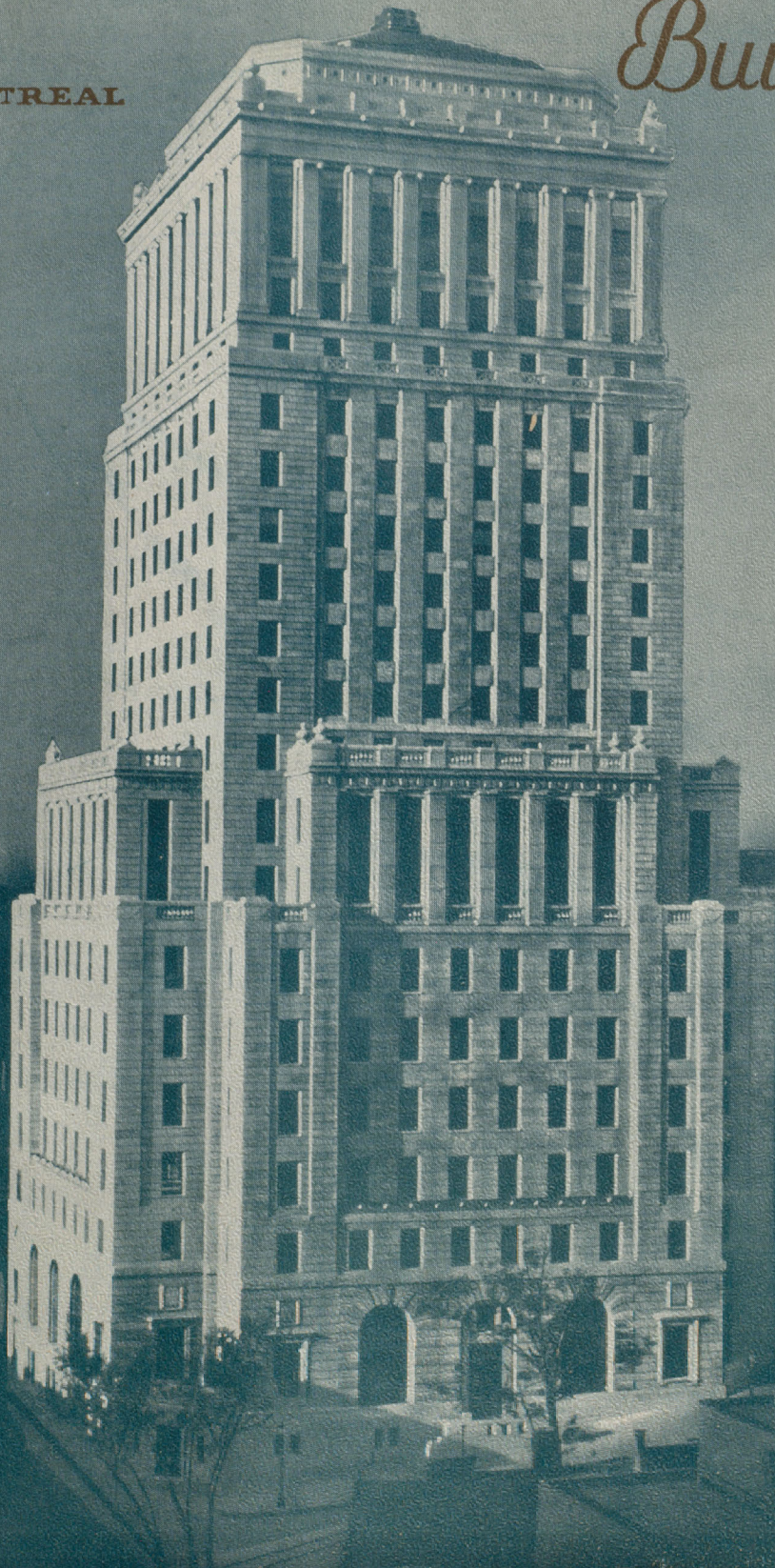


APR 24 1940

*The*  
**BEAVER HALL**  
*Building*

MONTREAL



*See H. B. Morgan*



UNCAT  
y  
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CHARLES F. SISE

PRESIDENT  
THE BELL TELEPHONE CO. OF CANADA  
MONTREAL





*THIS view of the east side of the Beaver Hall Building is from the grounds of St. Patrick's Church.*



*The*  
**BEAVER HALL**  
*Building*

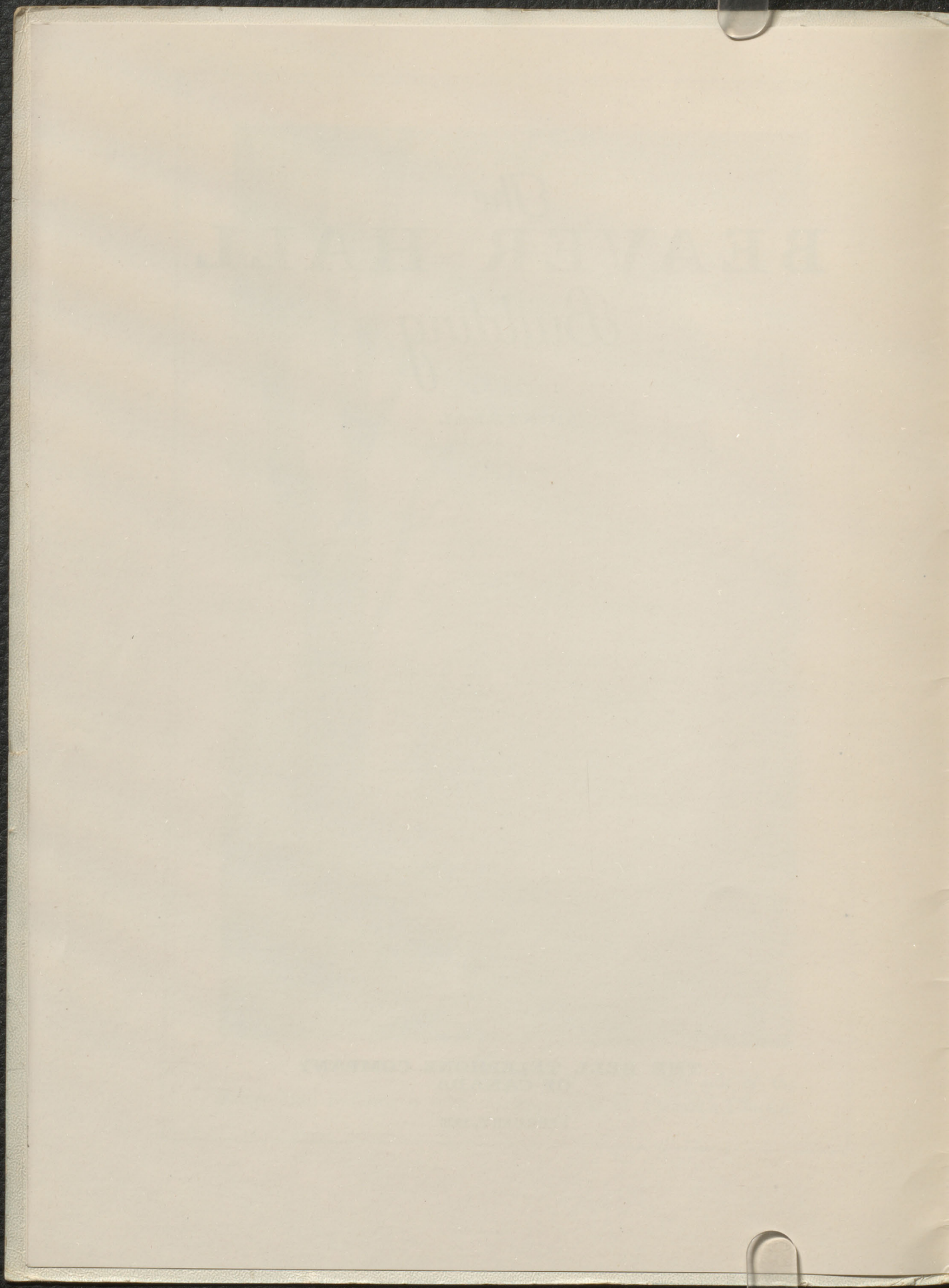
**MONTREAL**



**THE BELL TELEPHONE COMPANY  
OF CANADA**

FEBRUARY, 1930



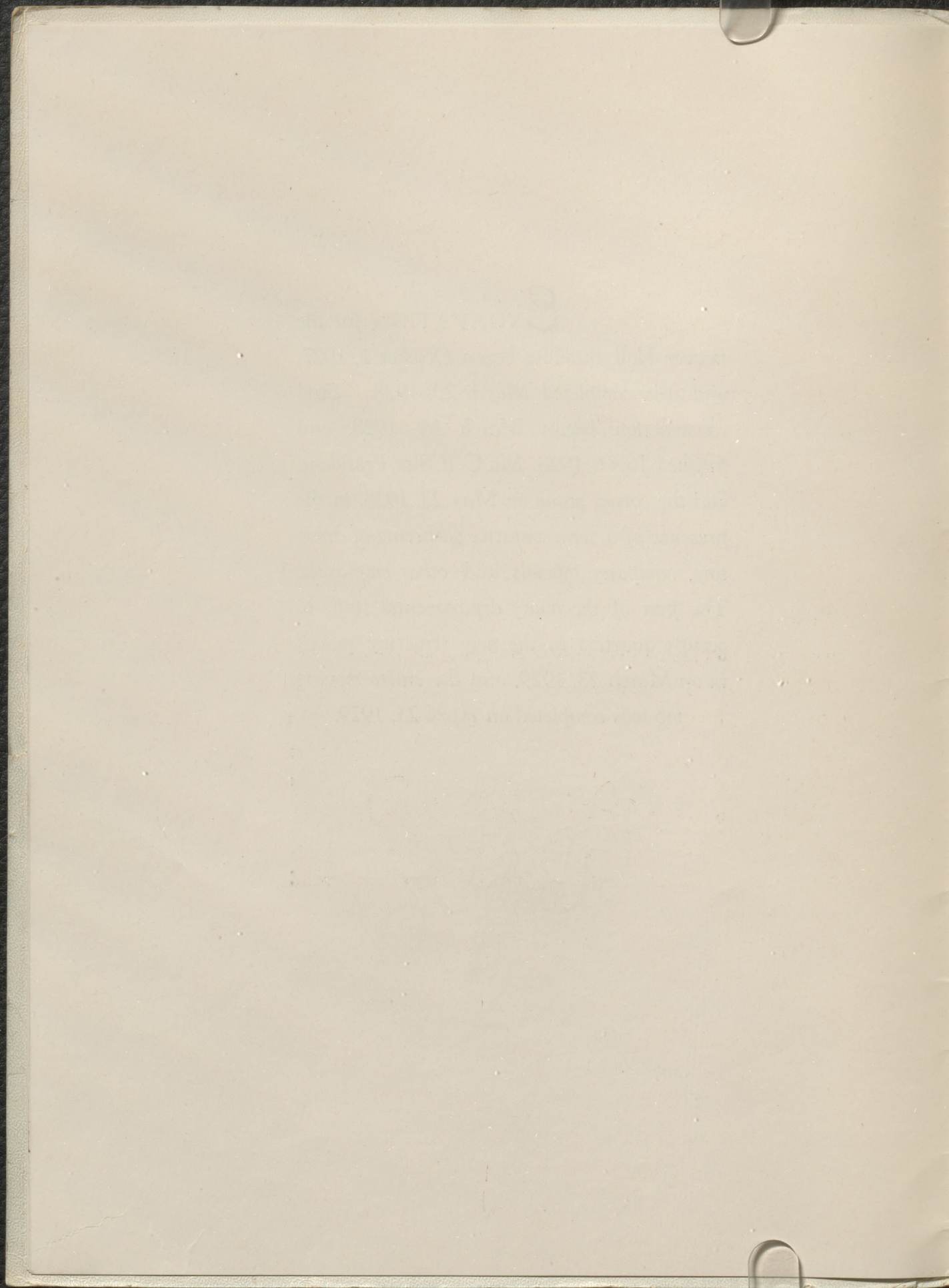




*EXCAVATION* for the Beaver Hall Building began October 1, 1927, and was completed March 20, 1928. Steel construction began March 16, 1928, and finished July 6, 1928. Mr. C. F. Sise, President, laid the corner stone on May 23, 1928, in the presence of a representative gathering of directors, company officials and other employees. The first of the many departmental staffs to occupy quarters in the new structure moved in on March 23, 1929, and the entire moving job was completed on April 25, 1929.









## THE BEAVER HALL BUILDING

**W**ITH the completion last year of the Beaver Hall Building—headquarters of the Bell Telephone Company of Canada—a little more than three decades will have elapsed since its predecessor at Notre Dame and St. John Streets was finished and first occupied. A record of the development of that period, industrial and social, would be a formidable volume. Certain it is that any such record would be incomplete that failed to take account of the part played by the telephone in the advances which the generation has witnessed.

Restricted in its earlier years to the homes of the relatively well-to-do, and accorded only a grudging acceptance in many quite substantial business houses, the telephone has moved steadily on from strength to strength. Today the homes of the artisan and the manual worker are adjudged incomplete without the service, and no business that in any degree competes for the favor of a market near at hand or at a distance attempts to function without its complement of telephones. The scope of the service has steadily broadened. In local exchange areas the ratio of telephones to total population has multiplied many times. The smaller hamlets and the rural sections have recognized the benefits of the service and their lines form part of a vast system of practically universal inter-communication. The scope of "Long





Photo by AMEMVA

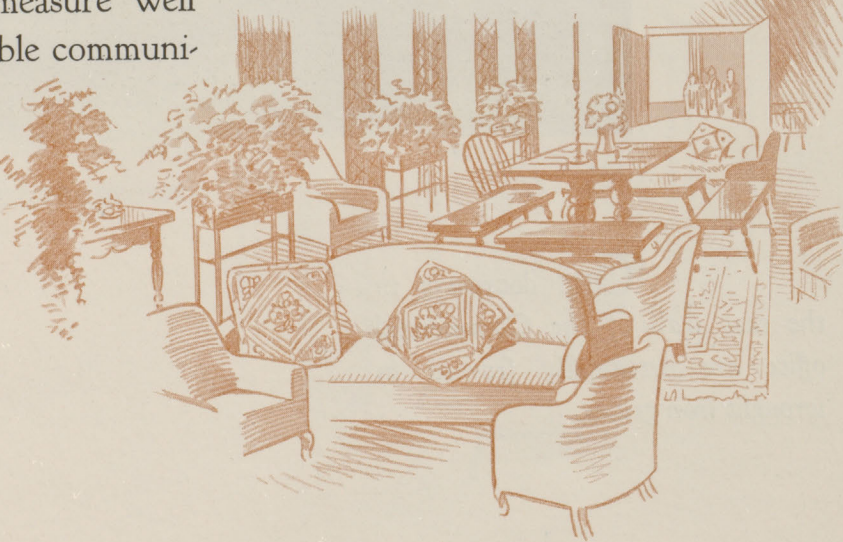
*THE main lobby at the entrance on Beaver Hall Hill. In the centre of the floor the Company's emblem is tastefully reproduced in quiet mosaic.*



Distance" has steadily widened. Provincial, national, even continental boundaries no longer set any limits to the transmission of the spoken word.

☞ Such progress in oral communication has, of course, been made possible only through the coördination of many factors. In the realm of mechanical equipment, the cumulative results of improvements great and small in instrument, line, cable, central-office apparatus have made possible the great advances that recent years have shown—these material things along with continuous progress in methods and operating technique. As service extended and constantly improved in quality, realization of its great usefulness, its vast possibilities grew apace. Demand quickened and with it the problems of complexity became always more difficult. These problems, science and research, with intensive study of every phase of the service, have solved one by one, so that the record of the telephone development is the story of a utility whose usefulness and efficiency have never ceased to improve.

☞ In the matter of telephone progress, Ontario and Quebec measure well up to comparable communities elsewhere. Naturally the record of the







*THE doorways in  
the east wall of the Commercial  
office are artistically framed in  
wrought iron grilles.*



enterprise mainly responsible for the service of the two provinces is a story of remarkable development. The period covered by the interval between the completion of the Notre Dame Street building and of the Beaver Hall headquarters of which this booklet is a souvenir, is a convenient one for survey. Let the figures tell the tale:

	1897	1929
Average Plant in Service . . .	\$3,747,000	\$144,000,000
Average Company Stations . . .	31,400	739,000
Gross Additions to Plant for year	341,000	29,000,000
Employees . . . . .	1,796	19,200

*Adequate Staff —  
Adequate Accommodation*

☞ With a development in stations and telephone plant so rapid, as illustrated by the foregoing figures, came continuous increase in staff. Particularly at the Montreal headquarters where engineering and administrative direction has been in large measure centred, the growth







*A SOUTHWARD view  
of the main corridor, looking toward  
the entrance to the commercial office  
along Lagauchetiere Street.*



in personnel was very rapid. Fully a decade ago the accommodation afforded by the Notre Dame building had been outgrown and space was being assigned temporarily as it became available in Company buildings erected chiefly for the housing of apparatus. The capacity of such premises was soon taxed to the limit, and rented quarters were gradually acquired in many other buildings throughout the city. It became obvious that a headquarters building which would bring under one roof the entire supervisory and administrative forces of the Company would be an economy, from the standpoint both of working efficiency and monetary outlay.

#### *The Site on Beaver Hall Hill*

☞ The commanding site of the new building is rich in historic association. In 1648, Maisonneuve, founder of Montreal, gave the hill and the adjoining land to Simon Richomme. For almost a century and a half it remained in French possession, among its owners being Blaise Juillet who is reputed to have been killed in an attempt to join Dollard des Ormeaux, the hero of Long Sault, who saved Montreal from the Indians in 1660.

*St. Andrew's  
Church*

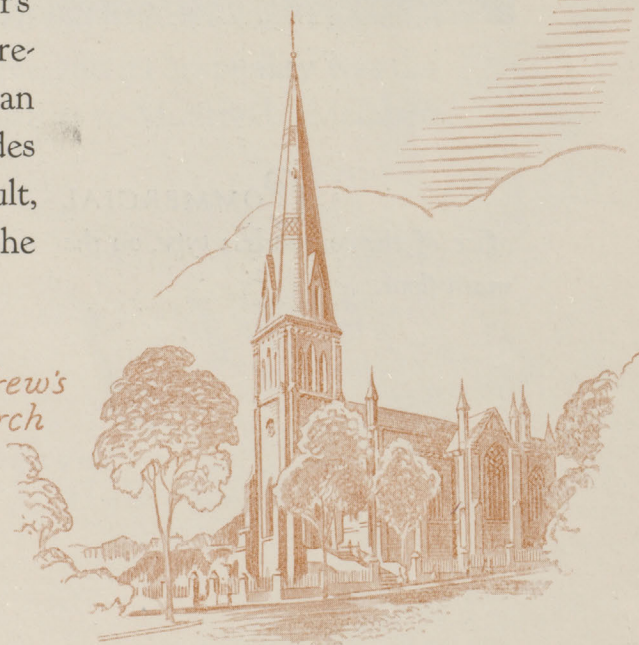






Photo by AMEMYA

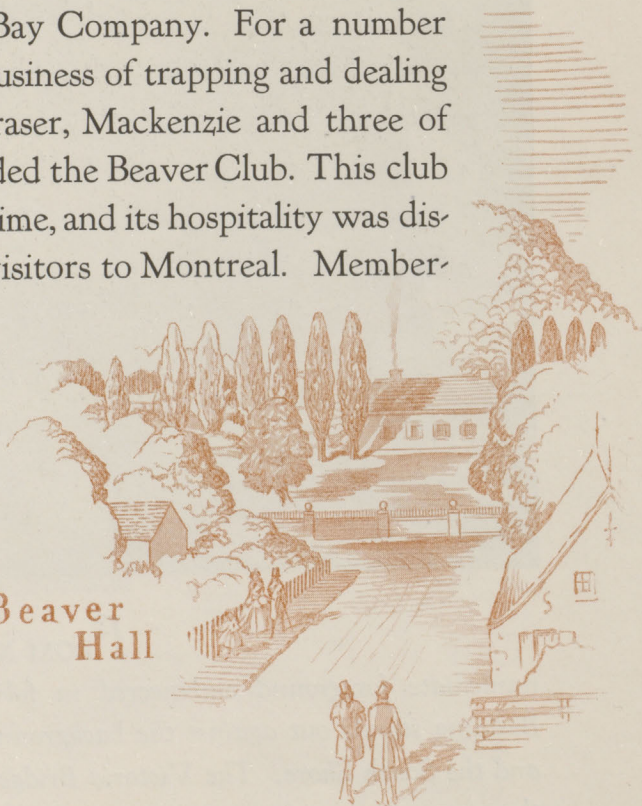
COMMERCIAL  
office of the counterless type, on the  
main floor.



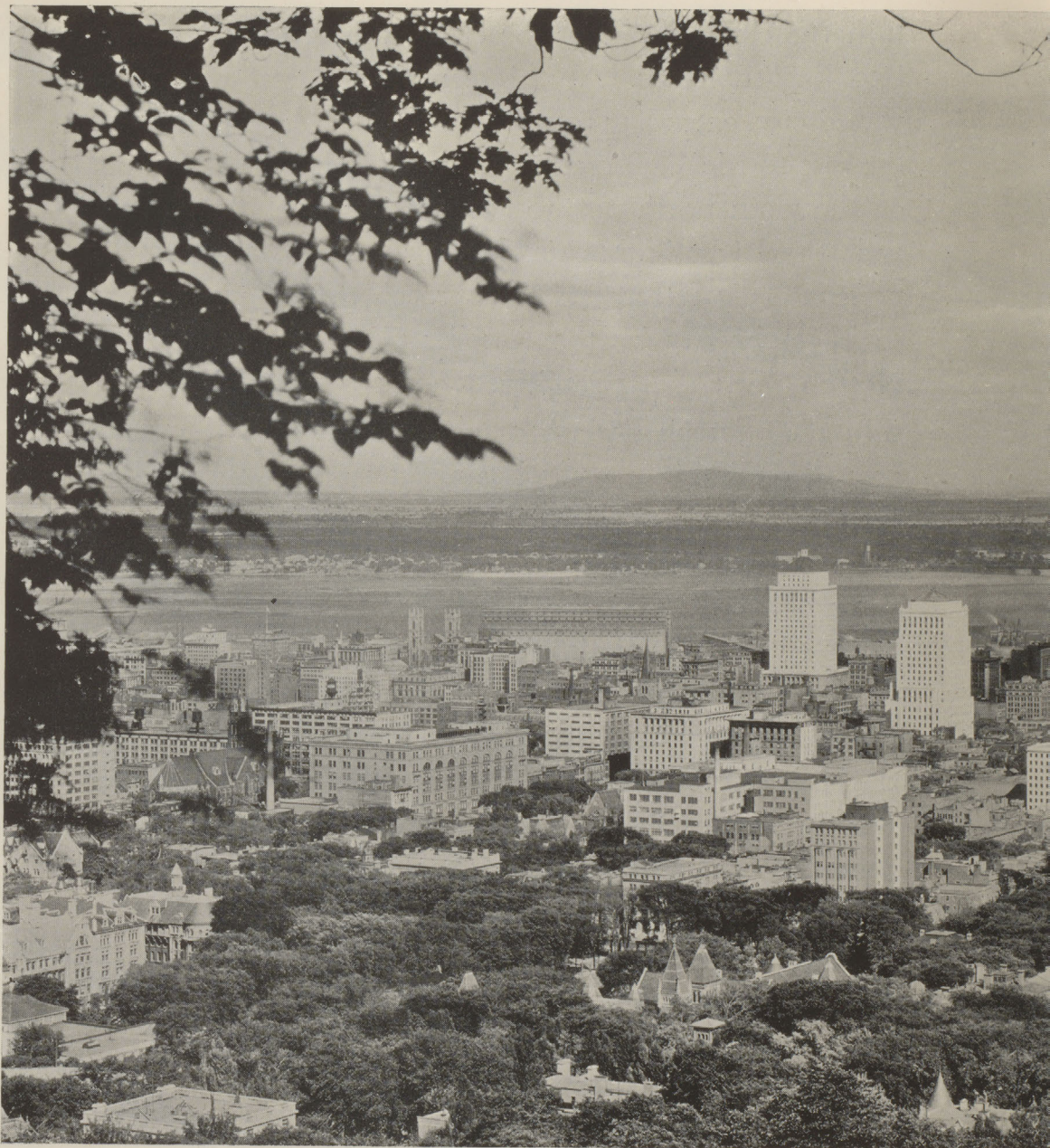
☞ In the closing years of the eighteenth century it passed into English hands. At this period Montreal was still a walled city, extending roughly from Place Viger Station on the east to McGill Street on the west, and from the harbour on the south, northward to Fortification Lane. Beyond the wall, the River St. Martin flowed along the route of the present Craig Street, and to approach the hill visitors had to leave the city by the Recollet Gate at the corner of Notre Dame and McGill Streets, and cross the river.

☞ In 1800, Joseph Frobisher, who had acquired the estate, erected on it his summer home, Beaver Hall, a long, low, wooden house surrounded by spacious grounds. Its very name conjures up the memory of the commercial life of those old days when the North West Company was the bitter rival of the Hudson's Bay Company. For a number of merchants engaged in the business of trapping and dealing in furs, among whom were Fraser, Mackenzie and three of the Frobisher family, had founded the Beaver Club. This club was the most exclusive of its time, and its hospitality was dispensed to many distinguished visitors to Montreal. Membership was limited to merchants or traders who had spent one or more winters in the North-West and whose admittance was unanimously approved by

Beaver  
Hall







*FROM Mount Royal, with the immediate foreground embowered in foliage, the Beaver Hall Building stands out against the background of the St. Lawrence and the South Shore. The Victoria Bridge is seen at the right of the picture.*







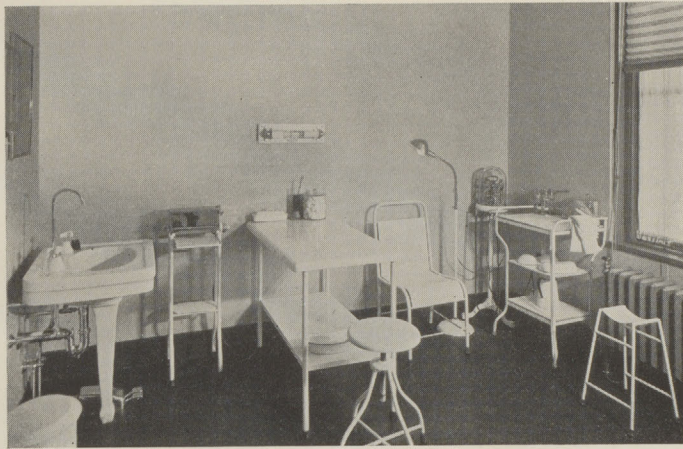


Photo by AMEMYA

**E**XAMINING  
Room — part  
of the medical  
quarters on the  
ninth floor.

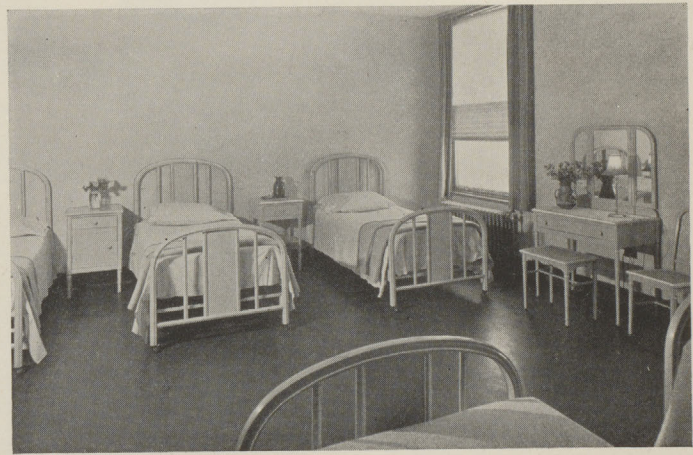


Photo by AMEMYA

**Q**UIET room  
on the ninth  
floor for women  
employees tem-  
porarily indis-  
posed.



**C**AFETERIA  
in basement —  
on the Lagauch-  
etiere Street  
level.



the associates. Joseph Frobisher, being an ardent member of the club, called his summer home "Beaver Hall," a name which has ever since been familiar to citizens of Montreal.

☞ After Frobisher's death his land was sold in two parcels, the larger portion to Thomas Phillips, part of whose subsequent sub-divisions came to be known as Phillips Square and Phillips Place. Beaver Hall, which faced down hill, was moved farther back from the brow of the hill, and occupied approximately the site of the present building of the Guarantee Company of North America, facing towards the west. In 1848, when under repair, it was destroyed by fire and never rebuilt.

☞ The site is next found in possession of the congregation of St. Andrews Church of Scotland. For many years this congregation worshipped here under the ministry of a succession of eminent divines. About sixty years ago they erected a church building which served their needs







*ASSEMBLY HALL*  
on main floor—equipped for  
educational and recreational gather-  
ings of employees.



until they united with St. Paul's Presbyterian Church in 1918. Then they finally abandoned Beaver Hall Hill and met with the uniting congregation in their church on Dorchester Street.

☞ In 1927 the site and some adjoining land were purchased by the Bell Telephone Company of Canada, and the church edifice, which had been without a congregation for almost a decade, was speedily demolished to make way for the telephone building.

### *The Building*

☞ In the stability and strength suggested by the striking outline of the Beaver Hall Building it stands as an appropriate symbol of a great service. It embodies the modern conception of the happy combination of utility, strength and beauty in the architecture of buildings devoted to commercial or public service purposes. Until quite recently the utility motive in business architecture was the dominant





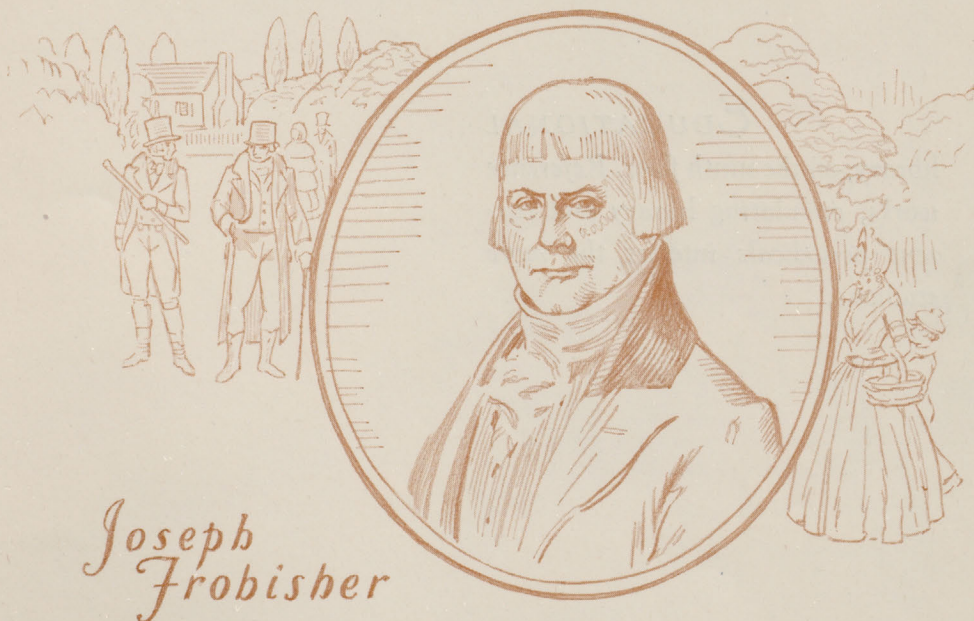


*A*MPLE floor space  
affords accommodation for conveni-  
ent grouping of a general clerical  
staff—An accounting group.



one, but within later years there has come about, more particularly as regards buildings devoted to the public service, a general appreciation of the opportunity for grace and beauty—something of a character to adorn and enhance the surroundings.

☞ The Beaver Hall Building is a modern treatment of the Renaissance style. It rises to the 9th floor on the dimensions at the base line; is set back twenty feet; rises again to the 16th floor for another set back which continues to the 20th. The impression of this treatment is of a graceful superstructure rising from a base suggestive of stateliness and strength. The building is of steel construction faced with Queenston and Deschambault stone. From the entrance on Beaver Hall Hill the 20 storeys take the building to a height of 315 feet above the sidewalk. The total floor area is 272,000 square feet and its cubic content 4,632,000 feet. It is the second tallest building in Montreal, and the view from the gallery at the penthouse is most impressive.



*Joseph  
Frobisher*





Photo by AMEMYA

**E**ducational library, on the ninth floor. Reference works, circulating library and current periodicals interest the more studious.

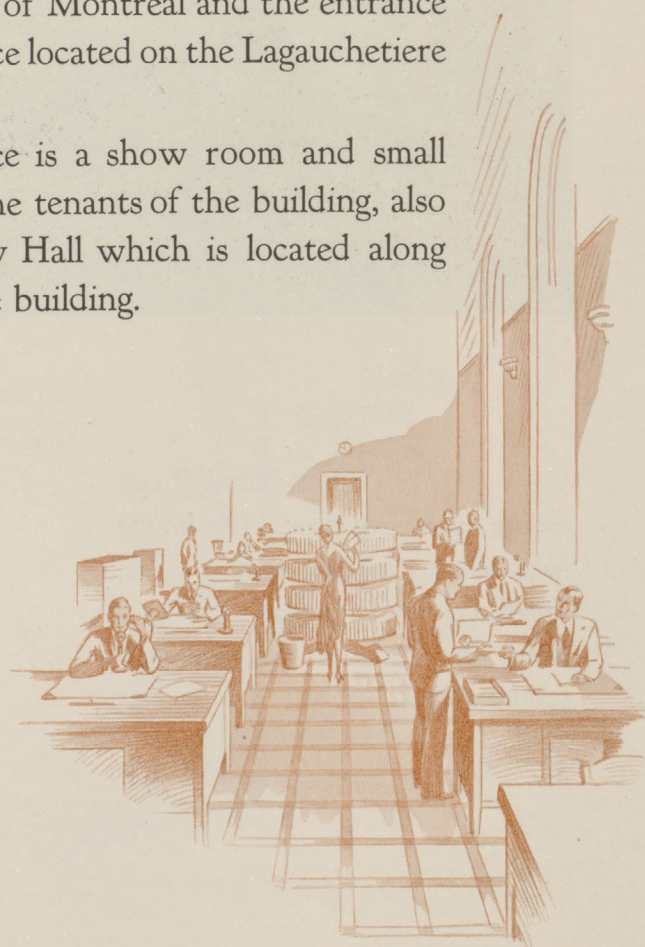


☞ From the sub-basement to the roof, the layout gives evidence of careful planning for the utmost efficiency in serving the building without waste of space.

☞ The basement is on a level slightly below Lagauchetiere Street and is devoted to a kitchen and cafeteria which will accommodate some 300 employees at a time. There are here also a lounge and various other rooms necessary for the employees' use.

☞ The ground floor level is approached by a flight of steps on Beaver Hall Hill, through a fine vaulted vestibule, giving access to the main lobby and the elevator halls. To the left as you enter is a branch Bank of Montreal and the entrance to a telephone commercial office located on the Lagauchetiere Street side of the building.

☞ To the right of the entrance is a show room and small shop for the convenience of the tenants of the building, also the entrance to the Assembly Hall which is located along the Belmont Street side of the building.





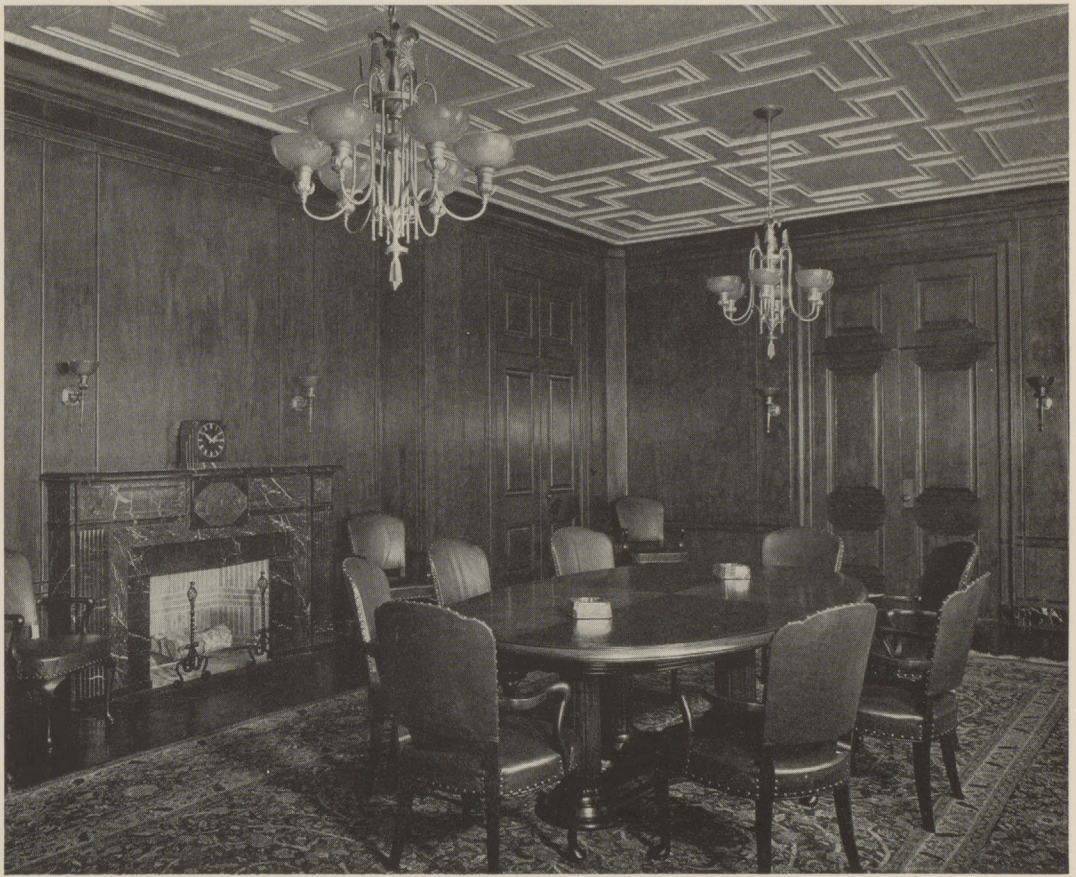


Photo by AMEYA

*THE Board Room  
on the nineteenth floor. The brown  
kojo wood panelling with the red  
upholstery and window hangings  
form an attractive and dignified  
combination.*



☞ The rear of the building on the ground floor is used for the mailing department, service rooms, superintendent's office, etc.

☞ The walls and floors of all the main rooms on the ground floor are lined with marble of rich and blending colors. The effect upon entering the building is one of dignity and extreme simplicity. These rooms are flooded with natural light.

☞ Above the ground floor, all the remaining floors, with the exception of three, are devoted to the necessary office space of the headquarters staff.

☞ On the ninth floor are located the medical staff and the hospital with an attractive reception room, quiet room for women employees temporarily indisposed, laboratory and surgery. On this floor also are the educational library and the women's rest room and lounge.

☞ The Board Room, a convenient conference room, and the Executive Offices occupy the 19th floor, while the 20th floor has been reserved for archives and a telephone museum.

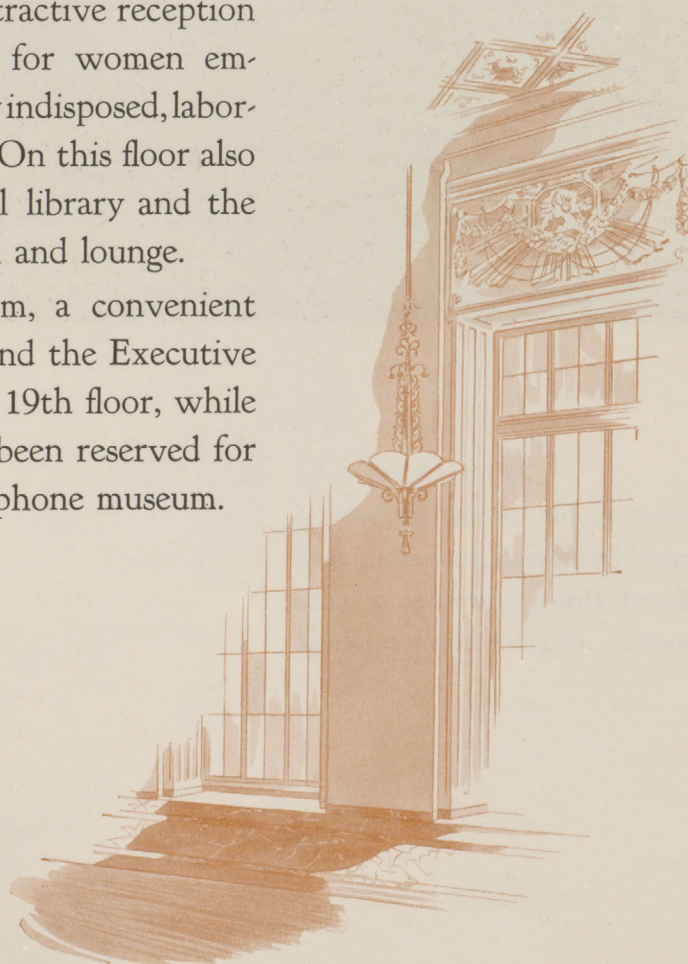






Photo by AMEMTA

*OFFICE of the  
President on the nineteenth floor—  
connected by a small ante-room with  
the Board Room, forming a suite  
harmonious in color and panelling.*



☞ The building is equipped with seven full signal-control elevators. Three of these elevators are operated as locals to the 9th floor only, and four are operated as express from ground floor to the 9th floor, stopping at all the floors above the 9th.

☞ The walls of the elevator halls throughout the building are faced with warm colored polished marble which gives these corridors a very clean and pleasing effect.





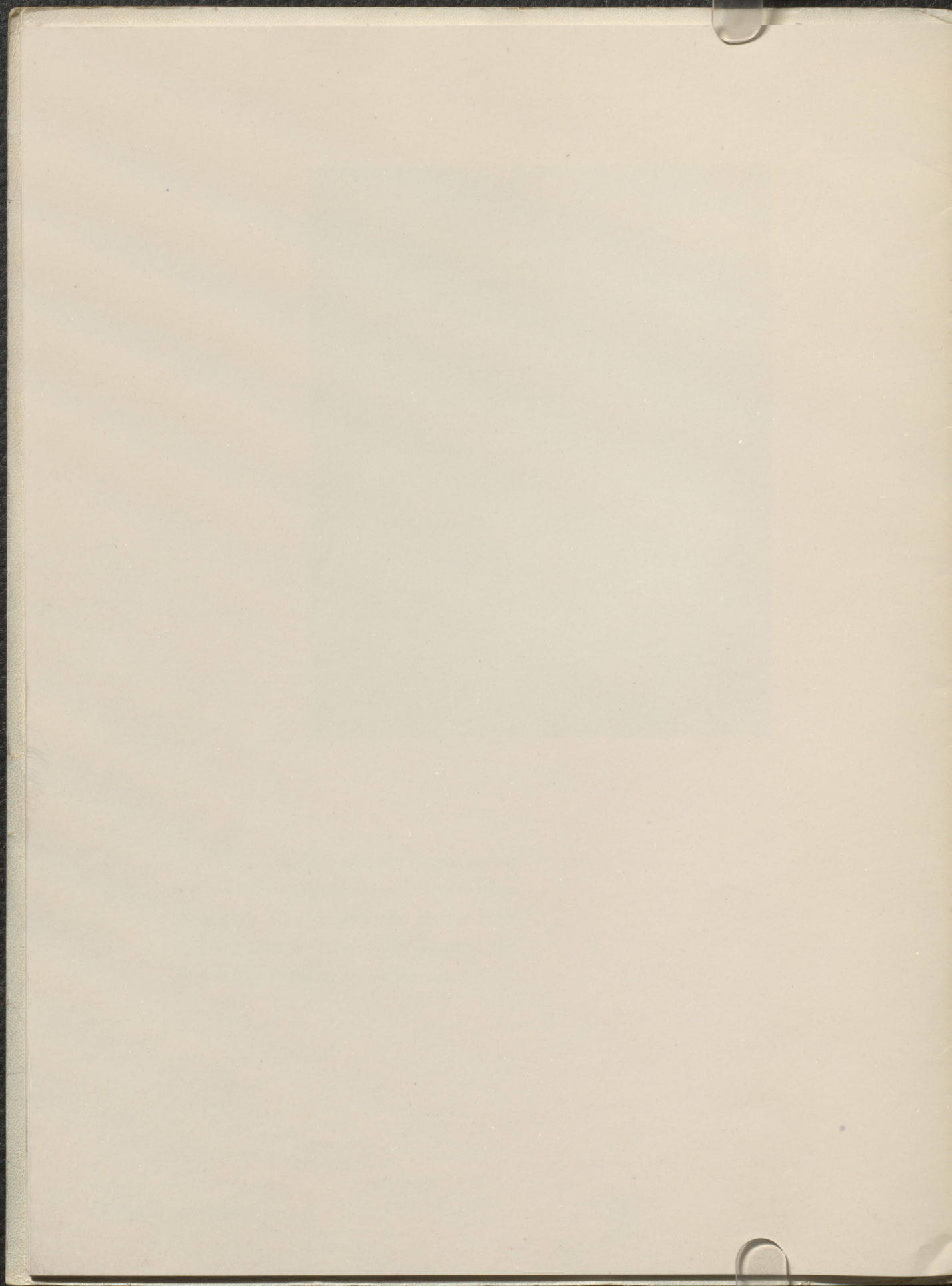


*A*n effective arrangement of flood lighting of the superstructure from the eighth floor throws the Beaver Hall building into brilliant relief against the dark background of the night sky.











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