon telephone lines were springing up all over the countryside.

The first long distance line to pass through

Fort Erie was completed in 1885. It operated from 8 a.m. to 8 p.m. on weekdays, 2 to 4 p.m. on Sundays, and from 10 to 12 a.m. and 2 to 4 p.m. on holidays. Joseph Wittman of the Fort Erie

Dial Seven Figures

After the dial cutover here on Sunday, it will be necessary to dial the full seven figures of the telephone number when placing a call to another telephone in Fort Erie.

Fort Erie will be included in the All-Number Calling plan following the cutover. Under this plan, which will eventually embrace most telephones in Canada and the United States, telephone numbers will consist of seven figures rather than the two-letter, five-figure combinations which have, in the past, made up most telephone numbers under the dial system.

The All-Number Calling plan (ANC) has been introduced to provide more telephone numbers for North America. The two-letter, five-figure plan provided some 540 exchange designations (such as WALnut or MUTual) in each of over 100 numbering areas in Canada and the United States. Using all figure numbers,

available combinations in each of these areas have been increased to 800. This increases the possible total of telephone numbers in each area from 5,400,000 to 8,000,000, sufficient, according to present forecasts, to meet telephone service demands on this continent until the year 2000.

ANC numbers end the difficulties encountered in spelling exchange name designations. The ANC plan also eliminates confusion between the letter "O" and the figure zero and the letter "I" and the figure one on the dial.

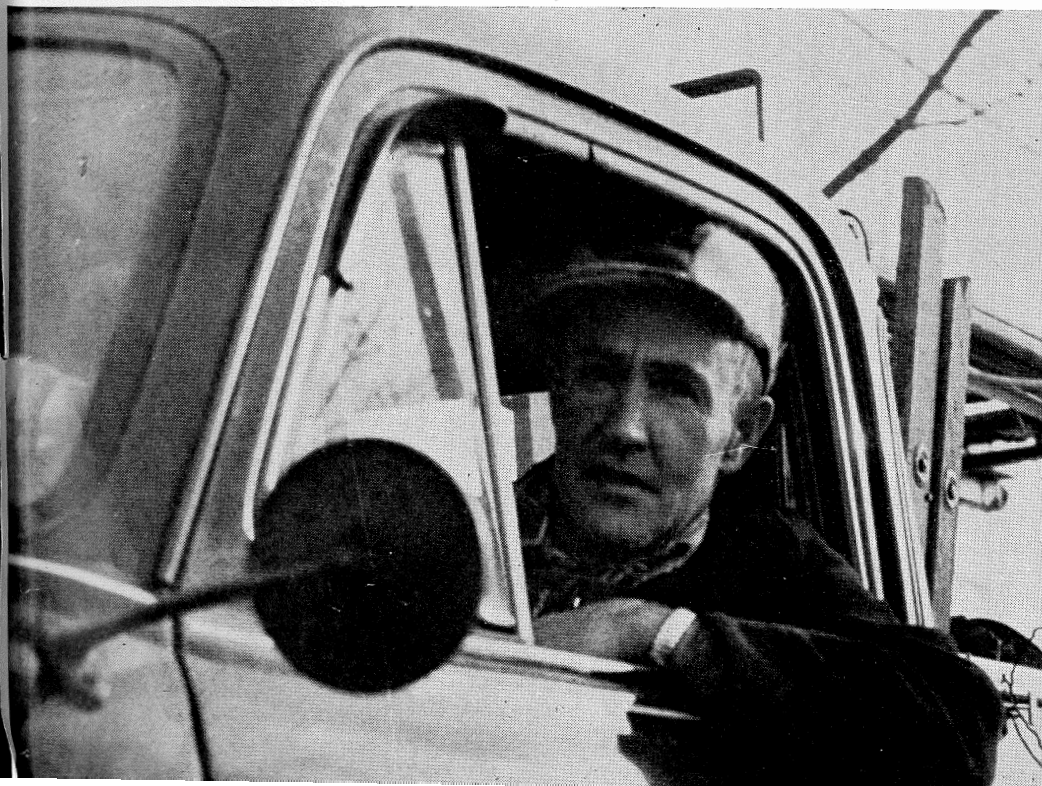
Another advantage of ANC concerns the Direct Distance Dialing service available here starting Sunday which will eventually link most telephones in Canada and the United States into one huge telephone exchange and make it possible for the direct dialing of long distance calls

Continued on page 11



GEORGE M. MCPHERSON

WELLAND COUNTY TRUCKS were a familiar sight in the streets of Fort Erie and Bridgeburg for many years. Installer-repairman Dave Harkins posed for the photographer shortly before Welland County became part of the Bell Telephone Company.

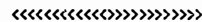


Construction foreman for the Bell Telephone Company in Fort Erie is George M. McPherson. Mr. McPherson is a native of Niagara Falls, Ont., where he attended elementary and secondary schools.

Mr. McPherson joined the Bell as an installer in his home city in 1928. Prior to that he had worked for the Niagara Wire Weaving Company and for Canadian National Railways. Between the time he joined the telephone company and 1940, he was employed in Niagara Falls as a lineman splicer's helper, splicer and lineman. Mr. McPherson was transferred to St. Catharines in 1940 where he remained until he assumed his present post here in 1946.

A member of the volunteer fire department, Mr. McPherson also holds membership in the Sportsmen's Club, the St. Catharines Masonic Lodge and the Men's Club of St. Paul's Church.

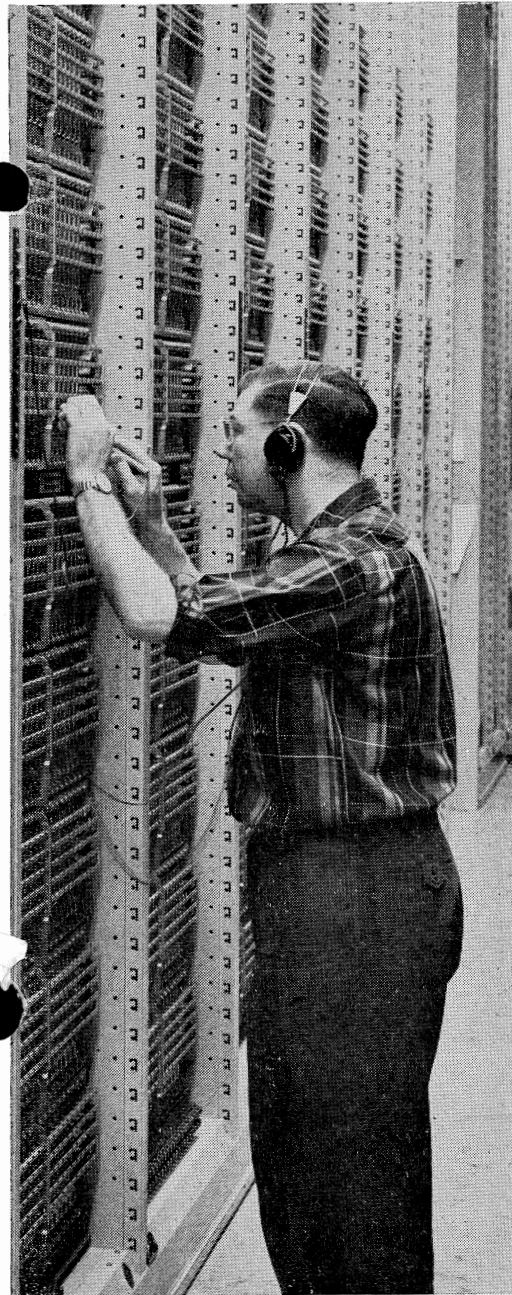
Among his many hobbies, Mr. McPherson lists camping, fishing, hunting and "do-it-yourself" activities.



FLUCTUATING TELEPHONE TIDES

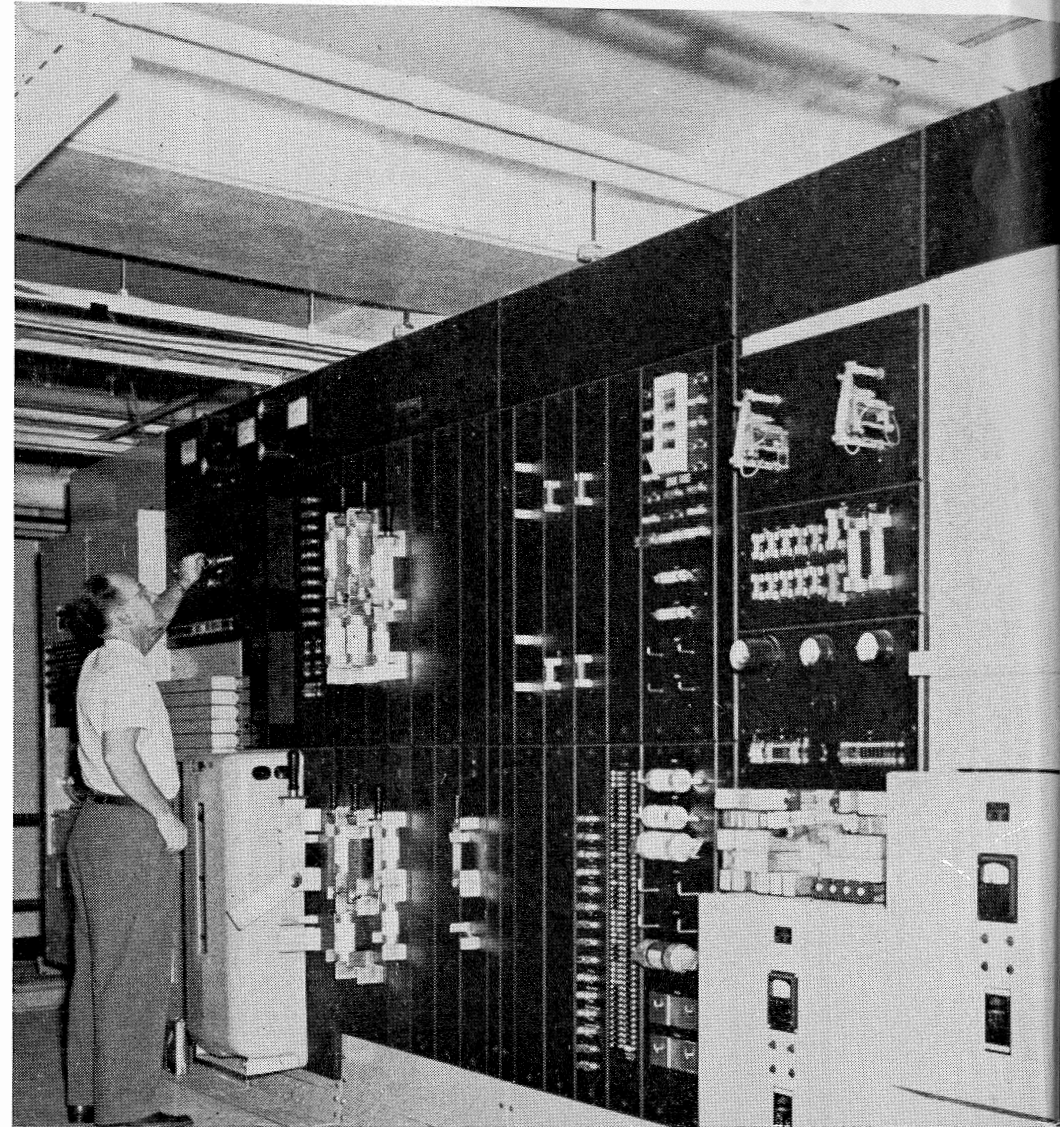
In an exchange area one can see the tide of telephone calling rise and fall with the daily life of the community.

In the average exchange, calls reach their peak in mid-morning, as the business of the day gathers speed. There's a lull during the lunch hour and then the number of calls rises again



HERE, FINAL WORK is being done on the line link frames in the new dial exchange building on Lavinia St. Each group of three vertical panels, as seen here, represents 490 subscriber lines.

Fort Erie telephone numbers — including those for police and fire calls — will be changed



THIS IS THE POWER BOARD in the new dial exchange building on Lavinia St. A technician is shown checking it to see that all is in readiness for the big moment on Sunday when the new dial telephone system here starts operating.

*All Electrical Installations and
Fixtures Installed by*



A. H. WARD, TREASURER



M. HOUSE, SECRETARY



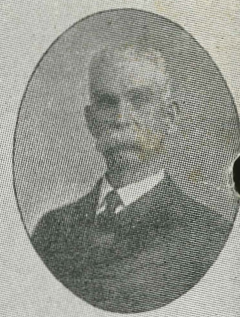
G. H. PETTIT, GEN'L. MANAGER



F. W. JAMES, VICE-PRESIDENT



C. GLENNY, SUPERINTENDENT



E. SOWERSBY, FORT ERIE, ONT.



C. E. STEELE, PRESIDENT



S. H. TRIPP, STEVENSVILLE, ONT.



J. YOUNG, RIDGEWAY, ONT.



P. WINGER, RIDGEWAY, ONT.



J. R. TUCK, PORT COLBORNE, ONT.

Officers and Directors of the Company

FIRST OFFICERS OF THE WELLAND COUNTY TELEPHONE COMPANY NOW PART OF THE BELL SYSTEM

Talking Box

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Mr. Ferguson's supervision. From now on, subscribers were included with Bridgeburg customers in the telephone directory. The edition for November 1900 showed four Fort Erie subscribers:

- Boag, J. R. Banker
- Carey, W. V. Liquor Dealer
- Ferguson, H. F. General Store
(B.T. Co. Pub. St'n)
- Reardon, Jos Engineer

By this time the Bell Telephone Company was actively promoting the sale of its improved long distance equipment. Since the telephone was still primarily valued for business purposes, these customers were being urged to install long distance telephones at a slightly higher

rectory to indicate that they were using long distance equipment.

In Bridgeburg, Mr. Land and the World's Dispensary (Dr. Pierce) were the first to have asterisks appear before their names.

Continuous service was provided for Fort Erie and Bridgeburg customers by 1907. Five years later, D. H. Johnston took over Mr. Ferguson's general store in Fort Erie and, at the same time, the public station. Mr. Land continued as Bridgeburg's manager, until both offices were closed by the Bell sometime around 1914.

The pioneer days of the telephone in Bertie township bring to mind the name of C. N. Glenny, who, around 1895 as a young boy on the family farm near Fort Erie, strung a telephone wire between his home and that of a pal, Henry Wrench, nearly a mile away across the fields. The two could now talk to each other as

Erie's central office was opened in the Anglo-American Hotel owned by William E. Hunt. Miss Annie McCosh, later Mrs. Hunt, became the first telephone operator.

These were the days before inflation when hotel rates in "Buffalo's Great Summer Resort" were quoted as \$1.50 and \$2.00 a day.

In the meantime, a telephone line had already reached Bridgeburg, and a central office was opened in the jewelry store owned by Menno House, whose daughter, Mabel, became the first telephone operator. Her sister, Marie, now Mrs. Peter Babcock, lives today in Crystal Beach.

A well-used card list of subscribers in the Fort Erie and Bridgeburg exchanges distributed by the Welland County Telephone Company in the very early days, probably late 1907, names many of the original customers. Mr. Ferguson, the Bell agent in Fort Erie, evidently subscribed



HERBERT E. ALEXANDER

Bell Telephone's installation and repair foreman in Fort Erie is Herbert E. Alexander, a native of the Burk's Falls area. Mr. Alexander has held his present post here since 1954.

Before joining the Bell at Whitby as a lineman in 1926, Mr. Alexander was engaged in farming and lumbering activities. Three years after joining the company, he was appointed line foreman in Bowmanville.



TALKING BOX

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of Fort Erie and Bridgeburg were amalgamated when a new central office was built on Central avenue near Jarvis street in Bridgeburg.

Company advertising of this time reflects the general health regulations and customs of the day:

"If one of your family gets the
MEASLES

or scarlet fever, or diptheria, and your house is placarded by the Medical Health Officer, there is nothing that so satisfactorily 'breaks the quarantine,' as a Welland County Telephone.

"So good you can't afford to do without it."

In the first years of the Welland County Telephone Company a submarine cable was laid

Public Telephones

PUBLIC TELEPHONES in Fort Erie will operate differently after the new dial exchange goes into operation on Sunday, according to P. C. Westrope, Bell Telephone manager here.

Briefly, he said, here's how to use public telephones under the dial system.

First, take the receiver off the hook before depositing any money — just as you do now. Then deposit a dime or two nickels in the appropriate slot. You will then hear the dial tone, and may proceed to dial your number as you would on your own telephone.

If there is no answer or if the line is busy,

you will get your money back when you hang up, Mr. Westrope said. An ingenious device in the public telephone returns the coins in these circumstances the moment you replace the receiver.

Here's what happens. When you put your coin in the slot, it falls down a runway. On its way down, it trips a lever which closes a circuit to the exchange, causing the dial tone to be heard on the line.

While the number is being dialed, the money remains in the coin trap, where it fell at the end of the runway. The coin trap, a type of

Continued on page 12

by nearly 1000. These people will all be participating in the latest accomplishments in the world of telephony.

With nearly every corner of the earth vulnerable to a telephone call, distances have been reduced to a matter of minutes — an impossible feat in the practical minds of telephone callers of the eighties.

For in these simpler days of 1885, the fact that the Bell had completed its main telephone trunk route from Quebec City to Windsor did not automatically imply that talks could be successfully carried on with friends at any distance along this line.

The Bell found it necessary to warn customers that "Owing to atmospheric disturbances, long distance talking is not always satisfactory, it being subject to considerable variation. At times subscribers one to two hundred miles away can be heard with astonishing clearness; at other times, owing to the above causes, great difficulty is experienced, and it is found impossible to hear distinctly."

It was not till the turn of the century that the Bell Telephone Company could advertise that "direct telephonic communication can be had with all principal cities, towns and villages

in the Provinces of Quebec and Ontario and the United States, within a radius of 1,000 miles.

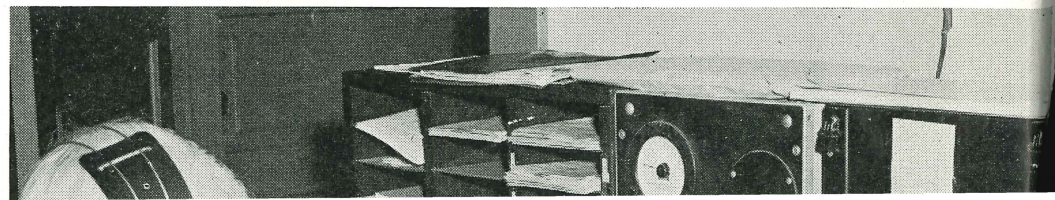
This limit was gradually extended as improved copper lines and long distance equipment came into general use. Then, in 1915, the introduction of repeater stations at intervals along the long distance lines to renew the voice currents, greatly improved the quality and scope of long distance service.

By 1920, calls could be made to any point in Canada and the United States, though service to places outside Quebec and Ontario was still only available over United States lines. The first all-Canadian transcontinental route was inaugurated in 1932 with the opening of the Trans-Canada Telephone System by His Excellency Lord Bessborough, the Governor-General of Canada at the time.

In the meantime, overseas radiotelephone service between New York and London was opened in 1927, and was gradually extended to other centres on both sides of the Atlantic.

The opening of the first transatlantic submarine cable in 1956 greatly increased the quality and scope of overseas telephone service until today Canadians can reach almost every country in the world by telephone.

TESTING is an important part of all Bell Telephone operations. Here, Tom Murdock operates the test board in the old manual exchange.





MISS CATHARINE FRASER

Miss Catharine Fraser who has been Fort Erie's chief operator since 1928, is retiring after Sunday's dial conversion and will devote her time in the future to travelling and gardening.

Born and raised in Ridgetown, Miss Fraser first joined the Bell Telephone Company in her home town as an operator in 1918. She then moved to Fort Erie and secured the same type of employment with the Welland County Telephone Co. In 1928, Miss Fraser was appointed chief operator here for the Welland County company. When this system was acquired by the Bell Telephone Company in 1955, Miss Fraser was asked to stay on as chief operator.

As a result, Miss Fraser has been chief operator here under two telephone companies for 32 years.



NO. 5 CROSSBAR SWITCHING SYSTEM

The crossbar control equipment, which sets up the talking paths, performs an operation in the exchange similar to that of the control tower dispatcher in a railroad yard.

When a railroad dispatcher receives an order to move a train from one location to another, he checks his elaborate control map which shows him the various routes through the yard which he can use, and which of the tracks and switches are busy.

He works out a route through the idle tracks and switches and then throws the levers which cause the switches to operate. Then he gives a

Dial Carefully

DIAL EQUIPMENT is the perfect servant. It follows your orders to the letter — and to the figure. It doesn't question your judgment; like the good servant it is, it assumes that your instructions are correct and proceeds to carry them out quickly and efficiently.

This means, of course, that you have to dial the number you want in a correct manner or you will probably not obtain the result you are expecting.

"It's easy to use the dial telephone," P. C. Westrope, Bell Telephone manager here, said this week, "but there are certain errors which crop up frequently enough that they are worth drawing to the attention of telephone users generally at this time."

Here are some pointers about how to guard against these mistakes:

1. Wait for the dial tone. Like the "number, please" of the manual system, the dial tone is the equipment's way of telling you it is ready to take your call. Normally, it is heard on the line almost immediately after you lift the receiver. However, sometimes when an unusual number of calls are being placed the tone may not be heard for several seconds. If you begin to dial before you hear the tone, some of the signals sent out by the turning dial may not be transmitted to the switching equipment and a wrong number or no connection at all can result.

2. Allow the dial to spin back by itself. Don't leave your finger in the slot or attempt to hurry the dial back. The dial is arranged to return automatically at the speed needed to pass along the information to the dial equipment properly. If the motion is interfered with, you may obtain a wrong number.

3. Dial each figure carefully. Be especially careful not to transpose figures. If you are not certain of the number, look it up and jot it down where it will be available for future use.

When Fort Erie's dial telephone system goes into operation on Sunday, long distance charges on calls between Fort Erie and Stevensville will no longer apply, P. C. Westrope, Bell Telephone manager here, reminded subscribers today.

"To reach a Stevensville telephone from Fort Erie, all you need to do is dial the full seven-digit number of the telephone you are trying to reach," Mr. Westrope said. "It is important to remember that you must dial the complete number. This is also true for Stevensville subscribers who wish to call a telephone in Fort Erie."

Removal of long distance charges on calls placed between the Fort Erie and Stevensville exchanges is part of the Bell company's Extended Area Service (EAS) plan which eliminates toll charges between exchanges among which, according to surveys, a strong community of interest has developed.

BEFORE THE NEW dial telephone system could be introduced here, operators had to be trained on the new long distance switchboards. Although the Direct Distance Dialing service will handle the majority of station-to-station long distance calls, operators will continue to connect person-to-person and other types of toll calls. Here, Mrs. Lela Benner is seen instructing Miss Ruth Merredith (left) and Mrs. Margaret Gull in the operation of the new equipment.

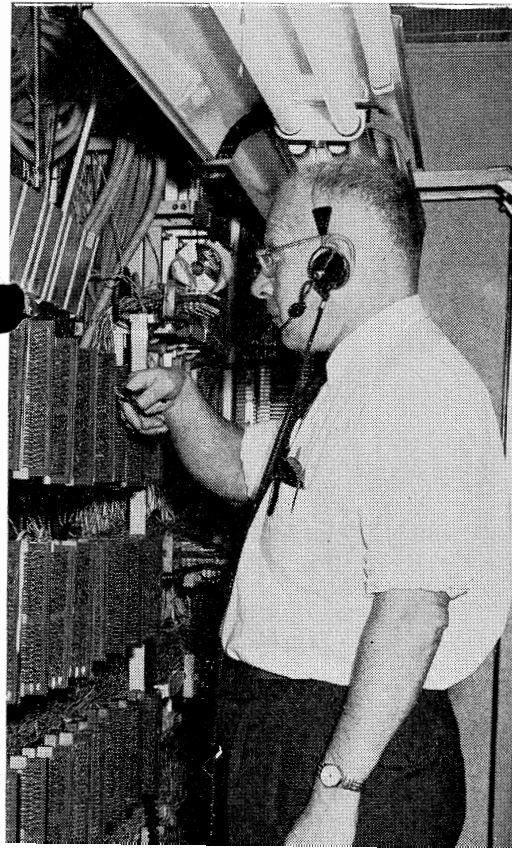


DIAL SEVEN FIGURES

Continued from page 6

to most telephones in North America. To make DDD service possible, Canada and the U.S. have been divided into areas, with each area assigned a three-digit code number. Under the two-letter, five-figure numbering plan, there was a danger of running out of code numbers since only a relatively limited number of exchange designations could be assigned to each area. This meant that more area code numbers would be required. With the introduction of ANC, which greatly increases the number of exchange designations, it will be possible to allot more telephones to each area thus reducing the drain on available area code numbers.

THESE MILES OF WIRE in the old manual exchange will be cut out of operation early Sunday when Fort Erie's new dial telephone system goes into service. Fred Henderson, central office man, checks a connection to make sure that good service is maintained by the old equipment up to the moment the new equipment starts functioning.



FORT ERIE'S MANUAL telephone exchange building, shown here, will fall silent early Sunday morning as the last operator-connected local call is completed. The long distance switchboard is located on the ground floor of this building while the old local switchboards and equipment room are situated upstairs. The power equipment for the exchange is in the basement.

Telephone users in Fort Erie were asked this week to co-operate in ensuring that the opening of the new dial office here is completed smoothly.

Customers have been asked not to place "curiosity" or unnecessary calls at or near cut-over time.

The switchover will be made at about 2 a.m. Sunday — a time when the volume of calls being handled by the exchange is relatively light.

A few minutes before that time, operators in the old manual exchange will ask persons placing calls to call a few minutes later, using the dial.

CONTINUOUS SINCE 1900
PHONE 23



SEVERAL OPERATORS in the Fort Erie central office were photographed when they were welcomed to the growing ranks of Bell employees

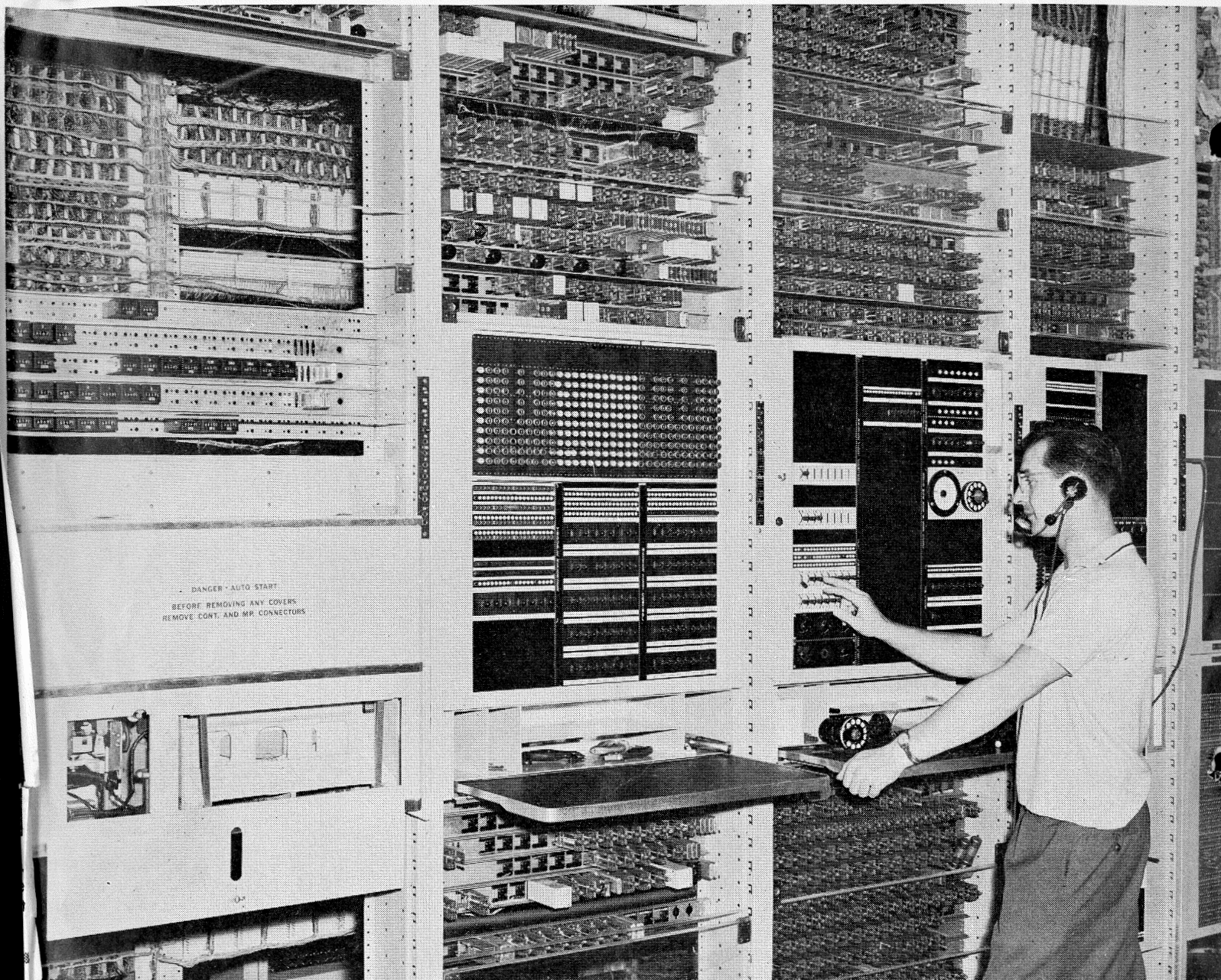
on December 31, 1954. Catherine Fraser, chief operator, is shown here briefing Eileen Pearce, Anna-Marie Erdman and Phyllis Horton.

and is a graduate of Memorial School and the Robinson Business College.

Miss Saturley joined the Bell as an operator in her home town in 1945. She was promoted to junior supervisor in 1947 and two years later

money is to be refunded she operates the "return" key. If money is to be collected, the "collect" key is operated and the money drops into the coin box.

When you call Long Distance from a public



NAL TRUNK TEST is run on the master test frame in the new dial
ange. By constant checking of the equipment which is the heart

of the telephone system here in Fort Erie, and good service can be
maintained at all times.

Descendant of Beacon Fire



THE COMMERCIALY-SUPPLIED POWER to Fort Erie's new dial exchange is of the alternating type while the telephone equipment in the building requires direct current. The change is made by generators which are linked to these storage batteries. The generators operate at

the correct speed to keep the required charge level in the batteries. Here, they are being checked to see that they are ready for the moment on Sunday when their services will be required to keep Erie's dial telephones operating.

Storage Batteries
Supply Power for
New Exchange

Compliments of



PERCY C. WESTROPE

Percy C. Westrope, Bell Telephone manager in Fort Erie, has been active in the telephone industry here for 30 years.

Mr. Westrope attended elementary and secondary schools in St. Thomas, Ont. Before entering the telephone business, he spent nine years with the Michigan Central Railroad coming to Fort Erie as locomotive fireman.

Mr. Westrope joined the Welland County Telephone Company here in 1930 and from then until 1955 when the Bell Telephone Company assumed responsibility for providing telephone service in Fort Erie, he served as accountant, chief clerk and manager.

At the time of the sale of the Welland County Telephone Company to the Bell in 1955, Mr. Westrope became Bell manager here.

Mr. Westrope is a member of the Telephone Pioneers of America, St. Catharines branch, the Rotary Club, the Masonic Order and is treasurer of the Fort Erie Boy Scout Association.

The Times-Review

Fort Erie, Ontario, Canada

FORT ERIE EXCHANGE

- 10.... Anglo-American Hotel, W. E. Hunt, Prop....Niagara St
- 19-E.. Barnhart, Roy, Residence..... Walnut St
- 13.... Boag, J. E., Wholesale Liquors.....Niagara St
- 25-G.. Borget, Dr., Residence.....Lake Shore Road
- 27.... Craig, M. Y., Residence.....Goodrich St
- 30.... Douglas, Dr. Wm., Physician.....Niagara St
- 20-E.. Davis, F. E., Residence.....Catherine St
- 15-A.. Ellis, A., Residence.....Eric Beach
- 26 Jacques
Fort Erie Times (Call Review Printing Co. Bridgeburg.)
- 24.... Ferguson, H. F., Departmental Store.....Niagara St
- 26 U. Dretz
- 10.... G. N. W. Tel. Co., Anglo-American.....Niagara St
- 5.... Gignac, S., Residence.....Queen St
- 23.... Harvey, H. F., Residence.....Bertie St
- 9.... Hawley, W. J., Butcher.....Niagara St
- 8.... Harrison, Charles B., Residence.....Archange St
- 11-G.. Histed, Wm., Residence.....William St
- 10.... Hunt, W. E., Residence.....Niagara St
- 35 Noat
- 7.... Kohl, Wm., Butcher.....Niagara St
- 15-G.. Kraft, Wm., Dairy.....Crescent Beach
- 15-Y.. Kraft, Geo., Farm.....Crescent Beach
- 14.... Lighthart, Geo., Plumber.....William St
- 21.... Matthews, B. F., Commissioner.....Niagara St
- 20-Y.. MacIntosh, Rev., Residence.....Niagara St
- 11-Y.. Nye, Albert, Mason.....Bertie St
- 16.... Porpedo, Bartholomew, Fruit Dealer.....Princess St
- 4-Y.. Powell, John, Decorator.....Waterloo St
- 12-Y.. Plato, C. E., Baker.....North St
- 12-E.. Plato, Emerson, Dairy.....Bertie St
- 12-E.. Plato, Henry, Residence.....Bertie St
- 12-G.. Plato, D. N., Residence.....North St
- 21.... Prov. Nat. Gas Co., B. F. Matthews, Agent.....Niagara St
- 26 R. R. R. R.
- 15-E.. Roge, Wilson, Residence.....Eric Beach
- 28.... Raymond & Rose, Solicitors.....Niagara St
- 4-E.. Stanton & Clark, Residence.....Waterloo St
- 6.... Shepherd, Mrs. W. J., Grocer.....Queen St
- 19-G.. Shialer, W., Residence.....Queen St
- 31.... Sowersby, E., Contractor and Builder.....Archange St
- 17.... Taylor, George, Residence.....Stanton St
- 23.... U. S. Constable, H. F. Harvey.....Niagara St
- 20 G. W. W. W.

IN CASE OF UNSATISFACTORY SERVICE notify the General Manager or Superintendent.

THIS WELL-USED CARD list of early Fort Erie customers was distributed by the Welland County Telephone Company towards the end of 1907. Mr. H. F. Ferguson, the Bell's agent, evidently subscribed to both phones.

BRIDGEBURG EXCHANGE

- 33-X.. Anger, C., Residence.....Emrick Ave
- 42-D.. Anthony, Wm., Farm.....City Line
- 12.... Atwood, Jno. H., Furniture.....Dufferin St
- 26.... American Express Co., M. C. R. Depot.....Courtwright St
- 7-Y.. Beam, Michael, Residence.....Klauck St
- 34-G.. Beasley, Ira, Residence.....Shipyards
- 20.... Bell, Miss L. M., Instructor of Music.....Klauck St
- 19-E.. Biggins, Wm., Residence.....Phipp St
- 23.... Bridgeburg Review, Printers.....Jarvis St
- 49-E.. Briggs, T. J., Painter and Decorator.....Jarvis St
- 38-Y.. Barnhart, Solomon, Contractor.....Gilmore St
- 14.... Canadian Customs, Government Bldg.....Jarvis St
- 34-E.. Canadian Shipbuilding Co., Shipyards.....Miller's Bay
- 45-U.. Deveraux, Jacob, Farm.....Bowen Road
- 16-G.. Emerick, Henry, Village Clerk.....Niagara St
- 19-Y.. Edwards, John, Residence.....Phipp St
- 7-X.. Finlayson, James, Residence.....Courtwright St
- 34-X.. Miller, Mrs. E. K., Rosewood Glen Farm.....City Line
- 45-F.. McMillan, Jas., Residence.....Niagara St
- 41.... Mencke, Dr. J. E., Physician.....Jarvis St
- 42-K.. Nugent, Wm., Residence.....Shipyards
- 42-A.. Nye, Abel, Farm.....Bowen Road
- 48.... Pettit, G. H., Lawyer, Office.....Jarvis St
- 46-Y.. Perrett, Thos., Residence.....Wood St
- 19-G.. Philp, Wm., Decorator.....Crook St
- 40.... Prov. Natural Gas Co., Gas House.....Jarvis St
- 23.... Review Printing Co., F. W. Johnston, jr., Mgr.....Jarvis St
- 32.... Robinson, Charles, Residence.....Dufferin St
- 17.... Rose, F. A., Residence.....Phipp St
- 15.... Royal House, Wm. Johnston, Prop.....Niagara St
- 35-Y.. Smith, S. C., Residence.....Jarvis St
- 31.... Sherk, Arthur, Grocer.....Jarvis St
- 34-Y.. Scott, D. A., Boarding House.....Shipyards
- 43-Y.. Scott, C. N., Residence.....Cosy Dell
- 27-G.. Stais, Fara, Residence.....Dufferin St



FORT ERIE'S NEW DIAL EXCHANGE BUILDING

A Credit To The Town

ON SUNDAY, DECEMBER 4TH, the Bell Telephone Company will introduce the dial telephone to Fort Erie and Stevensville with the added feature of direct distance dialing.

is located on the lower floor. For the ladies, also, a locker room and powder bar.

In the operations room there is something new in the trans-

No Dust . . . *Dial Equipment inspected regularly in Air Conditioned Building*

HUMAN SKILL, knowledge and a high degree of efficiency are needed to operate and maintain even the most ingenious mechanical devices. The dial telephone is no exception.

Although all local calls in Fort Erie will be connected without the aid of an operator starting Sunday, many human hands and eyes will be at work behind the scenes to provide smooth and efficient service under the new system.

Bell craftsmen — always on the look-out for trouble — will inspect the equipment regularly. Their duties consist of checking, testing, cleaning, repairing or replacing parts. When trouble occurs an alarm signal is flashed automatically to the repairman who will rush to the spot and clear the trouble, usually within a few minutes.

The first and most deadly enemy of dial

equipment is dirt. Even a small speck of dust will interfere with a connection, causing noise or poor reception or even preventing a call from going through. For this reason a dial equipment room is always air conditioned to keep dust away from the delicate mechanisms.

As a further precaution, the floor is never swept. Any housewife knows how much dust a broom can raise. The caretaker at the exchange knows it too, and will mop the floor with damp cloths to avoid raising dust that might cause serious telephone troubles.

The switchman goes through the aisles between the rows of switches testing for possible trouble. Before each switch he pauses, makes a connection and dials a number. A flashing light on his testing device tells him if his switch is responding properly to the dial. If it isn't, the

trouble is quickly sought and put right. Other tests ensure that the dial tone, the ringing tone and busy signal are functioning properly.

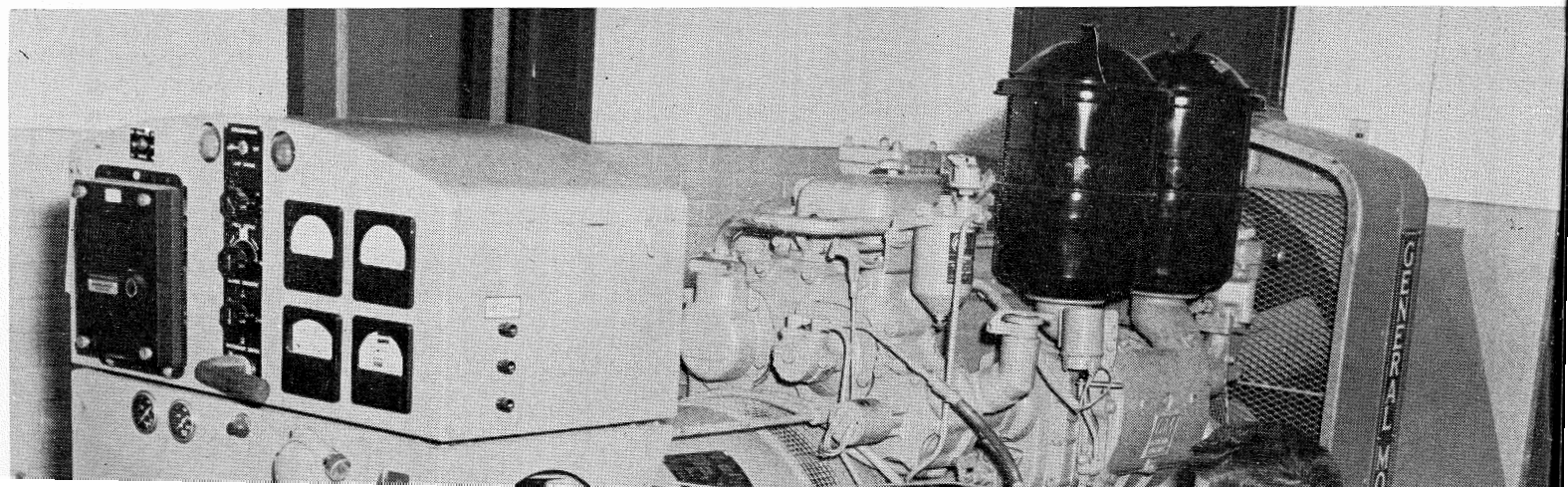
In another section of the building, framemen will service the thousands of soldered terminals that connect the dial apparatus and telephone lines.

Power-men who check and service storage batteries, charging equipment and the power board ensure a constant and correct distribution of the vital electrical current. The charging equipment goes into action automatically when the volume of telephone calls increases and switches off when only a small amount of electricity is being used.

Dial equipment works like magic, but it is the human touch behind it that makes it do

IN CASE ANYTHING SHOULD HAPPEN to disrupt the supply of commercial electrical current to the new dial exchange, this diesel power plant would take over the job of providing the necessary

electricity. Although telephone equipment requires direct current, other parts of the building, such as the lighting and heating system, operate on alternating equipment.





CHIEF OPERATOR AT THE TRAFFIC DEPARTMENT, MRS. E. DEMERY, GIVES ADVICE TO OPERATORS ON THE SWITCHBOARD. OPERATORS NO LONGER USE DIALS TO MAKE A CALL, INSTEAD NUMBERS ARE "KEY PULSED" WITH BUTTONS MARKED IN THE SAME WAY AS THE DIAL ON THE TELEPHONES

