

There is a significant demand for efficient service combined with attractive telephone instruments. New styles of compact colour telephone sets were welcomed into thousands of Canadian homes during 1961, adding to the already-popular line of standard colour models. Business customers have been quick to accept the products of telephone research such as the Call Director, a telephone offering a flexible combination of dial telephone and push-button or dial intercommunication. Another new service, called Centrex, was also introduced in 1961. Designed for large customers, this is a centralized system for private branch exchange service which permits outside calls to be dialed straight through to an extension without being relayed at the switchboard, and provides for locating all the necessary switching equipment in the telephone exchange central office.

Telephone Statistics.—There were 2,605 telephone systems operating in Canada in 1959 compared with 2,619 in 1958. The number of co-operative systems in rural districts increased from 2,184 to 2,195 but the number of shareholder-owned companies decreased from 318 to 304. The largest of the stock companies, The Bell Telephone Company of Canada operating throughout the greater part of Ontario and Quebec, served 61 p.c. of all the telephones in Canada, and the British Columbia Telephone Company, also shareholder-owned, served 9 p.c. of the total.

The number of telephones in use in Canada has risen by 86 p.c. during the ten-year period 1950-59. At Dec. 31, 1959, there were 5,439,023 telephones in service compared with 5,118,293 in 1958 and 2,917,092 in 1950. The number of residential telephones and the number of business telephones increased by 8 and 6 p.c., respectively, during 1959. Rural telephones were up 1 p.c. and pay telephones 4 p.c. By the end of the year, 85 p.c. of all telephones in Canada were dial-operated as compared with 82 p.c. in 1958. Pole-line mileage and wire mileage continue to increase year after year.

1.—Mileages of Pole Line and Wire and Number of Telephones in Use, 1950-59

NOTE.—Figures from 1911 are given in the corresponding table of previous Year Books beginning with the 1938 edition.

Year	Systems	Pole-Line Mileage ¹	Mileage of Wire	Telephones in Use					
				Business	Residential	Rural ²	Public Pay	Total	Per 100 Population
	No.	miles	miles	No.	No.	No.	No.	No.	No.
1950.....	2,912	245,443	9,488,467	813,352	1,611,759	447,691	44,290	2,917,092	21.1
1951.....	2,904	249,638	10,330,751	864,015	1,735,355	467,171	47,225	3,113,766	22.2
1952.....	2,888	253,420	11,265,903	920,269	1,888,889	492,753	50,455	3,352,266	23.2
1953.....	2,793	257,059	12,307,070	988,489	2,053,944	513,061	50,913	3,606,407	24.4
1954.....	2,788	257,444	12,357,289	1,053,852	2,213,154	538,660	54,603	3,860,269	25.4
1955.....	2,739	259,784	14,758,160	1,132,436	2,408,959	552,838	57,445	4,151,678	26.6
1956.....	2,661	269,303	16,410,897	1,229,150	2,625,787	584,484	59,904	4,499,325	28.0
1957.....	2,637	274,334	18,161,444	1,304,514	2,852,875	609,348	60,403	4,827,135	29.1
1958.....	2,619	280,884	20,250,410	1,379,205	3,050,812	625,453	62,823	5,118,293	30.0
1959.....	2,605	285,285	22,791,129	1,460,142	3,281,147	632,651	65,083	5,439,023	31.2

¹ Includes underground conduits and buried cable.

² Includes telephones on rural exchange lines and urban exchange lines having more than four parties.