

# ALDRED BUILDING



PLACE D'ARMES  
MONTREAL

The  
ALDRED  
BUILDING

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BUILDING



*Owners and Managers :*  
ALDRED & CO. LIMITED

*Architects :*  
BAROTT & BLACKADER



*The*  
ALDRED  
BUILDING

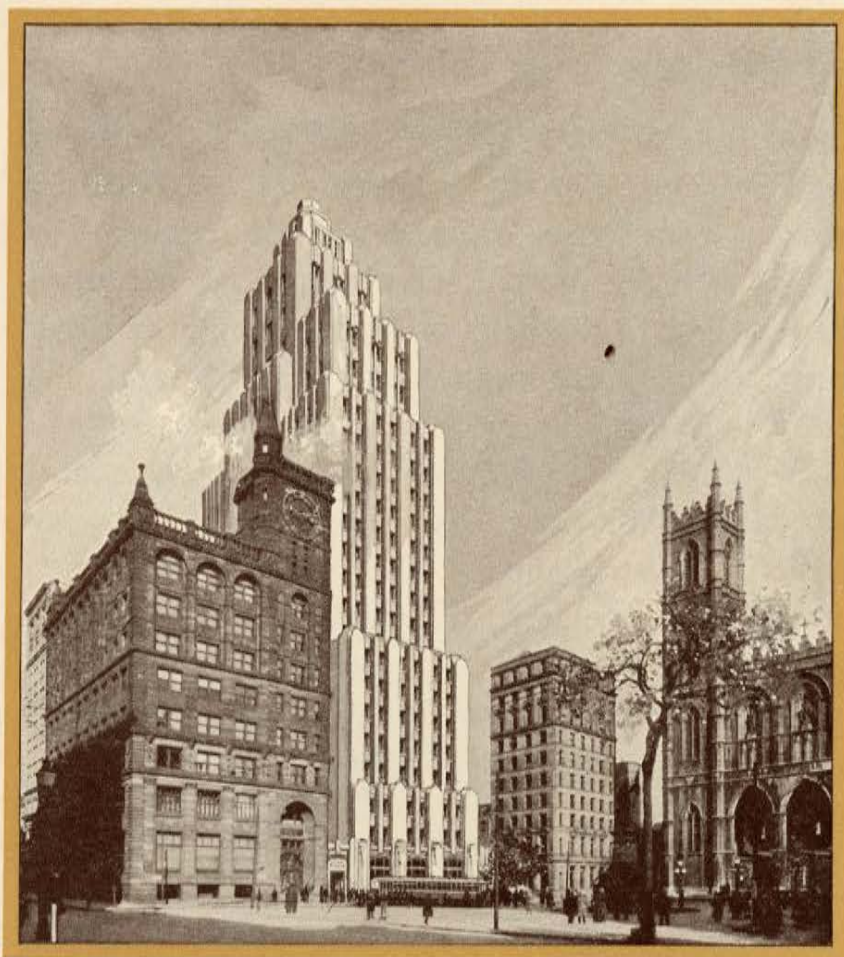
PLACE D'ARMES  
MONTREAL

## PREFACE

**T**HE site of the Aldred Building is one of the historic spots in the City of Montreal. The Building is a symbol of the development which has taken place over a period of years. It is a modern contribution to the expansion of this City. During the last thirty years the one after whom it is named has played a part in the constructive growth of the Province of Quebec. To the extent that this Building is an advance over those of thirty years ago, it indicates what may be anticipated in the future progress of this City and Province.

## THE SITE AND ITS SURROUNDINGS

**T**HE land on which the Aldred Building stands was bought from a number of owners. Each parcel possesses historic interest, extending back to the earliest days of the settlement of Montreal. The result of these purchases was a lot sufficiently extensive to permit the erection of a building of monumental beauty embodying the most approved methods of modern architecture and yet in full harmony with its surroundings. The Aldred Building, despite its modern design, enhances rather than disturbs the appearance and historical significance of Place d'Armes. The site, at the southeast corner of Place d'Armes, contains an area of approximately 18,000 square feet, having a frontage of 100 feet on the Square, and 180 feet on Notre Dame Street. This location is at the focal point for an office building designed to serve those engaged in finance; in the practice of law; and in general industrial and commercial business. Nearby are the Law Courts, the leading Banks, the Stock Exchange and the Post Office. Facing the Aldred Building, on the west side of the Square, are the buildings of the



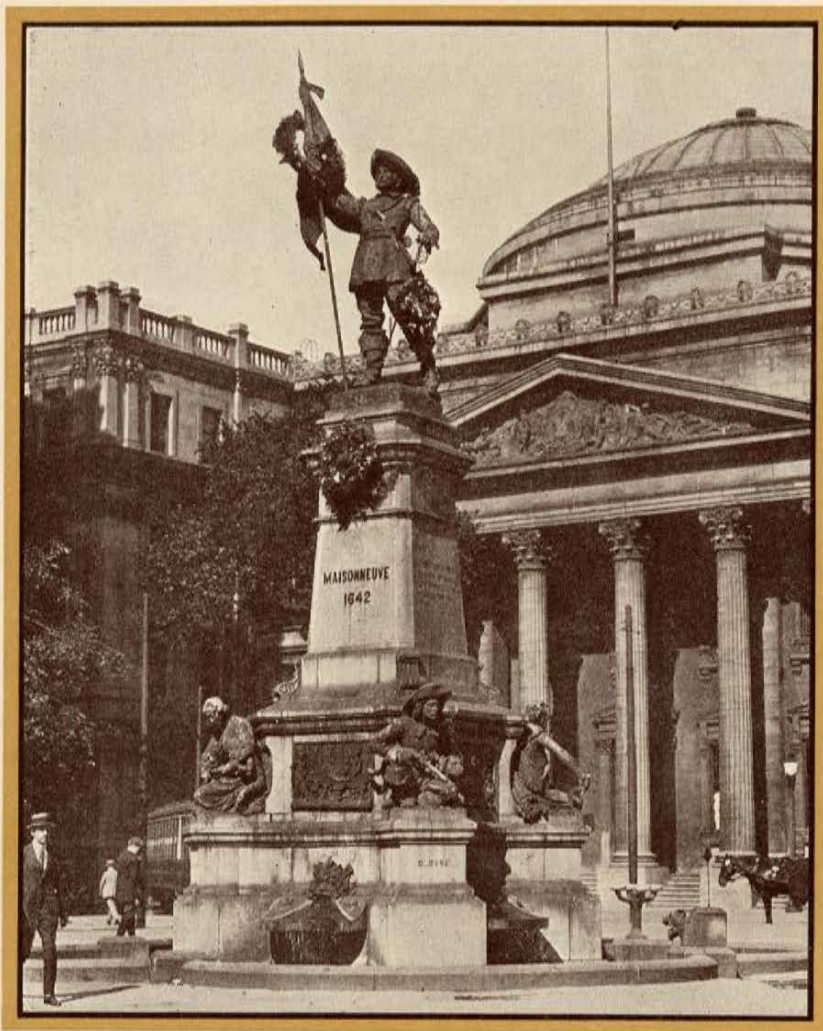
PLACE D'ARMES LOOKING SOUTH-EAST



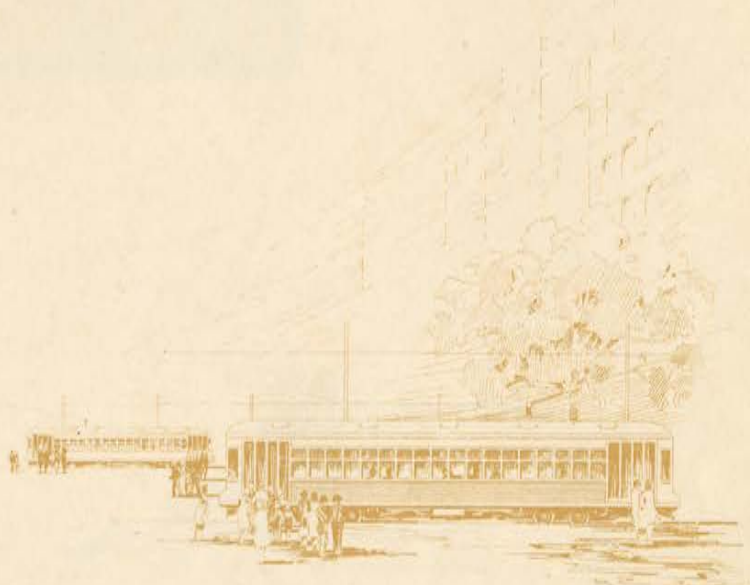
## THE SITE AND ITS SURROUNDINGS (*Contd.*)

Banque Canadienne Nationale, and the Royal Insurance Company. On the south side of the Square is historic Notre Dame Church, and the Seminary of Saint Sulpice, one of the oldest buildings in Montreal. The buildings of the Bank of Montreal and the Royal Trust Company are located on the north side. The former building was erected in the year 1817 and has been occupied as the Bank's Head Office since that date. Adjoining the Aldred Building is the Montreal Trust Company, above which the Aldred Building rises 160 feet. The tenants of the Aldred Building will, therefore, have permanent advantages in regard to light and air, as well as an impressive and convenient approach to their offices.



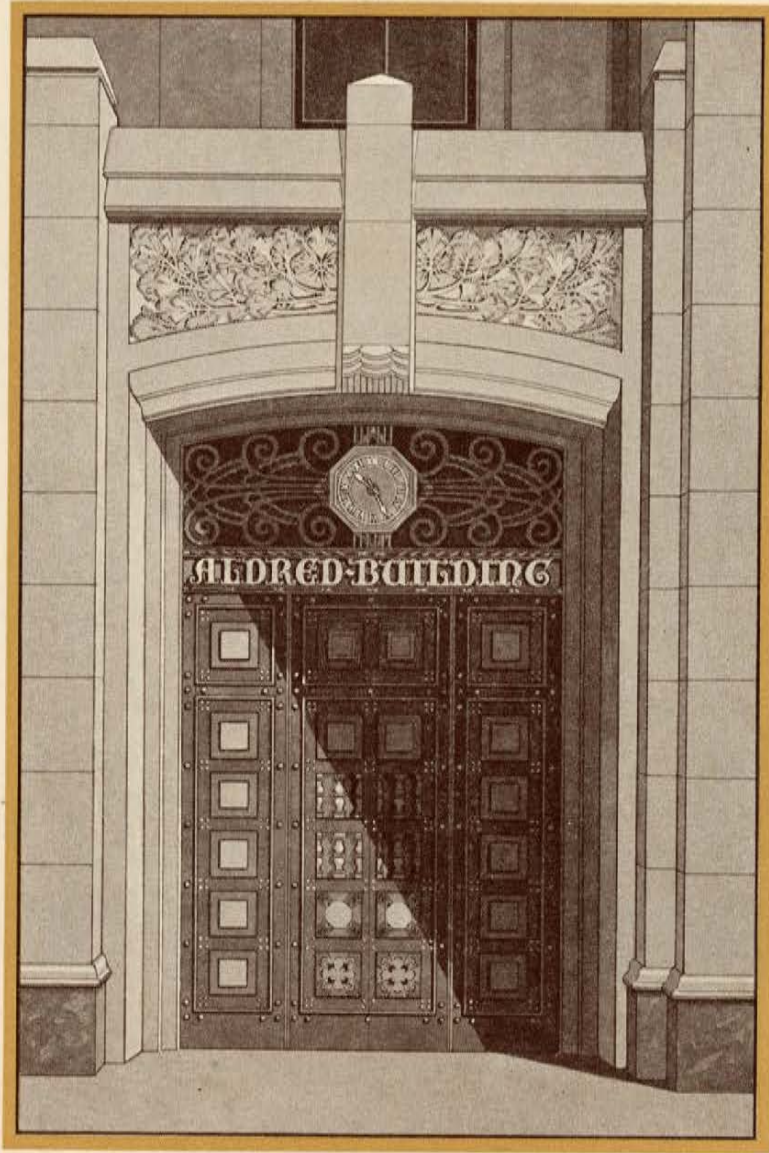


MAISONNEUVE MONUMENT, PLACE D'ARMES  
*Bank of Montreal in background*

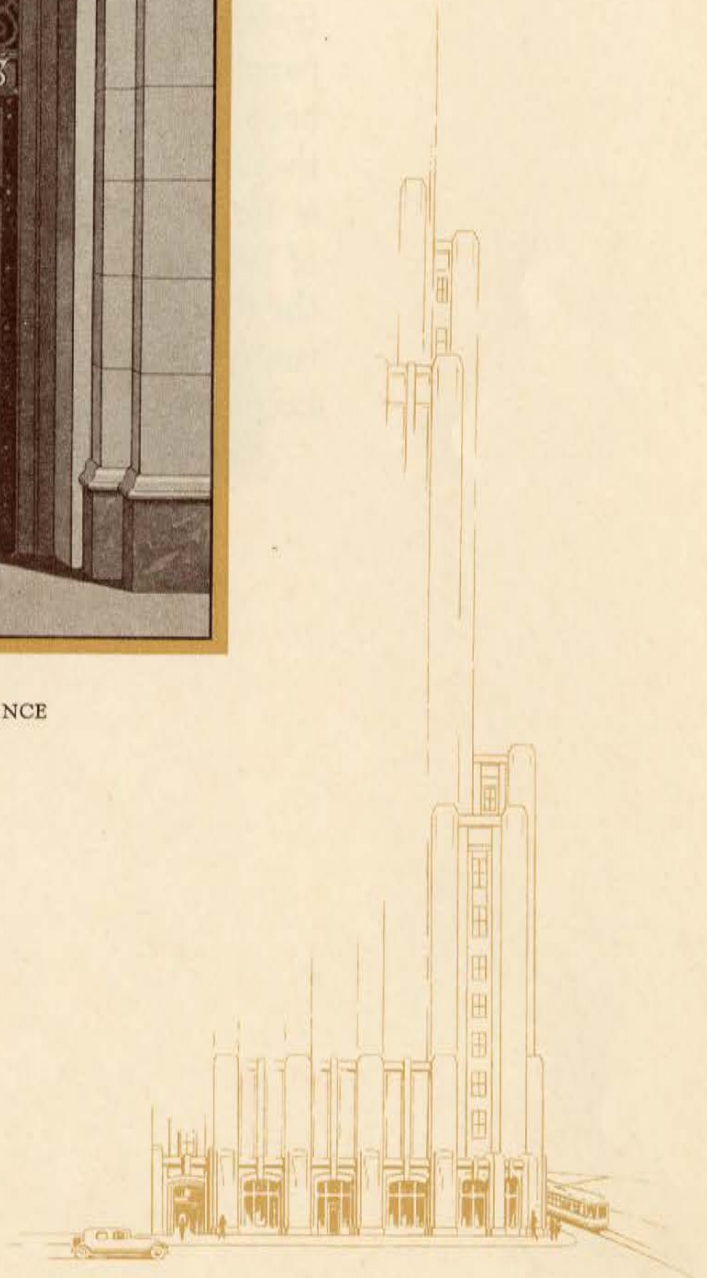


## THE BUILDING : EXTERIOR

**T**HE Building will have twenty-three stories above the street level, rising to a total height of 316 feet. Below ground level are two floors, which, in addition to providing space for the various machinery required for lighting and heating the Building, contain sufficient space for a restaurant, and Safe Deposit Vaults, which will be operated for the convenience of tenants and others desiring to use these facilities. The architects, Messrs. Barott and Blackader of Montreal, by means of a modern set-back design, have added to the natural advantages of the site with regard to light and air. The entire Building is faced with stone. Massive buttresses, rising the full height of the building, give it a monumental appearance. Gracefully designed aluminum spandrels between the windows serve to emphasize the vertical design. The ground floor windows, surmounted by delicately carved stone arches, are unusually large. As a suitable approach to the building, the architects have designed two impressive entrances, one from Place d'Armes, and one from Notre Dame Street, both of which converge into a spacious elevator lobby.



PLACE D'ARMES ENTRANCE



## THE BUILDING : INTERIOR

**T**HE same impressive dignity and beauty which characterize the exterior of the Building are maintained throughout its interior. The two entrance halls are wainscotted with a variety of beautiful marbles; the floors are also of marble, laid in an interesting design; the lighting fixtures and other appurtenances harmonize with the general scheme, as do the elevator doors, which are of bronze etched with metals of a contrasting color. The elevator cabs are attractively panelled in teak. On the upper floors the elevator halls and corridors are spacious and handsome, so that the impression gained on entering the structure is maintained to the tenant's door. The abundance of windows and the generous space allowances on the different floors provide tenants with every opportunity to arrange their own offices in a manner in keeping with the character and dignity of the building.



PLACE D'ARMES ENTRANCE HALL



## ELEVATOR SERVICE

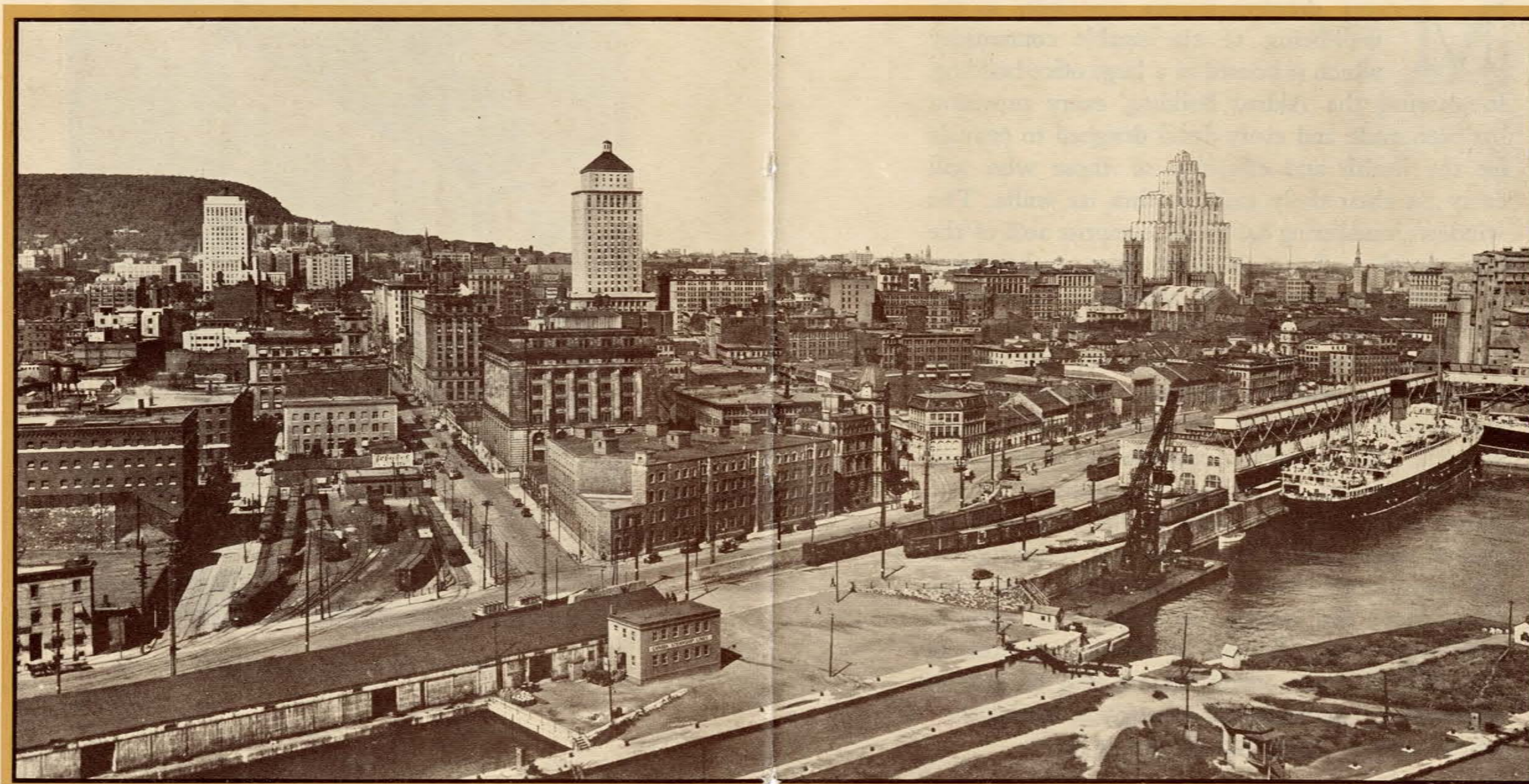
**W**ITHOUT the elevator, the modern tall office building would not have been possible. Transportation of passengers within a structure involves many of the same problems as transportation of passengers on the street level. Similar "rush hour" problems are encountered, since the majority of people arrive at and depart from their offices at the same time. Both speed and safety are essential, and in the Aldred Building full consideration has been given to these points in planning the elevator service. Six passenger elevators, each of large capacity and capable of travelling 700 feet per minute, have been installed. These elevators are of the full signal-control push-button type, and embody the newest mechanical devices, including a complete automatic dispatching system. Express service will be provided for tenants occupying the upper floors of the building. Tenants and their clients are thus assured rapid and efficient service. The location of the elevator shaft has been so arranged that the elevators are easy of access from all offices in the building.



GROUND FLOOR, ELEVATOR LOBBY



## MONTREAL'S BUSINESS DISTRICT AS VIEWED FROM THE WATER FRONT



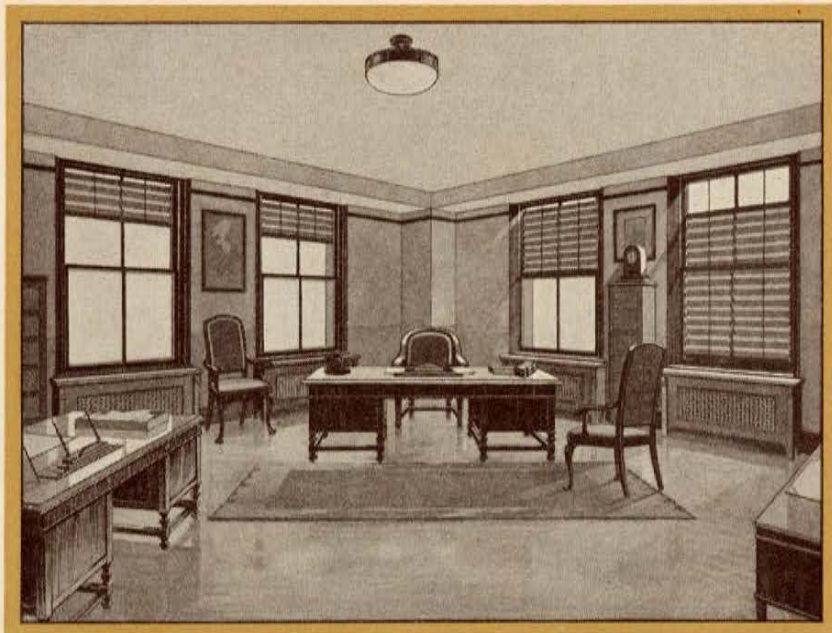
Towering above most of the other structures in Montreal, offices in the Aldred Building will afford points of vantage for superb views from all sides of the building. To the south, the view embraces the harbour, the river and the rolling countryside beyond stretching out to Beloeil-St. Bruno and Rougemont Mountains, and, on a

clear day, the Green Mountains of Vermont. Looking across the western section of the city, one views Lake St. Louis and the St. Lawrence River. To the north is Mount Royal with its wooded slopes. To the east, is seen the massive new South Shore Bridge under which pass the ocean liners bound for European ports.



## THE OFFICES

**M**ANY different factors contribute to the well-being of the sizable community which is housed in a large office building. In planning the Aldred Building, every provision has been made and every detail designed to provide for the health and efficiency of those who will carry on their daily tasks within its walls. The windows, numbering 840 in all, comprise 20% of the total outside wall area, thus providing an abundance of natural light and air. In addition, a mechanical system of ventilation has been installed from the basement to the eighth floor inclusive. The plan of the Building also affords the utmost flexibility in the arrangement and division of suites of offices, large or small. The approximate rentable area of each floor from the second to the eighth inclusive is 10,000 square feet; from the ninth to the thirteenth inclusive, 6,000 square feet; from the fourteenth to the seventeenth inclusive, 5,000 square feet. The floors above the seventeenth range from 3,600 to 2,000 square feet. Because of the varying areas of the different floors, many tenants will be able to obtain the convenience and economy of having their whole suite of offices located on one floor.

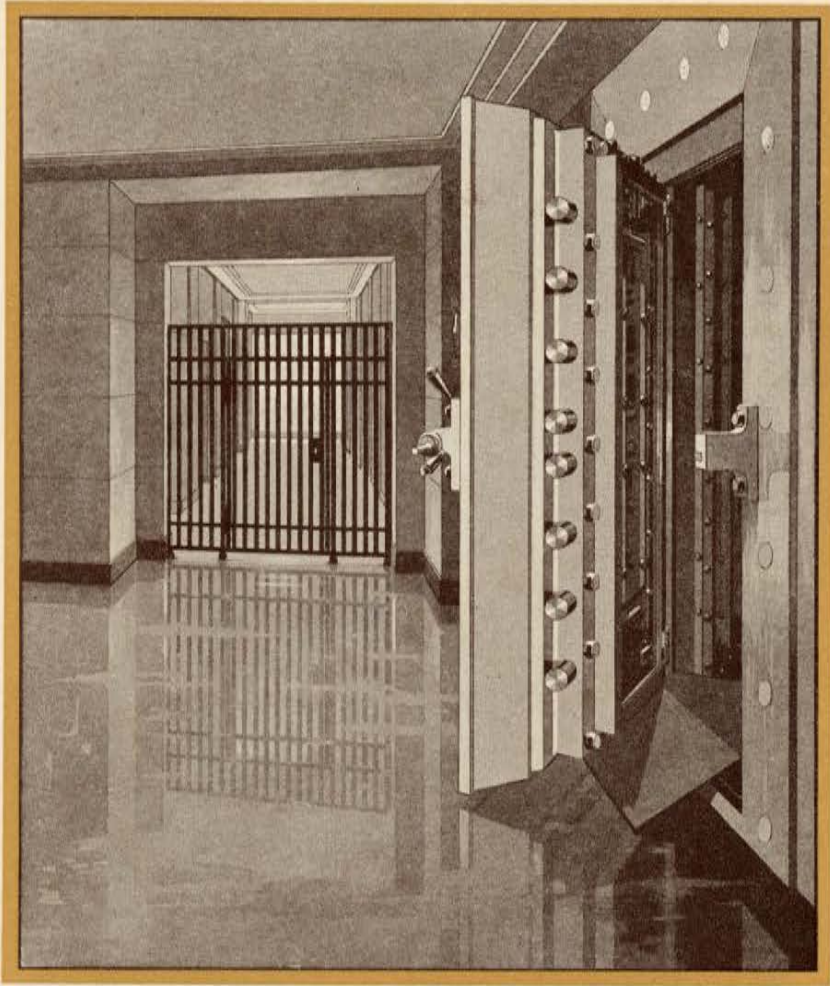


TYPICAL CORNER OFFICE



## APPOINTMENTS

**T**HE Building contains many features of equipment found only in a few of the most modern office buildings. Under-floor ducts for telephones and inter-office communication systems obviate the necessity of running unsightly wires along mouldings, or across the ceilings. Outlets from the ducts can be provided as the tenant desires. A central vacuum cleaning system will remove all dust and dirt daily, and the janitor service will be adequate and in keeping with the appointments and mechanical facilities of the building. Wash-room accommodation for both men and women are provided on each floor. Facilities available for the convenience of tenants will include a restaurant to be located in the basement of the building; a barber shop, tobacco shop and newstand; all fully equipped to meet the needs of the business man. The Montreal Trust Company will maintain a modern Safe Deposit Vault in the basement, access to which will be by way of stairs leading from the Place d'Armes Entrance Hall, and by the elevators. Tenants will thus be able to obtain facilities for the safe-keeping of valuable documents and securities within the Building.



SAFE DEPOSIT VAULTS



## MANAGEMENT AND TENANTS

**T**HE management will be in the hands of Aldred & Company, Limited, the owners of the Building, thus assuring to tenants the many benefits of owner-management. Among the future tenants of the Building will be some of Canada's leading law, banking and investment firms. A few to whom space has been leased are :

ALDRED & COMPANY, LIMITED

AUDETTE & O'BRIEN

COOK & MAGEE

FAIR & CAMERON

GARNEAU & OSTIGUY

GREENSHIELDS & COMPANY

LAFLEUR, MACDOUGALL, MCFARLANE & BARCLAY

LIGHTHALL & BRIDGMAN

MONTREAL TRUST COMPANY

SHARP, MILNE & COMPANY

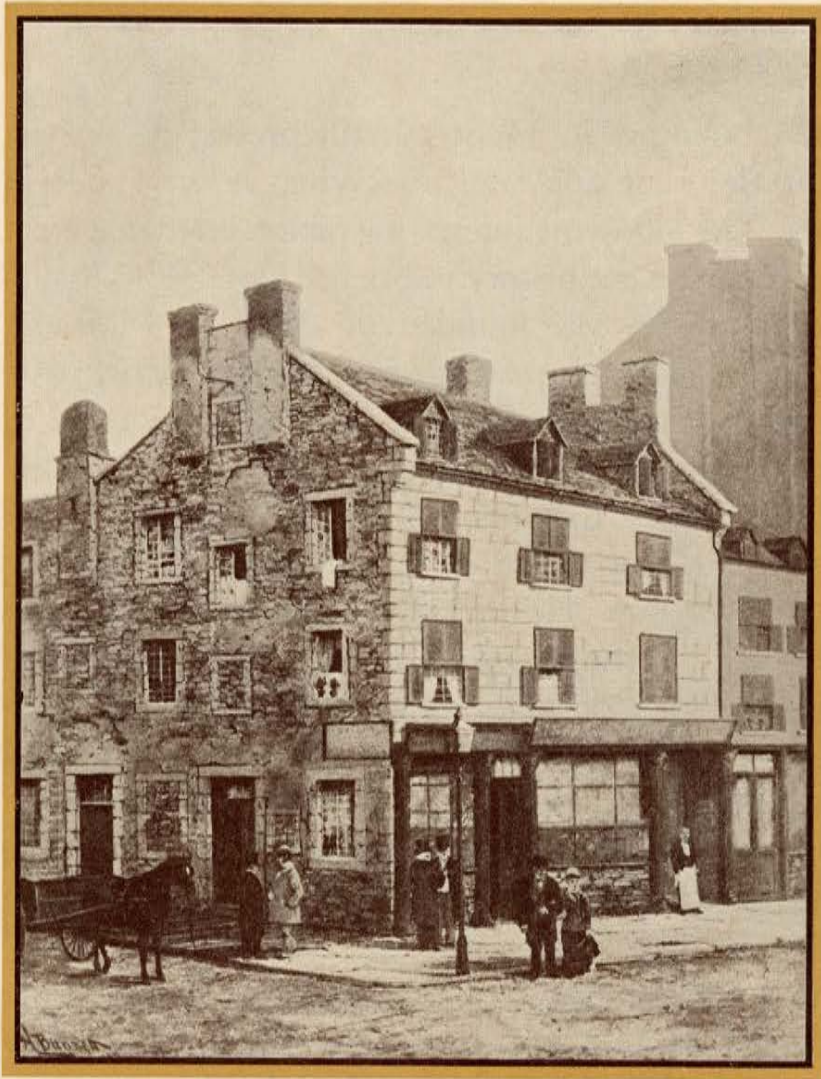
THE ROYAL BANK OF CANADA



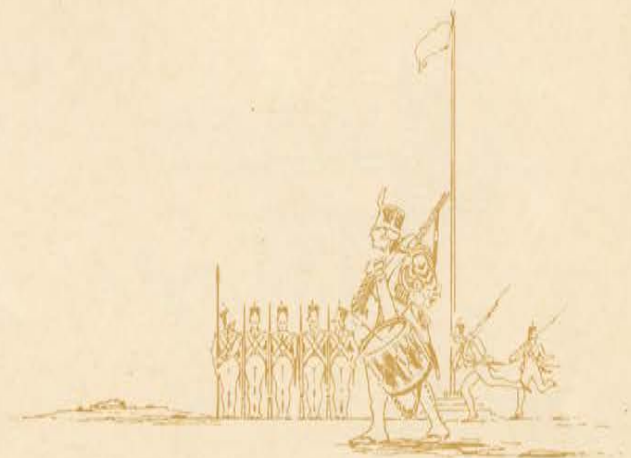
## MONTREAL'S HISTORIC SQUARE

**P**LACE D'ARMES is one of the historic public squares of the American Continent. For nearly three centuries it has been, as it is to-day, the central point from which the activities of the community radiate. Place d'Armes was originally a cemetery in which the early pioneers were buried, later on becoming the chief square of the Town, and, in turn, the parade ground of the French, American and British troops. On the Royal Trust Chambers, a tablet reads "Near this square, afterwards named Place d'Armes, the founders of Ville Marie first encountered the Iroquois, whom they defeated, Chomedy de Maisonneuve killing the Chief with his own hands, 30th March, 1644." On the site where the Aldred Building now stands, was the house where lived in 1675 Daniel De Greysolon, Sieur Duluth, one of the famous explorers of the Upper Mississippi, after whom the City of Duluth was named. Further to the east there stood the house where lived La Motte Cadillac, who in 1694 founded the City of Detroit. On the south of the Square stands the Seminary of St. Sulpice, one of the





COMPAIN'S HOTEL, WHERE NOW STANDS THE  
MONTREAL TRUST BUILDING

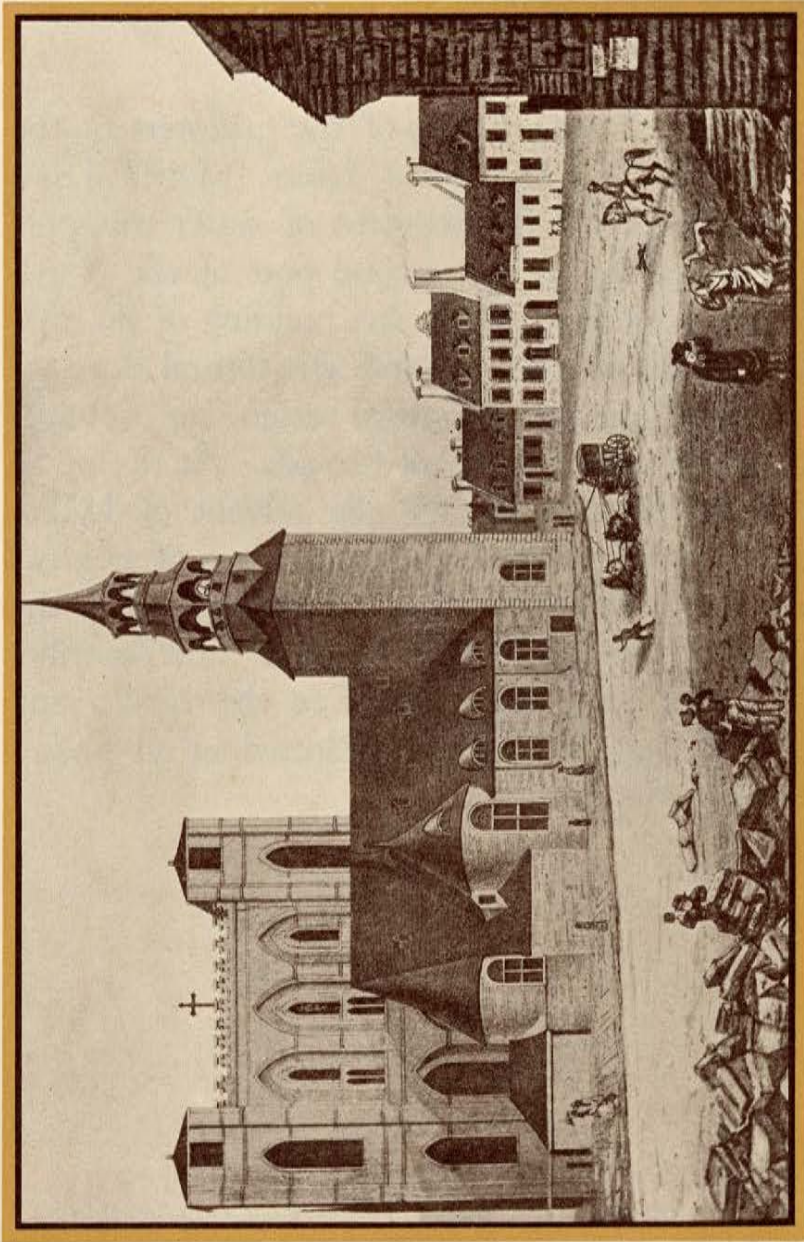




## MONTREAL'S HISTORIC SQUARE (*Contd.*)

oldest buildings in Montreal still preserving, in the main, the same appearance as when it was built in 1710. The following interesting tablets contain a great deal of important history in brief space: "The Seminary of St. Sulpice, founded at Paris by Monsieur Jacques Olier, 1641; established at Ville-Marie, 1657, Monsieur Gabriel de Queylus, superior; Seigneurs of the Island of Montreal, 1663;" and "Francois Dollier de Casson, first historian of Montreal, captain under Marshal de Turenne, then priest of St. Sulpice during thirty-five years. He died in 1701, curé of the parish." Adjacent is the Parish Church of Notre Dame. From a tablet on the Bank of Montreal we learn that "the stone fortifications of Ville-Marie extended from Dalhousie Square through this site to McGill Street, then south to Commissioners Street, and along the latter to the before-mentioned square. Begun 1721 by Chausse-gros de Lery. Demolished 1817." The accompanying reproductions of old prints are included in this brochure, not only because they picture the Montreal of other days, but because they serve to illustrate the progress of the City and its



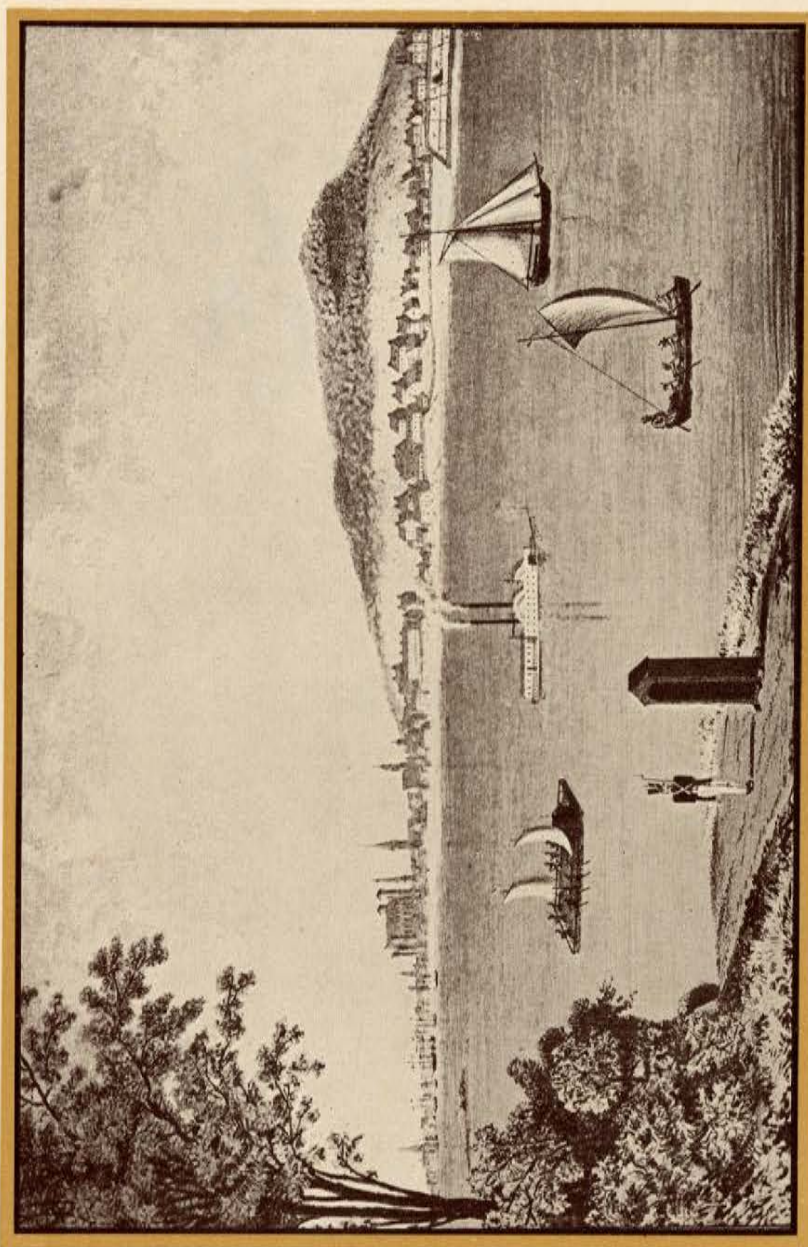


PLACE D'ARMES, MONTREAL, 1828



## MONTREAL'S HISTORIC SQUARE (*Contd.*)

ways of life. From the days of the explorers of the St. Lawrence and the Great Lakes, Montreal has kept pace with the development of water transport and ranks to-day as the second port of the North American continent. With the building of the railroads, and the commercial and agricultural development of the Dominion, Montreal became the principal financial and banking city of Canada. At the opening of the present century the advent of hydroelectric power marked the beginning of a great industrial advance which has attracted capital to the Province of Quebec in large volume. The contributions of this latter development to the wealth and prestige of the Province are reflected in all phases of its economic life.



MONTREAL IN 1830, AS VIEWED FROM ST. HELEN'S ISLAND





