

The Rise and Fall of Telephone Exchange Names in Toronto

By Len Hicken (Revised February 2023)

This narrative describes the evolution and demise of telephone exchange (or central office) names in the City of Toronto from 1879 to 1966. It focuses on the City of Toronto only and so does not include exchange names of surrounding suburbs that did not serve any City of Toronto telephone lines.

The City of Toronto received its first public switched telephone service in March 1879. It was provided by the Toronto Telephone Despatch Company, which had a manual switchboard central office located at 10 King Street East. It started with less than a dozen subscribers and had grown to 150 by the fall of 1879. During 1879, the Toronto Telephone Despatch Company changed its name to the Toronto Telephone Company.

TELEPHONES!

THE TORONTO TELEPHONE DES- PATCH CO.

Having now control of about 40 miles of wire in Toronto, are prepared to supply telephones to subscribers in any part of the city or suburbs.

Any subscriber connected with the Central Office can converse with any other subscriber similarly connected at any hour of the day or night. For particulars apply at

**Central Telephone Office,
NO 10 KING-STREET EAST.**

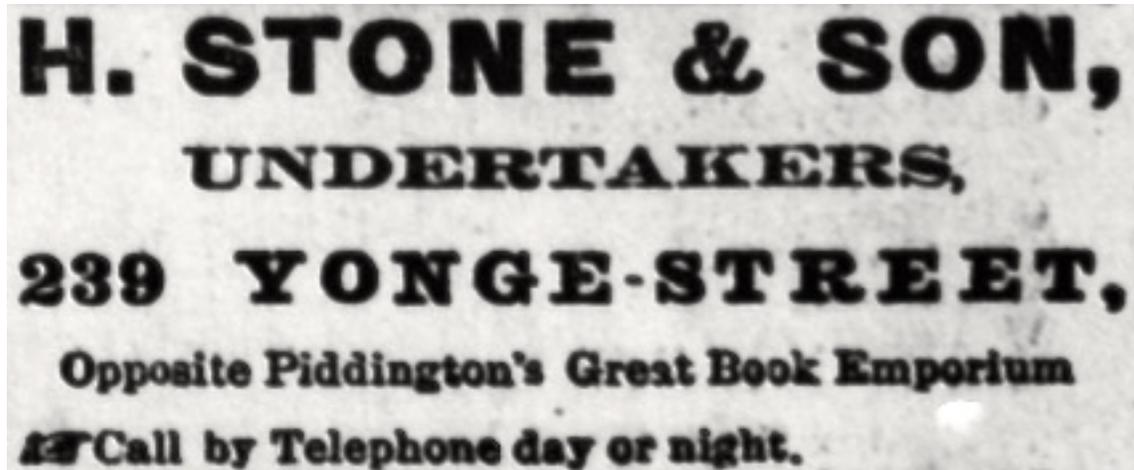
C. POTTER,
President.

MELVIN M. ROSEBRUGH,
Manager.

April 12, 1879 Ad

Early in 1881, The Bell Telephone Company of Canada (from here on, this company will be referred to by the acronym "BTCO") took over the public switched telephone operations in Toronto. In that same year, BTCO relocated the central office to the top floor of "The Mail" building at 106 Bay Street ("The Mail" was a Toronto newspaper).

Up until late 1884, there were no telephone numbers. Subscribers making a call would ask the operator for a connection to a name instead of a number. Businesses would simply advertise that they could be reached by telephone.



Jan. 13, 1883 Ad

In late 1884, BTCO installed a more modern switchboard in the central office. With this switchboard the company introduced the use of numbers instead of names. Telephone numbers ranged in size from 1 to 4 figures.



Dec. 31, 1884 Ad

By 1887, BTCO had opened a second exchange in the Yorkville neighbourhood. In November 1891, this exchange was relocated to 1 Bloor Street East.

By the end of 1890, BTCO had opened a third exchange in the Parkdale neighbourhood, at 1249 Queen Street West.

Even with three exchanges in operation, there were still no exchange names. This was accomplished by having no duplicate numbers in the three exchanges. The downtown exchange at 106 Bay Street served telephone numbers 1 to 2999 (and later 8xxx).

JOHN STARK & CO.
STOCK BROKERS, Etc.

Money carefully invested in Stocks, Debentures,
Mortgages, and other Interest-bearing
Securities

RENTS COLLECTED and ESTATES MANAGED

Telephone No. 880

26 Toronto Street - Toronto

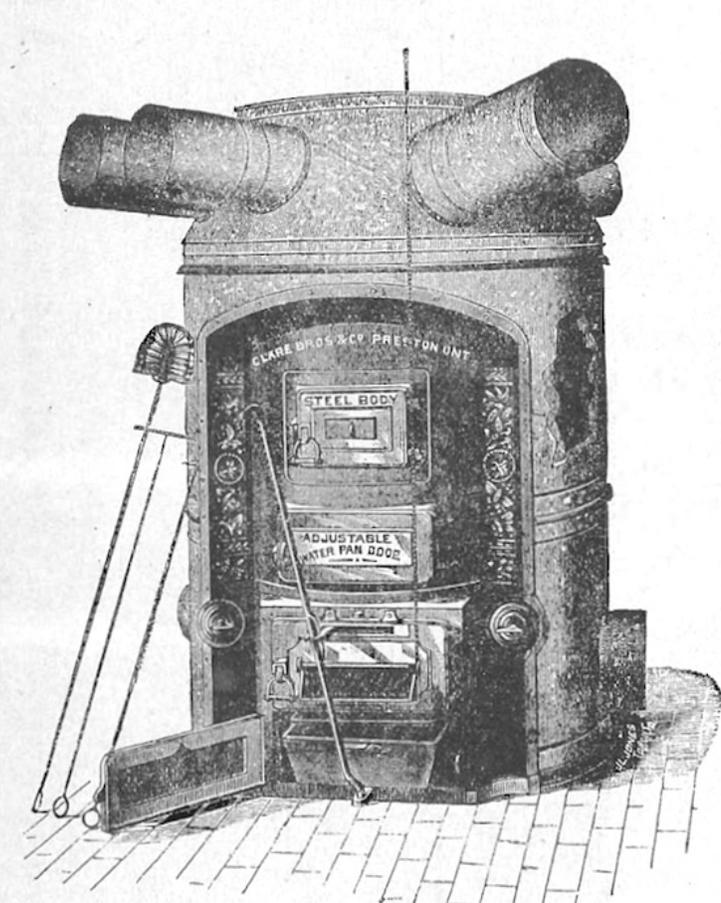
Bay Street Exchange Ad (1892)

The exchange at 1 Bloor Street East served numbers 3000 to 4999.

JORDAN, JAMES
PLUMBER
Steam and Gas Fitter
BELL-HANGING
717 Yonge Street. Telephone 3359

Bloor Street Exchange Ad (1892)

The exchange at 1249 Queen Street West served numbers in the 5xxx range.



PRESTON
HOT-AIR
FURNACES

Efficient, Economical,
Low Priced,
Easily Managed,
Latest Improvements.

TORONTO AGENTS :

Hawke & Emes
Telephone 5048

OFFICE and WORKSHOP :
1290 Queen St. West
TORONTO.
Estimates on Application.

CLARE BROS & COY PRESTON ONT
STEEL BODY
ADJUSTABLE WATER PAN DOOR
ALPHA

Queen Street West Exchange Ad (1892)

In the summer of 1895, the downtown exchange at 106 Bay Street was relocated to a brand new BTCO building located at 33 - 37 Temperance Street. This changeover included the installation of the most up to date switchboard equipment, which had a 6000-line capacity.

A fourth exchange was put into service in 1897, although at the time, this exchange building was not within the Toronto city limits. This exchange was located at 9 Keele Street South in the town of Toronto Junction, which was situated about 4 miles west of the downtown Toronto exchange. The name "Junction" was assigned to this exchange and telephone numbers were listed with the word "Junction" as well as the 1 to 4-figure station number. The "Junction" exchange is included in this narrative because it served telephones located within the City of Toronto boundary limits. In addition, this area was annexed to the City of Toronto in 1909.



"Junction" Exchange Ad (1898)

Up through the year 1900, the Temperance Street exchange still did not have an official exchange name, although a few advertisement listings began to show "Main" as the exchange name. In the spring of 1901, coincident with the release of a new telephone directory, the use of exchange names became official. The 33 - 37 Temperance Street exchange was given the name "Main". The exchange at 1 Bloor Street East was relocated to 14 Hayden Street and given the name "North". The exchange at 1249 Bloor Street West was relocated to 207 Cowan Avenue and given the name "Parkdale", which was often shortened to "Park". All four exchanges could now have duplicate station numbers, which could range from 1 to 4 figures.

London and Paris Exchange,

LIMITED.

HEAD OFFICE:

BASILDON HOUSE, Moorgate Street Bank,
LONDON, ENGLAND.

(PARKER & CO., Stockbrokers, 61 Victoria Street, Toronto,
Sole Canadian Representatives.)

SPECIALTIES—South African, West African and Australian Mining Shares.
Bought and sold for cash or on 20% margin. Write for our booklet, 64 pages. Full
information on application to

PARKER & CO.

Stock and Share Brokers. Telephone Main 1001. 61 Victoria St., Toronto.

Devonshire Cream

is highly digestible—excellent for invalids—prepared from pure sweet cream, exactly as in Devonshire, England, and fully equal to it in quality. Jars, 25 and 50 cents. 'Phone, North 2040.

CITY DAIRY CO., Limited
Spadina Crescent, Toronto, Canada

MISS A. M. SMART

- Nurse -

431 EUCLID AV.

Phone Park 327

Ads For "Main" "North" & "Park" Exchanges (1902)

On August 1st 1903, a new exchange name "Beach" was put into service and assigned to a new manual system located at 2180 Queen Street East. The exchange building was a small, one-story wooden structure on property that BTCO had leased. Unlike the other exchanges, the "Beach" exchange was the local battery magneto type. In 1907, BTCO built a new exchange building at 97 Lee Avenue and installed common battery switchboards. The "Beach" subscribers were cutover to common battery service on December 6th 1907.

Chas. E. Bodley

Planist and Acoompanist,

Has removed to

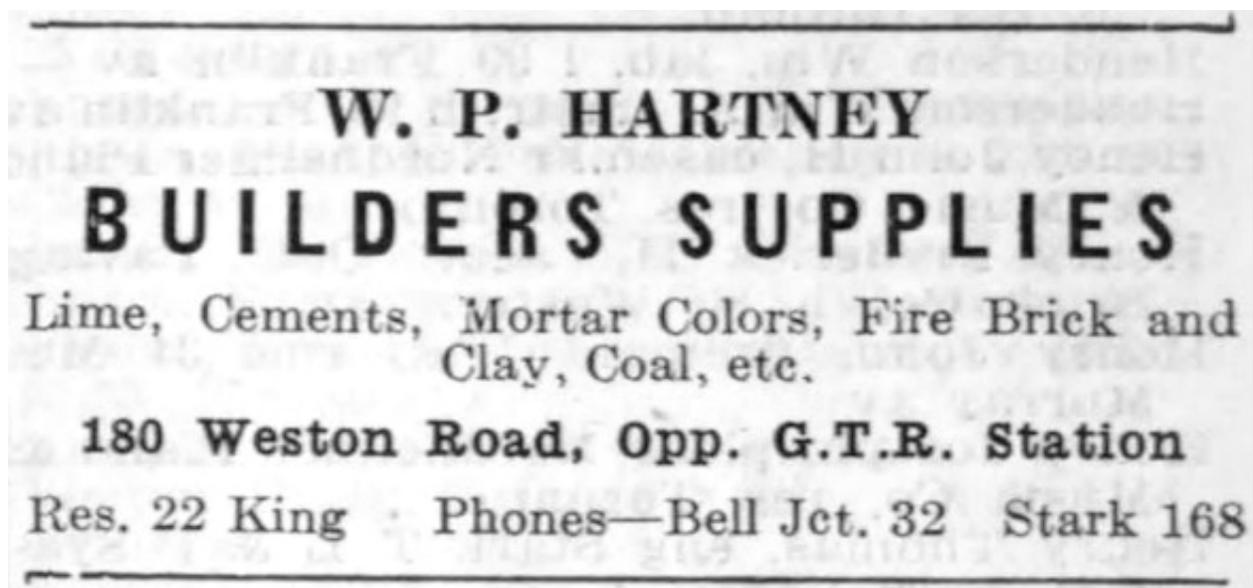
26 Kenilworth Crescont, Toronto.

Phone—Beach 274.

6

"Beach" Exchange Ad (1906)

In 1905, a competing telephone company, the Stark Telephone, Light & Power Company installed an Automatic Electric "Strowger" dial telephone system in the town of Toronto Junction, located at 21 May Street. This did not replace the BTCO system. The two companies operated competing systems here for several years. The BTCO subscribers retained the exchange name Junction while the Stark subscribers had the exchange name "Stark". Businesses that could afford it subscribed to both telephone companies, in order to ensure that they could be reached by all their customers.



W. P. HARTNEY
BUILDERS SUPPLIES
Lime, Cements, Mortar Colors, Fire Brick and
Clay, Coal, etc.
180 Weston Road, Opp. G.T.R. Station
Res. 22 King : Phones—Bell Jct. 32 Stark 168

Combination "Junction" and "Stark" Ad (1906)

This company failed in 1909 and was taken over by the Interurban Electric Company. By 1910, only Junction numbers are listed for this area, so presumably the dial system had been removed from service. The town of Toronto Junction became the city of West Toronto in 1908 and then became annexed to the City of Toronto in 1909, becoming simply "Ward 7". This caused renumbering of major roads to align with Toronto numbering. As a result, the Bell exchange building at 9 Keele Street South was renumbered to 869 Keele Street. It was changed again in 1922, when the southernmost part of Keele Street was renamed to Parkside Drive, causing a renumbering of all the Keele Street addresses. The exchange's new address number became 323 Keele Street.

In 1907, a new exchange name "College" was put into service in the newly constructed 91 - 93 Oxford Street building.

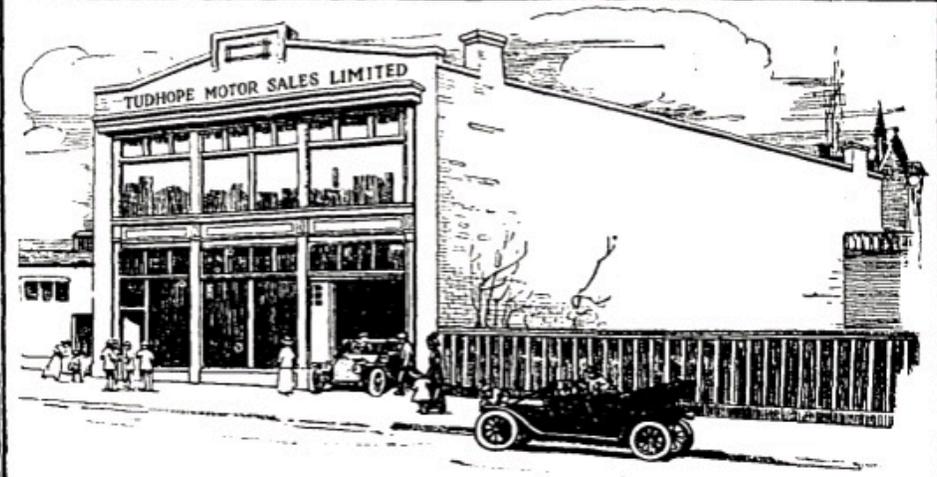
Fragrant Flowers—
In profusion and all fresh cut.
Roses, Violets, Orchids—
and many other varieties.
SEND FOR PRICE LIST.

Dillmuth
FLORIST

438 SPADINA AVENUE
Phone, College 612.

"College" Exchange Ad (1907)

In 1909, construction work began on a new 5-story building at 76 Adelaide Street West, to house offices and exchange equipment. In 1911, a new exchange name "Adelaide" went into service here and was assigned to a new manual system.



HERE IS THE NEW TUDHOPE GARAGE

205 and 207 Victoria Street

Just across from Massey Hall. A bright, airy, thoroughly modern garage, where we'll have more elbow-room—a better chance to make "Tudhope Service" mean more road service for you than ever before. Space, too, for car storage under convenient, modern, fireproof conditions.

Tudhope 1912 Models on Show

Ample room, now, to do justice to the three superb Tudhope "Six" models and the three surpassing "Fours." For your motoring needs, a full line of accessories will always be available.

Will you come in and see us?—to-day, or any time. Our new advance catalogue is ready—drop a postal for a copy.

TUDHOPE MOTOR SALES, LIMITED
205-207 Victoria Street - - Toronto
Phone: *Adelaide 1132* *F. G. INWOOD, Jr., Manager*

"Adelaide" Exchange Ad (1911)

On December 11, 1911, the "North" exchange name was reassigned from a manual system at 14 Hayden Street to a manual system in a new building at 13 Bismarck Avenue.

On April 6, 1912, a new exchange name "Hillcrest" went into service. Initially "Hillcrest" was temporarily assigned to a manual system in the "College" exchange building on Oxford Street. In 1913, it was reassigned to a manual system in a new building at 1397 (later changed to 1399) Bathurst Street.

The Commer Truck



"The Truck That Does Not Wear Out"

The necessity of dependable service is recognized by every man who has deliveries to make or merchandise to handle in bulk.

If reliance is placed on teams, the service is limited to the endurance of horse-flesh, and there is a weak link in the business system.

The Commer Truck will make that link the strongest in the chain.

"The Truck that does not Wear Out" has earned its title under conditions that horses could not work under.

The Commer Truck will go anywhere at any time. Examine the records of the Commer Trucks that are in service in Toronto. Find out what they are doing—think for a moment what such service would mean to you, then let us show you the truck itself.

Its construction, the quality of the material used to build it, the strength of every wearing part, the simplicity of the motor and its control will appeal to anyone.

SERVICE

We stand behind the car we sell with a perfectly equipped service depot to see that it does the work it was built to do.

SPARE PARTS

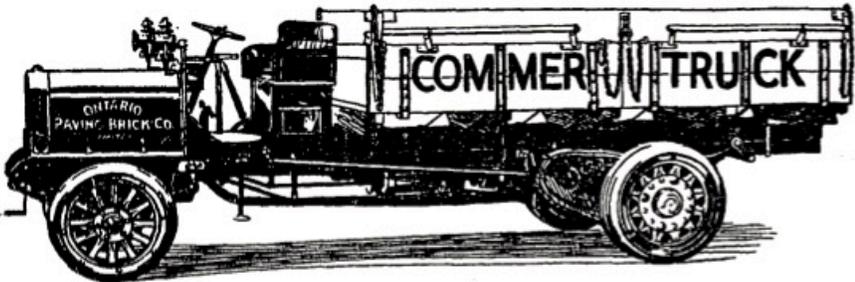
No delays—we carry a full line of spare parts and have mechanics from the Commer factory to make adjustments.

No breakdowns—the Commer Truck does not act that way. No heavy charges—its first cost is reasonable even compared with other cars on which discounts can be secured, and maintenance is negligible.

You cannot get a better truck.

Industrial Motor Trucks, Limited

Phone, Hillcrest 2145. 85 Dupont St., Toronto



"Hillcrest" Exchange Ad (1912)

In the spring of 1913, a new exchange name "Gerrard" went into service and was assigned to a manual system in a newly constructed building at 525 Logan Avenue.

EXPANSION
**The Keynote of the Exposition
and the Keynote of Toronto!**

Confidence, never dead, but held in restraint by tight money,
has returned in greater strength.

CONFIDENCE IN TORONTO'S DESTINY,
AROUSED { By HER MILLION EXHIBITION,
By HER RECORD INCREASE IN POPULATION,
By HER RECORD BUILDING, in spite of tight money;
And by CANADA'S RECORD CROP.

is growing into the assurance that TORONTO'S MILLION EXHIBITION is but the precursor of HER MILLION POPULATION.
Where will this GREAT CITY expand if not between her GREAT EXISTING TRANSPORTATION ROUTES ?

BIRCHCLIFF HEIGHTS

is situated between the two GREAT THOROUGHFARES, THE DANFORTH and KINGSTON ROADS, close to the present city limits.
THIS PROPERTY is being sold at \$10 per foot frontage up in LOTS 25 feet by 135 to 150 feet, on the EASIEST OF PAYMENTS.
That it will become valuable is beyond question. Besides, it is ideal for a home, being the highest point around Toronto, 400 feet above the lake, with the most magnificent view of the entire city and surrounding country and Lake Ontario.
Cut out attached coupon and mail it to us immediately, or 'phone us to motor you out to see the property.

FRASER'S REALTY CO. :
Please mail me your illustrated booklet on Birchcliff Heights.
Name
Address

Fraser's Realty Co.
215 Danforth Avenue
'Phone Gerrard 3035

"Gerrard" Exchange Ad (1913)

In 1915, the war with Germany raging and the name of Bismarck Avenue (named after Otto Von Bismarck, former German chancellor) had become unpopular. It was changed to Asquith Avenue (after Herbert Henry Asquith, then the prime minister of Great Britain). So, the address of the "North" exchange name became 13 Asquith Avenue (by 1920 the numbering had changed to 15 Asquith Avenue).

On January 11, 1916, a new exchange name "Belmont" went into service and was assigned to a manual system in a newly constructed building at 15 Eglinton Avenue East (the numbering of this address was changed to 43 Eglinton Avenue East in 1929).

**LET SWAYNE MOVE YOUR
BIG TREES**

Three years' guarantee. Plan and supply
your herbaceous border. General land-
scaping. 8

89 Lawton Ave. Phone Belmont 1808.

"Belmont" Exchange Ad (1916)

On January 17, 1920, a new exchange name "Kenwood" went into service and was assigned to a manual system in a newly constructed building at 1030 Dufferin Street.

Special Notice!

"Kenwood" exchange, Dufferin near Bloor, will be opened for service midnight to-night.

Five Thousand subscribers' lines will be transferred to "Kenwood" from other exchanges — namely, "Junction," "College," "Hillcrest" and "Parkdale."

Only our new directory (January issue) can give you the right number. The books will be distributed as rapidly as possible in all parts of the city. There are over 84,000 to deliver.

Please be sure always to consult the new directory before calling any telephone number. The new book contains over 27,000 changes.

The Bell Telephone Company
of Canada



BTCO Notice: "Kenwood" New Exchange Name (January 1920)

Up to this point there had been no systemic approach to the naming of exchanges. They were named after people, districts, nearby major roads, trees, etc. Since telephone calls were established via human-to-human voice interaction, any non-duplicated exchange names would suffice. But changes were on the horizon. The planning for dial exchanges was well underway in 1922. The first BTCO dial exchange in Toronto was scheduled to open in 1924. Before that could happen, a lot of work had to be done. The dial switching systems to be operated by BTCO were the Automatic Electric "Strowger" type. In 1920, Northern Electric had obtained a license to manufacture and sell this equipment in Canada. The problem of using exchange names with rotary dials had been solved by the introduction of the Bell System's "Blauvelt" dial number plate, which uses 24 letters of the alphabet. These are arranged such that three different letters appear in each finger wheel hole assigned to numbers 2 through 9. This permitted the retention of exchange names when converting from manual to dial. In Toronto, only the first two letters of the exchange names were to be dialed. The exact letters to be dialed were capitalized in the telephone directories. That took care of the perceived problem of subscribers needing to accurately dial a longer (6 or 7) sequence of just figures. The mnemonic of the exchange name and 4 figures would be easier to remember. As well, the amount of telephone number changes when going dial would be minimized. The big issue was that the Strowger equipment could not distinguish between letter and numbers. If you dialed an "A" or a "B" or a "C", the switching equipment received two pulses in each case and performed a single action based on the two pulses. If you dialed a "D" or an "E" or an "F", the switching equipment received three pulses in each case and performed a single action based on the three pulses. The dial system equipment would use the first two letters (digits) received to determine the distant exchange to direct the call to. So, if calling "BEach", "BElmont" or "ADelaide", the figures received would be 2 and 3 in all three cases, which presented an unworkable conflict. BTCO had to examine all their existing and proposed exchange names and develop a long-term systemic approach to selecting the names to be used with minimal disruption and cost. The first consideration was always the selection of the numerals of the first 2 characters of the telephone number. This was necessary to satisfy the technical limitations imposed by the dial equipment. Once the numerals were chosen, then began the selection of a name whose first two letters matched the letter combinations that appeared in the finger wheel holes of these numerals. The emphasis on the name selection was that it should not cause any confusion to the public, should be short (one or two syllables), preferably not the name of a town or city nearby and easy to pronounce. If after all that, the name of some significance to the area or that of a prominent person would fit, then it could be included in the short list. BTCO made up a list of workable names for each city that would be acceptable for the foreseeable future.

In addition to installing the dial equipment, expensive modifications were required to all the remaining manual exchanges. This included the addition of Call Indicator Panels to display to the operators the numbers received from the dial exchanges. Rotary dial equipment had to be mounted on the switchboard positions so that on incoming calls from manual systems to dial systems, operators could complete the calls by rotary dialing the called station number.

In the City of Toronto, 5 existing exchange names needed to be changed before any dial systems could be put into service.

In November 1922, three exchange names were replaced with new ones. "Beach" became "Gladstone", "Belmont" became "Hudson" and "College" became "Trinity".



Your New Telephone Directory

The new directory for Toronto, now being distributed, contains over 40,000 changes. Most important are the changes in three Central Office names:

"Beach" is now "Gladstone"
"Belmont" is now "Hudson"
"College" is now "Trinity"

Our operators will appreciate it if, on calls to subscribers connected with above offices, the new names are used.

Please be sure to consult the new directory before calling a number!

FRANK KENNEDY, Manager.

**The Bell Telephone Company
of Canada**



BTCO Notice: Exchange Name Change (November 1922)



Why we are changing the names of some Exchanges

Subscribers are asking why we are changing "Beach" to "Gladstone," "Belmont" to "Hudson," "College" to "Trinity."

The automatic telephone system, which is to be installed, unit by unit in Toronto, requires that the subscriber secure the number he wants by rotating a dial attached to his telephone instrument, instead of by calling an operator, as with the present manual system.

In calling, the subscriber first dials the two initial letters in the name of the Central Office he is calling, followed by each digit of the called party's number.

In Toronto, the initial letters of some Central Office names conflict. For example, to call an Adelaide number it will be necessary to dial first the letter "A" followed by the letter "D." This, as you will note by referring to the illustration of the dial above, necessitates using the same finger-holes on the dial as when the "BE" of "Belmont" or the "BE" of "Beach" are dialled—that is, the same impulse is transmitted to the automatic mechanism.

It is to correct this conflict in the initial letters of exchange names that changes are necessary in some Central Office names in Toronto.

Because of these, and many other changes, please always consult the new directory before calling a number.

Frank Kennedy, Manager,
The Bell Telephone Company
of Canada



BTCO Notice: Exchange Name Change (November 1922)

In June 1923, two more exchange names were replaced. "Parkdale" became "LAKeside" and "North" became "RAndolph". From this point on, the first 2 letters of all exchange names were listed in the directories as capitalized to emphasize the 2 letters that needed to be dialed by subscribers on dial systems.



**The reasons why
your New
Telephone
Directory
is quite
different**

BECAUSE

It is designed to enable a calling subscriber to use either the *Automatic* type of telephone which is being gradually introduced, or the present Manual telephone.

With the *Automatic* the first two letters of the central office name are dialed in calling a number. That is why these first two letters have been capitalized in every case.

The first letters of several of the old central office names conflicted, hence the new names

RAndolph replacing North
LAKeside replacing Parkdale

GRover and ELgin are the names chosen for the two *Automatic* exchanges now under construction.

The prefixing of zeros to every number under 1000 is also to meet *Automatic* requirements. The mechanism which does the work of an operator must go through the same number of steps for every number called. So when you want a number with no "thousands" no "hundreds" and perhaps no "tens" you tell the mechanism so by dialling a zero for each missing step in the number. Thus LAKeside 64 becomes LAKeside 0064 and is given to the operator as Lake-side oh, oh—six-four," the exchange name being repeated as hitherto and the zeros as "Oh, Oh."

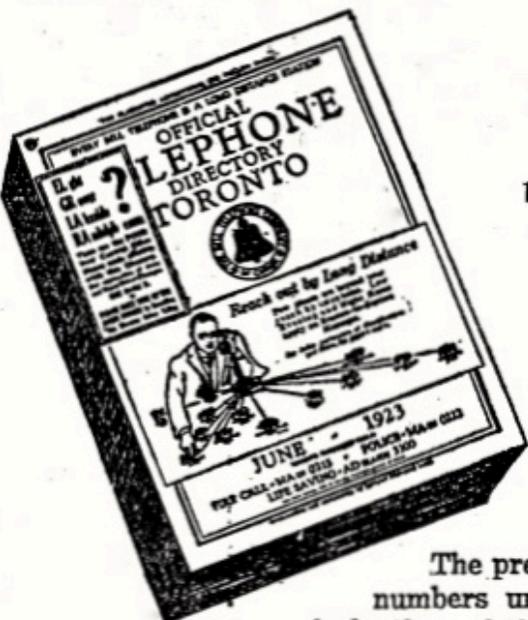
F. Kennedy, Manager
The Bell Telephone Company
of Canada



BTCO Notice: Exchange Name Change (June 1923)

Another change also went into effect in June 1923. All station numbers became four figures long. Former one, two and three figure telephone numbers were now prefixed by the

appropriate quantity of zeroes to fill out a four-figure telephone number. Again, this was necessary to accommodate the requirements of the dial switching equipment.



The "Zeros" are Part of the Number

The prefixing of zeros to all telephone numbers under 1000 is a simple method of adapting existing conditions to meet *Automatic* requirements.

A telephone number to work with the *Automatic* must have at least four figures in addition to the Central Office name.

The use of initial zeros avoids the necessity for changing over 10,000 telephone numbers in Toronto.

The zeros are part of the number and *it is important that they always be used in calling a number in which they appear.*

To call Adelaide 0012 say
"Adelaide Oh-Oh—one two."

F. Kennedy, Manager

The Bell Telephone Company
of Canada



BTCO Notice: All 4-Digit Station Numbers (June 1923)

By June 1923, two new exchange names "Grover" and "Elgin" went into service. Initially, these two names were temporarily assigned to manual systems in existing buildings until their new buildings with dial equipment had been installed. "Grover" was located in the "Gerrard" exchange building and "Elgin" was located in the "Adelaide" exchange building. When the new exchange building on Main Street was completed, a manual system was installed there and the "Grover" exchange was transferred to this building to simplify the upcoming cutover to dial service. On July 19, 1924, the existing "Grover" manual subscribers were cutover to BTCO's first dial system located in the newly constructed building at 23 Main Street.



Tonight at midnight

The new "Grover" automatic exchange will be put into operation. From that time on, all "Grover" subscribers will use the dial instrument in making telephone calls.

If you are a "Grover" subscriber and have not yet been shown how the new dial telephone is operated, why not—

1. Call at our Demonstration Room, 2202 Danforth Ave., or at our office, 76 Adelaide St. West, and let us show you how to dial telephone numbers, or
2. Telephone "Grover Repair Clerk" and ask to have a representative call on you, or
3. Consult the white pages at the front of the latest telephone directory (Pages 3 and 4).

All subscribers outside of "Grover" area should continue to use the telephone in calling "Grover" numbers as heretofore.

FRANK KENNEDY, MANAGER

THE BELL TELEPHONE COMPANY OF CANADA



BTCO Notice: "Grover" First Dial Conversion (July 1924)

The Elgin building was also under construction through most of 1923/4. It was located on the corner of Temperance and Sheppard Streets, very close to the existing "ADelaide" exchange building. This new building was initially 8 stories with the capability of adding several more. On February 28, 1925, the "ELgin" exchange name was reassigned from a manual system in the 76 Adelaide Street West building to a dial system in the newly constructed Elgin building.



To-night at Midnight

**The Elgin Automatic
exchange will be put
into operation**

From that time on Elgin subscribers will use the dial instruments in making telephone calls.

If you are an Elgin subscriber and have not yet been shown how to operate the new dial telephone, we suggest that you

- 1 Call at our office, 76 Adelaide St. West, and let us show you how to dial numbers; or
- 2 Telephone "Elgin Repair Clerk" and ask to have a representative call on you; or
- 3 Consult the white pages at the front of the latest telephone directory (pages 2 and 3).

Manual subscribers will, of course, continue to call just as heretofore.

FRANK KENNEDY
Manager



BTCO Notice: "ELgin" Dial Conversion (February 1925)

In June 1925, a new exchange name "LOmbard" went into service and was temporarily assigned to a manual system in the existing "KENwood" exchange building at 1030 Dufferin Street until its new building with dial equipment had been installed.

Also in June 1925, a new exchange name called "HARgrave" went into service. It was temporarily assigned to a manual system located in the "GLadstone" exchange building at 97 Lee Avenue.

L O m b a r d H A r g r a v e

Two New Telephone Exchanges

Many subscribers in the 'Kenwood' and the 'Gerrard' areas have been notified that in the May issue of the Telephone Directory their numbers will be changed, and they will be served from one of the above new central offices.

The changes covered by these new exchange names are only a small proportion of the many alterations in the new directory. *Especially in the case of calls for 'Kenwood' and 'Gerrard' it is important that you make sure whether or not the number has been changed.*

Please make sure of the number by always consulting the directory before making a call.

FRANK KENNEDY
Manager



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "LOmbard" and "HARgrave" New Exchange Names (May 1925)

On August 15, 1925, the existing exchange name "LOmbard" was reassigned from a manual system at 1030 Dufferin Street to a dial system located in a newly constructed 3-storey building at 1040 Dufferin Street. The new building adjoined the existing building and from here on the complex will be referred to as 1030 - 1040 Dufferin Street.



To-night at Midnight

the LOmbard Automatic
exchange will be put into
operation

From that time on LOmbard subscribers will use the dial instruments in making telephone calls.

If you are a LOmbard subscriber and have not yet been shown how to operate the new dial telephone, we suggest that you

- 1 Call at our office, 76 Adelaide St. W., and let us show you how to dial numbers; or
- 2 Telephone "LOmbard Repair Clerk" and ask to have a representative call on you; or
- 3 Consult the white pages at the front of the latest telephone directory (pages 3 and 4).

Manual subscribers will, of course, continue to call just as heretofore.

FRANK KENNEDY
Manager



BTCO Notice: "LOmbard" Dial Conversion (August 1925)

In December 1925, more dial system equipment had been installed in the "GRover" exchange building at 23 Main Street and was ready for service. The existing "HARgrave" exchange name was reassigned from a manual system in the "Gladstone" exchange building to this dial system in the "GRover" building. However, this was not the final destination of the "HARgrave" exchange name. It would temporarily operate out of the "GRover" building until its own exchange building, which was under construction, was completed. The main reason for the new dial system at the "GRover" building was to serve a new exchange name called "HOrward", which was put into service in late December, 1925. This dial system served both "HOrward" and "HARgrave" until "HARgrave" was transferred to its own building at 184 Simpson Avenue on October 9, 1926.

"HOrward"

A New East End Telephone Exchange

Day by day groups of subscribers are being connected to the new East End Automatic Exchange known as "HOrward."

Thus, another central office name becomes part of Toronto's telephone service.

Each subscriber to be transferred to the "HOrward" office will be called upon and given full information.

When anyone tells you his telephone has been changed to "HOrward" please make a note of it and always use the new number in telephoning him.

The next issue of the directory will contain the names of all subscribers who have been assigned "HOrward" numbers.

FRANK KENNEDY,
Manager.



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "HOrward" New Dial Exchange Name (December 1925)

Early in 1926, a new exchange name "Kingsdale" went into service and was assigned to a manual system located in the existing 15 Asquith Avenue building. On April 10, 1926, it was reassigned to a new dial system installed in the newly constructed adjoining building.

"Kingsdale"

Becomes An Automatic Exchange

Saturday next, at midnight, "Kingsdale" Exchange will be converted to automatic service.

In addition to the present "Kingsdale" manual subscribers, many subscribers now being served from "RAndolph," "Hillcrest" and "TRinity" Exchanges will also be added to "Kingsdale" and be changed to Automatic.

All users to be transferred have been advised individually and instructed in the use of the dial.

It is important that all who may have occasion to use the telephone in this area, should understand the use of the automatic telephone.

For full information consult pages 4 and 5 of your telephone directory!

"Kingsdale" automatic will mark another step in the evolution of Toronto's Telephone System.

FRANK KENNEDY,
Manager.



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "Kingsdale" Dial Conversion (April 1926)

Also early in 1926, the "LYndhurst" exchange name went into service and was assigned to a manual system, likely in the "JUNCTION" exchange building. On July 3, 1926, it was reassigned to a dial system located in a new building located at 562 Runnymede Road.

"LYndhurst"

The New West End Automatic Exchange

SATURDAY, July 3rd, at midnight, a new automatic Exchange "LYndhurst" will be put in operation.

In addition to the present LYndhurst Manual subscribers, many now served from the JUNCTION Exchange will be added to LYndhurst and changed to automatic.

All users to be transferred have been advised individually and instructed in the use of the dial.

It is important that all who may have occasion to use the telephone in this area, should understand the use of the automatic telephone.

For full information consult pages 7 and 8 of your telephone directory!

With the opening of LYndhurst, which is the seventh Automatic Exchange in Toronto, approximately 40,000 telephones or 25% of the total number in service in Toronto will have been converted to the new system.

Please help us to keep up the standard of your telephone service by always consulting your new directory before calling a number.

FRANK KENNEDY
Manager



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "LYndhurst" Dial Conversion (July 1926)

By the end of 1926, the city of Toronto had 18 exchange names in use distributed over 14 central office buildings. By this time, BTCO had already begun to consolidate its central office buildings. Due to improvements in telephone set transmission capabilities and outside plant cable, it had become feasible for much longer telephone lines to function and still provide an acceptable quality of service. This allowed the geographical serving areas of central office buildings to be expanded and thus diminish the need for new central office building locations. It also meant that several exchange names could be served from the same building. This had already been started in: the 76 Adelaide St. West complex ("ADelaide" and "ELgin"); 1030 – 1040 Dufferin Street ("KENwood and" LOMBard"); 15 Asquith Avenue (RANDolph and "KINGSdale"); and 23 Main Street ("Grover" and "Howard"). Eventually, growth would see up to 6 exchange names in one building. In addition, there was an opportunity to remove some existing central office buildings from service by re-cabling the outside plant to a different central office. The economies that would result from this approach would be realized in the long term. In the short term, however, new central office buildings were required for the transition from manual to dial service. The existing manual buildings were not designed handle the floor loads of the heavier dial equipment. Many of the old manual exchange buildings were sold to save paying the annual taxes and maintenance costs. By the beginning of the end of the exchange name era in 1958, the city of Toronto had 33 exchange names distributed across only 8 central office buildings.

On May 7, 1927, a new exchange name, "HYland" went into service. It was temporarily assigned to a manual system located in the "HUDson" exchange building at 15 Eglinton Avenue East until a new exchange building was completed at 64 Eglinton Avenue East.

“HYland”

A New North-end Telephone Exchange

After to-night, many telephone subscribers now being served by the HUDson Central office will be connected to a new exchange known as “HYland.” Thus another central office name has been added to the seventeen already in use in Toronto.

All subscribers affected by this transfer are listed in the new Spring-Summer directory now being delivered.

Besides the hundreds of altered listings due to the opening of “HYland” exchange, there are approximately 48,000 other changes covering the new and moved telephones since the last directory was issued.

In the interest of your service, may we suggest that you always consult the new directory before calling a number.

Your co-operation will be appreciated.

W. J. CAIRNS,
Manager.



27

BTCO Notice: “HYland” New Exchange Name (May 1927)

By late February 1927, the “GLadstone” exchange was no longer in service. The subscribers had all been gradually transferred to other exchanges, with most of them going to “HOWard”.

On January 7, 1928, the “ADelaide” exchange name was reassigned from a manual system in the 76 Adelaide Street West building to a dial system in the Elgin building.

On April 28, 1928, the "Hyland" exchange name was reassigned from a manual system at 15 Eglinton Avenue East to a new dial system at 64 Eglinton Avenue East (this building was renumbered to 72 Eglinton Avenue East in 1931).



*Tonight at midnight
"HYland" will be converted
to dial operation*

Toronto's ninth dial telephone exchange will be put into service tonight when approximately 3,700 telephones, in the Moore Park and adjacent districts, will be transferred to the new HYland dial system equipment in the new building on Eglinton Avenue.

If your telephone is amongst those to be changed and you are uncertain as to any detail in the use of the dial telephone, may we suggest that you read the instructions, "**How to Use the Dial Telephone**," on pages 7 and 8 of your telephone directory?

W. J. CAIRNS,
Manager.



BTCO Notice: "HYland" Dial Conversion (April 1928)

By early July 1928, a new exchange name, "Waverley" went into service and was assigned to a manual system in the 76 Adelaide Street West building.

On January 5, 1929, a new exchange name, "Lloydbrook" went into service and was assigned to a dial system in the 1030 - 1040 Dufferin Street complex (with "KENwood" and "LOmbard").



At Midnight

—LLOYDBROOK DIAL

Exchange will be
put into service

TORONTO'S tenth dial telephone exchange will be opened tonight at midnight. From that time forward hundreds of subscribers in the JUNCTION and LAKESIDE central offices, in addition to hundreds served by the present LLOYDBROOK, will make all calls by means of the dial.

All numbers that have been changed to LLOYDBROOK will be listed in the next issue of the directory. In the meantime, when you learn of any numbers changed to LLOYDBROOK, please make a note of them and use the new numbers in calling.

If you are uncertain as to any point in dialing we shall be glad to give you a demonstration at any of the following centres

1195 Bay Street at Bloor Street

76 Adelaide Street West

LAKESIDE Exchange—Cowan Ave.,
just south of Queen St.

KENWOOD Exchange—Dufferin St.,
just north of Bloor St.

JUNCTION Exchange — Keele St.,
just south of Dundas St.

HILLCREST Exchange—Bathurst St.,
just south of St. Clair Ave.

Your co-operation in the interest of good telephone service will be appreciated.

W. J. CAIRNS,
Manager.



313

BTCO Notice: "Lloydbrook" Dial Conversion (January 1929)

Sadly, by 1929, Toronto's first exchange name "MAin" had been removed from service. All subscribers had been reassigned to the "WAverley", "ADelaide" or ELgin" exchange names at the 76 Adelaide Street West and Elgin buildings.

In May 1929, a new exchange name, "MIDway" went into service and was temporarily assigned to a manual system in the 15 Asquith Avenue building (with "RAndolph" and "KIngsdale").

A New Exchange
"Midway"
is now in operation

WITHIN the past few days groups of telephones formerly served by the Hillcrest exchange were transferred to a new central office named MIDway. All these telephones are now being served by the "MIDway" switchboard.

All telephone numbers affected by this transfer are listed in the new Summer-Fall directory, now being distributed.

As there are altogether over 45,000 changed listings in this new book, may we suggest that you always make sure of the number before calling?

W. J. CAIRNS,
Manager.



BTCO Notice: "Midway New Exchange Name (May 1929)

In October 1929, the "JUnction" exchange name was reassigned from a manual system at 323 Keele Street to a dial system at 562 Runnymede Road (with "LYndhurst").

On January 4, 1930, the "Midway" exchange name was reassigned from a manual system to a new dial system within 15 Asquith Avenue.



TONIGHT AT MIDNIGHT
MI dway Dial Exchange
Will Be Put Into Operation

Toronto's thirteenth dial telephone exchange will be put into service tonight when approximately 5,000 telephones in the centre of the city will be transferred to the new MI dway Dial Office.

If you have been notified that your telephone is among those to be changed, and you are uncertain as to the use of the dial, may we suggest that you read the instructions, "How to use the dial telephone" on page 4 of your telephone directory or call in at any of our business offices listed below for a demonstration:

76 Adelaide Street West
1195 Bay Street at Bloor
630 Danforth Avenue at Pape

W. J. CAIRNS,
Manager.



BTCO Notice: "Midway" Dial Conversion (January 1930)

In November 1929, the "Gladstone" exchange name was revived and temporarily assigned to a manual system in the "Gerrard" exchange building. "Gladstone" was an exchange name that had been used previously in Toronto, from 1922 to 1927, during which time it was assigned to a manual system located at 97 Lee Avenue. On November 1, 1930, "Gladstone" was cutover to a dial system in the 184 Simpson Avenue building (with "HArgrave").

**Toronto's new
Dial Exchange**

12 opens at
midnight

A new unit of dial telephone equipment will go into service tonight at midnight, when 2,500 subscribers who up to the present time have been served by the GERRARD central office, will have their telephones transferred to dial operation.

Within a few weeks further additions will be made to "GLADSTONE" so that by the end of the month there will be a total of 3,500 telephones connected to this new exchange.

"GLADSTONE" is Toronto's 13th dial central office and its introduction marks another milestone in the development of a city-wide dial service.

W. J. CAIRNS,
Manager.



BTCO Notice: "Gladstone" New Dial Exchange (November 1930)

By the end of 1930, construction of a new 12-story building on Temperance Street had been completed. It abutted the "Elgin" building, which also had been extended by 4 stories. BTCO buildings in this area were now adjoined in an "L" shape and had extensive real estate frontage on Adelaide Street, Sheppard Street and Temperance Street. From this point on in this narrative, this multi-building area will be considered to be a single central office serving complex and be referred to by its 76 Adelaide Street West address.

On March 7, 1931, the "Waverley" exchange name was reassigned from a manual system to a dial system within the 76 Adelaide Street complex.

1931		MARCH					1931
SUN	MON	TUES	WED	THUR	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

Saturday

"Waverley"

Becomes Dial Operated

At 2 o'clock this afternoon the Waverley exchange will be converted to dial operation, and from that time on, all subscribers served from this exchange will dial their calls.

In addition, all *public telephones* bearing Adelaide, Elgin, and Waverley numbers will also be changed to dial operation.

A week or so later additional transfers will be made to this exchange, involving the larger Private Branch Exchanges at present served from Adelaide and Elgin. Due notification of such changes has already been given to those involved.

Some 4,100 telephones will eventually be served from "Waverley", bringing Toronto's total of dial operated instruments to 138,000, or 67% of the City's telephones.

W. J. CAIRNS,
Manager.



BTCO Notice: "Waverley" Dial Conversion (March 1931)

On May 9, 1931, a new exchange name, "MElrose" went into service and was assigned to a dial system in the 1030 - 1040 Dufferin Street complex (with "KENwood", "LOmbard" and "LLOYdbrook").



The
"MElrose"
dial central office
goes into operation
at midnight

"MElrose" — Toronto's 15th unit of dial system equipment will go into service at midnight tonight. At that time 3,000 subscribers from KENwood and 2,000 others from TRinity will have their telephones transferred to this new exchange.

In a few days another group of telephones from HILLcrest will be connected to "MElrose" bringing the total served by the "MElrose" equipment up to 7,500.

The new telephone numbers of all telephone users affected by these changes are listed in our new June Directory, to be distributed early next month.

W. J. CAIRNS,
Manager.



BTCO Notice: "MElrose" New Dial Exchange (May 1931)

On November 16, 1931, a new exchange name, "MOhawk" went into service and was temporarily assigned to a manual system in the "HUDson" exchange building at 43 Eglinton Avenue East.



NOVEMBER 1931

MON.	TUES.	WED.	THUR.	FRI.	SAT.
2	3	4	5	6	7
8	9	10	11	12	13
14	16	17	18	19	20
21	22	23	24	25	26

Tonight at midnight

**"MOhawk" ...
a New Telephone Exchange**

At midnight tonight, some 1,560 HUDSON and Hillcrest telephone subscribers will have their service transferred to "MOhawk", and Toronto's latest telephone exchange will be put into service.

"MOhawk" will serve a section north of Eglinton and east of Yonge St., taking in also the former Hillcrest area, bounded on the north by Forest Hill Road, on the south by Burton Road, and including both sides of Spadina Road.

All telephones involved in this transfer will be listed under their new "MOhawk" numbers in the November telephone directory now being distributed. For the present, they will be manually operated, as formerly.

Before placing a call please make sure of the correct number — always consult the latest directory.



W. J. CAIRNS,
Manager

BTCO Notice: "MOhawk" New Exchange Name (November 1931)

In 1932, the “MOhawk” exchange name was reassigned from a manual system at 43 Eglinton Avenue East to a dial system at 72 Eglinton Avenue East (with “HYland”).

In September 1932, the “RAndolph” exchange name was reassigned from a manual system to a dial system within 15 Asquith Avenue.

In October 1932, all of the subscribers (about 4000) on the manual system of the “TRinity” exchange name, were transferred to the existing dial system of the “WAverley exchange name. After this, the “TRinity” exchange name was removed from service.

In 1933, the “LAKeside” exchange name was reassigned from a manual system at 207 Cowan Avenue to a dial system at 1030 – 1040 Dufferin Street (with “KENwood”, “LOmbard”, “LLOYdbrook” and “MElrose”).

After October 1933, the “Hillcrest” exchange name was removed from service.

In 1935, the “HUDson” exchange name was reassigned from a manual system at 43 Eglinton Avenue East to a dial system at 72 Eglinton Avenue East (with “HYland” and “MOhawk”).

In 1935, the “GERRard” exchange name was reassigned from a manual system at 525 Logan Avenue to a dial system at 184 Simpson Avenue (with “HARgrave” and “GLadstone”).

In 1936, the “KENwood” exchange name was reassigned from a manual system to a dial system within the 1030 – 1040 Dufferin Street complex.

By July 6, 1936, all 21 City of Toronto telephone exchange names were assigned to dial systems.

In June 1938, the “TRinity” exchange name was reactivated and assigned to a new dial system in the 76 Adelaide Street complex (with “ELgin”, “ADelaide” and “WAverley”). Its main purpose was to offload the congested “ADelaide” exchange. The huge Eaton’s and Simpson’s department stores were quickly transferred from “ADelaide” to “TRinity”.

In the summer of 1938, a new exchange name, “MAYfair” went into service and was assigned to a dial system at 72 Eglinton Avenue East (with “HYland” “MOhawk” and “HUDson”).

On August 17, 1942, a new exchange name “MUrray” went into service and was assigned to a dial system in the 562 Runnymede Road building (with “LYndhurst” and “JUncion”).

On December 21, 1942, a new exchange name “OXford” went into service and was assigned to a dial system in the 23 Main Street building (with “GRover” and “HOWard”).

On September 20, 1943, a new exchange name "OLiver" went into service and was assigned to a manual system at 1030 - 1040 Dufferin Street (with "KENwood", "LOmbard", "LLOYdbrook", "MELrose" and "LAKESide"). It reused the old "KENwood" manual equipment that had been retained in this building. It was originally planned to be a dial system but the plans changed because World War II had disrupted the Northern Electric manufacturing of new dial equipment.

**As a wartime measure
to conserve manpower and materials**

"OLIVER"

**manually-operated telephone exchange
is being opened today to provide
RESIDENCE TELEPHONE SERVICE
in the western section of Toronto.**

◆

Originally, we planned to install a new dial unit—but this would have involved the manufacturing of the necessary exchange apparatus and subscribers' equipment.

Fortunately, our building on Dufferin Street, which formerly housed the Kenwood manual exchange, was available. So was the switchboard and the other necessary apparatus such as the power equipment. No major rearrangement of cable facilities was required.

Thus, with the minimum use of manpower and materials, we are able to furnish, through the OLiver exchange, telephone service similar in all respects to that given the city's dial exchanges — except that operators will make the connections.

To reach an OLiver number from any dial telephone in Toronto, simply dial "OL" and the four digits of the number in the usual way.

On Action Service  *Giving Wings to Words*

FRANK H. ROWE,
Manager

BTCO Notice: "OLiver" New Manual Exchange (September 1943)

On December 7, 1946, a new exchange name "ORchard" went into service and was assigned to a dial system in the newly constructed building at 310 Ridelle Avenue. Although the exchange building was actually located in York Township, this was considered to be a City of Toronto exchange because it served so many existing Toronto telephone subscribers. In 1953, the exchange building's address number changed from 310 Ridelle Avenue to 130 Ridelle Avenue.

On Saturday at Midnight
"ORchard"

At midnight on Saturday, December 7th, the new ORchard exchange will swing into action.

It will shortly serve 7,500 telephones, some of which are now connected with HYland, HUdson, KEnwood, LAkeside, LLoyd-brook, LOmbard, MAYfair, MOhawk, MELrose and OLiver. Transferring them to ORchard will free lines in these exchanges for new customers.

ORchard is a dial exchange, the first completed since 1941. Building it, equipping it and constructing the necessary lines and cables are part of our construction programme. This began early in 1946 and calls for spending \$100,000,000 by the end of next year to give more people the best telephone service at the lowest cost.

F. H. ROWE, Manager

THE BELL TELEPHONE  COMPANY OF CANADA

BTCO Notice: "ORchard" New Dial Exchange (December 1946)

On April 10, 1948, a new exchange name "PLaza" went into service and was assigned to a dial system located in the 76 Adelaide Street West complex (with "ELgin", "ADelaide", "Waverley" and "TRinity").



NEW
Plaza
CENTRAL OFFICE
adds thousands...

EARLY SATURDAY morning the new dial central office "PLaza" swung into action with 3000 new telephone numbers for downtown Toronto.

1500 will be in operation by the end of April; the remaining 1500 will gradually be placed in service as new switching equipment is connected.

*Those for whom service can be provided
have been notified*

"PLaza" represents one more step in our continuing programme to supply more and more people in Toronto with "the best telephone service at the lowest possible cost".

Everything that can be done is being done to speed the day when we will again be able to provide telephone service "on demand".

F. H. ROWE, *Manager*



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "PLaza" New Dial Exchange (April 1948)

On October 18, 1948, a new exchange name "PRincess" went into service and was assigned to a dial system in the 15 Asquith Avenue building (with "Kingsdale" "Randolph" and "Midway").



ANOTHER STEP FORWARD PRincess

Early today the new "PRincess" telephone exchange — Toronto's 28th — went into operation with 3,000 new telephone numbers in the KINGSdale-MIDway-RANDolph area.

Those for whom service can be provided have been notified.

"PRincess" represents one more step in our continuing program to supply more and more people in Toronto with the best telephone service at the lowest possible cost.

F. H. ROWE, Manager



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "PRincess" New Dial Exchange (October 1948)

On November 14, 1948, a new exchange name "REdfern" went into service and was assigned to a dial system in the 310 Ridelle Avenue building (with "ORchard").



at MIDNIGHT
Sunday Night

REdfern

**Toronto's 30TH Telephone Exchange
Goes Into Operation**

At midnight next Sunday night, the new "REdfern" telephone exchange — Toronto's 30th — goes into operation. This extension will add 6,000 new numbers in the northern section of the city by the end of this year.

ALL THOSE WHO WILL RECEIVE SERVICE HAVE BEEN NOTIFIED

If you have been notified but have not yet received your telephone, the installer won't be long in coming. The new extension involves thousands of telephone installations, but we hope to complete all of them by the end of December.

"REdfern" represents one more step in our continuing program to provide more and more people in Toronto with the best telephone service at the lowest possible cost.

F. H. ROWE, Manager



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "REdfern" New Dial Exchange (November 1948)

On February 28, 1949, a new exchange name "Riverdale" went into service and was assigned to a dial system in the 184 Simpson Avenue building (with "HArgrave" "GLadstone" and "GErrard").



Toronto's 31st Telephone Exchange Now In Operation

Early today the new "Riverdale" telephone exchange—Toronto's 31st—went into operation with 2,000 new telephone numbers in the "HArgrave" exchange area, between the Don River and Coxwell Avenue.

"Riverdale" will enable us to provide telephone service by the middle of March for most of those now waiting in the HArgrave-GErrard-GLadstone area.

All Those Who Will Receive Service Have Been Notified

The remainder of those waiting will receive service as soon as wire and cable installations are completed.

This extension to Toronto's telephone system is another important step in our continuing program to provide more and better telephone service at the lowest possible cost.

F. H. ROWE, Manager



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "Riverdale" New Dial Exchange (February 1949)

In May 1949, a new exchange name "ROdney" went into service and was assigned to a dial system in the 562 Runnymede Road building (with "LYndhurst" "JUction" and "MUrray").

On March 4, 1950, the "OLiver" exchange name was reassigned from a manual system to a dial system within the 1030 - 1040 Dufferin Street location. It was the last dial conversion in the City of Toronto.

By the end of 1950 the City of Toronto had 32 exchanges, all dial. They were: GERRard, KENwood, HUDson, JUction, LAKeside, OLiver, ELgin, GROver, HARgrave, HOWard, KINGsdale, LOMBard, LYndhurst, ADelaide, HYland, LLOYdbrook, MIDway, GLadstone, MELrose, WAverley, MOhawk, RANDolph, TRinity, MAYfair, MUrray, OXFord, ORchard, PLaza, PRincess, REDfern, RIVERdale and RODney.

In 1947, changes were in the wind for Toronto's telephone numbering. The Bell System announced a new uniform numbering system for North America. This system would consist of a 3-digit area code and a 2-letter, 5-figure format for each telephone number. This would provide each subscriber in North America with a unique 10-character telephone number. The purpose of this change was to permit nationwide operator toll dialing and eventually Direct Distance Dialing (DDD) by subscribers. Up through the 1940's, long distance calling was time consuming and unwieldy. It took so long to set up a connection, that when a call was initiated, the operator told the caller to hang up and that they would be called back when the connection was established. A different operator was required at each toll point in the connection. Very slowly, advancements were made to allow a single operator to complete a long-distance connection by dialing a prefix code as each toll point along the connection path was reached. This was also time consuming and error prone and was due to the limitations imposed by the step-by-step toll dial equipment. The introduction of the common control No. 4 crossbar toll "smart" switch overcame most of these problems. The program to convert to nationwide operator toll dialing began in earnest. In Toronto, operator distance dialing began slowly, again due to the step-by-step limitations, but had climbed to about a third of the long distance calls in 1953. In 1956, an improved version of the No. 4 crossbar switch, called the No. 4A crossbar, was installed in the 76 Adelaide Street West complex. This increased the amount of single operator distance dialing to 75%. As part of a process to provide nationwide operator toll dialing and ultimately DDD, changes to Toronto's 2-letter, 4-figure format were necessary. In addition, Toronto was running out of number capacity using this format. On January 22, 1951, the first two exchanges using the 2-letter, 5-figure numbering system were introduced to Toronto. The exchange name "Adelaide" was replaced by "EMpire 3" and the exchange name "ELgin" was replaced by "EMpire 4". This number conversion would prove to be a slow process in Toronto, taking more than seven years to complete.

Coming to Toronto...

January 22nd



*Two New
telephone exchanges*

EMpire 3-
will replace ADelaide

and

EMpire 4-
will replace ELgin

For example:

ADelaide 5001 will become EMpire 3- 5001

ELgin 8321 will become EMpire 4- 8321

On Monday, January 22nd, all subscribers in the ADelaide and ELgin exchanges will be combined under "EMpire". THE FOUR DIGITS OF THE OLD NUMBERS WILL NOT CHANGE, but the name ADelaide will become **EMpire 3-** and the name ELgin will become **EMpire 4-**.

Thus, with the new exchanges, 7 turns of the dial will be necessary instead of 6.

The growing demand for telephones in Toronto has made it increasingly difficult to add new exchange names. So, for the first time in Canada, we are introducing a new numbering system. By adding a figure to the Exchange name it will be possible to use the same name for a number of exchanges. The new system will eventually be used on all Toronto telephones—conforming to a uniform numbering plan which will ultimately apply throughout Canada and the United States.

Extensive preparations are well in hand, and the new exchanges will become effective without interruption in service. This new numbering system will provide more telephone numbers for more people, and will pave the way for future telephone improvements.

THE NEW TORONTO DIRECTORY

will be distributed as quickly as possible after January 22nd. As it will contain all the new EMpire numbers plus thousands of other new and changed numbers, you will save time and trouble, after receiving your copy, by checking for number changes before placing calls.

J. A. DOCHSTADER, Manager

THE BELL TELEPHONE



COMPANY OF CANADA

BTCO Notice: Introduction For 2-Letter, 5-Figure Numbers (January 1951)

On April 16, 1951, a new exchange name "RUssell 1" went into service and was assigned to a dial system in the 310 Ridelle Avenue building (with "ORchard" and "REdfern").



On April 16th

Toronto will have a new exchange

"RUssell 1-"

This new exchange will be located in the area now served by ORchard and REdfern. It will serve 1,000 families on our waiting list, and eventually provide for more telephones in that district.

"RUssell 1-" conforms to the new numbering plan which is gradually replacing the 2-letter 4-number system throughout Canada and the United States. This system is now being used in Toronto in the EMpire exchange (EMpire 3- and EMpire 4-).

All those to be served by this new exchange have been notified and given telephone numbers. Please jot down the telephone numbers of friends in "RUssell 1."—and remember to dial the figure "1" after the exchange letters "RU".

More telephones and better service mean greater value to you. Your telephone today is high in value, low in cost.

THE BELL TELEPHONE



J. A. DOCHSTADER, Manager.

COMPANY OF CANADA

BTCO Notice: "RUssell 1" New Dial Exchange (April 1951)

On March 16, 1952, the exchange name "PLaza" was replaced by "EMpire 6".

REMEMBER
March 16
Six new telephone
exchange names
for
**TORONTO
AREA**
●
BEImont 1-
and
CEdar 1-
serving Islington and vicinity
BRowning 7-
serving Malton
CHerry 1-
serving Weston
BAldwin 1-
serving Willowdale
EMpire 6-
a new Toronto exchange
replacing PLaza
Numbers in these exchanges
will be dialed like EMpire 3-
numbers.
FOR EXAMPLE:
BEImont 1- 2971
would be dialed
B-E-1-2-9-7-1

**BTCO Notice: "EMpire 6" Exchange Name Replaces "PLaza"
And Five New Exchange Names For Toronto Suburbs
(March 1952)**

On March 22, 1953, the exchange name "Waverley" was replaced by "EMpire 8"; the exchange name "HUDson" was replaced by "HUDson 8"; and the exchange name "HYland" was replaced by "HUDson 9".

ANOTHER BIG EXPANSION
OF TELEPHONE SERVICE IN

TORONTO AREA

HAS BEEN COMPLETED

WITH THE INTRODUCTION OF
DIAL SERVICE in New Toronto and vicinity
DIRECT CALLING (no long distance charges)
between areas joined by arrows on map

and
7 NEW EXCHANGE NAMES

Another giant stride in our vast expansion program has just been completed in the Toronto area. The seven new exchange names conform to the new telephone numbering system — an essential step in the continent-wide plan to establish uniform numbers on all telephones, and ultimately provide faster service from city to city.

Your new directory contains thousands of new and changed numbers. Please be sure to refer to it when in doubt about numbers in the new exchange districts. For the extent of YOUR particular toll-free calling area, see pages 4 and 5 of the new book.

The further extension of dial service — the installation of thousands more telephones — the elimination of long distance charges over a larger area ... all add to the steadily-growing value of your telephone.

R. C. SCRIVENER, Manager

CLifford 1- and CLifford 9- serving NEW TORONTO and vicinity	EMpire 8- replacing "Waverley"
HUDson 8- replacing "HUDson"	PLymouth 5- serving the NORTH-EAST SECTION of the TORONTO SUBURBAN AREA
HUDson 9- replacing "HYland"	AMherst 1- serving the new SCARBOROUGH exchange

THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: "HUDson 8", "HUDson 9" & "EMpire 8" Exchange Names Replace "HUDson", "HYland" & "Waverley" (March 1953)

On March 21, 1954, the exchange name "RAndolph" was replaced by "WAlnut 1"; the exchange name "KIngsdale" was replaced by "WAlnut 2"; the exchange name "MIdway" was replaced by "WAlnut 3"; and the exchange name "PRincess" was replaced by "WAlnut 4".

Starting Sunday March 21st



4 NEW TELEPHONE EXCHANGE NAMES

for **TORONTO**

WAlnut 1— replacing **RAndolph**
WAlnut 2— replacing **KIngsdale**
WAlnut 3— replacing **MIdway**
WAlnut 4— replacing **PRincess**



All the new numbers appear in your new directory, but please continue to use the *OLD DIRECTORY NUMBERS* until March 21st.

**BTCO Notice: "WAlnut 1 to 4" Exchange Names Replace
"RAndolph", "KIngsdale", "MIdway" & "PRincess"
(March 1954)**

On March 20, 1955, the exchange name "HOward" was replaced by "OXford 1"; the exchange name "GROver" was replaced by "OXford 4"; the exchange name "OXford" was replaced by "OXford 9"; the exchange name "MUrray" was replaced by "ROger 2"; the exchange name "ROdney" was replaced by "ROger 6"; the exchange name "LYndhurst" was replaced by "ROger 7"; the exchange name "JUncion" was replaced by "ROger 9"; and the exchange name "TRinity" was replaced by "UNiversity 1".

STARTING TOMORROW

March 20th

IN
TORONTO



ROger 6 replaces RODney

ROger 7 replaces LYndhurst

ROger 9 replaces JUncion

ROger 2 replaces MUrray

OXford 9 replaces OXford

OXford 4 replaces GROver

OXford 1 replaces HOward

UNiversity 1 replaces TRinity

Please use your new telephone book – discard the old one!

REMEMBER TO

- look up every number when in-doubt
- dial the **BLACK LETTER "O"** when you call a "ROger" or "OXford" number – NOT the **RED FIGURE "O"** under OPERATOR.

Bring your Blue Book of Telephone Numbers up to date. A new booklet is yours for the asking at our Telephone Business Office.

THOUSANDS OF NEW TELEPHONE NUMBERS

The new TORONTO TELEPHONE BOOK contains a great many new and changed numbers in the metropolitan area. All the new numbers conform to the same "two-letter five-figure" numbering pattern which is gradually replacing all other types of numbers.

ANOTHER FORWARD STEP FOR TORONTO

All these number changes mean another stride toward the day when you yourself — right from your own home or office — will be able to dial numbers all over the continent. Despite the tremendous amount of time and work still required to complete this country-wide project, Toronto is well along the way to faster, easier Long Distance service.

PART OF HUGE METROPOLITAN PROGRAM

Our plans for this area include wider, better service in all Toronto and suburban communities — a telephone coverage that will increase the value of your telephone more than ever. Our aim always is to give you the best possible service at the lowest possible cost.



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: 8 More Exchange Names Change & Convert To The 2-Letter, 5-Figure Format (March 1955)

On March 18, 1956, the exchange name "MElrose" was replaced by "LEnnox 1"; the exchange name "LAKeside" was replaced by "LEnnox 2"; the exchange name "KENwood" was replaced by "LEnnox 3"; the exchange name "OLiver" was replaced by "LEnnox 4"; the exchange name "LLoydbrook" was replaced by "LEnnox 5"; and the exchange name "LOmbard" was replaced by "LEnnox 6".

Look in your new
TORONTO
DIRECTORY...



Many of your friends may have new numbers

Make sure you throw away that OLD TELEPHONE BOOK! There are many new and changed numbers in your NEW BOOK since

LEnnox 1 replaced MElrose	LEnnox 4 replaced OLiver
LEnnox 2 replaced LAKeside	LEnnox 5 replaced LLoydbrook
LEnnox 3 replaced KENwood	LEnnox 6 replaced LOmbard

Now more than ever your *Blue Book of Telephone Numbers* will be of service to you! Check up on which numbers have changed, and jot down the numbers of friends in your new wider calling area — numbers you can now DIAL YOURSELF without calling Long Distance.

If you need a new *Blue Book* phone or ask for a copy at any Telephone Business Office. It's yours for the asking — in regular or pocket size.

REFER TO PAGES 4 AND 5 OF YOUR NEW BOOK

... for the extent of your new toll-free dialing area. You probably know many people in these communities you'd like to chat with often — and most likely you'll be hearing from them!



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: 6 More Exchange Names Change & Convert To The 2-Letter, 5-Figure Format (March 1956)

On March 17, 1957, the exchange name "Riverdale" was replaced by "HOWard 1"; the exchange name "GErrard" was replaced by "HOWard 3"; the exchange name "GLadstone" was replaced by "HOWard 5"; and the exchange name "HArgrave" was replaced by "HOWard 6".

40,000 "HOWARDS"

start working for

TORONTO

at 2.01 a.m. TOMORROW!

Early tomorrow morning, Riverdale, GErrard, GLadstone and HArgrave disappear. These exchange names will be replaced by HOWard 1, HOWard 3, HOWard 5 and HOWard 6 respectively. The last four figures remain the same. For example: GLadstone 7598 becomes HOWard 5-7598.

All these new numbers — along with thousands of other new and changed numbers — are listed in Toronto's new telephone book. **PLEASE DESTROY YOUR OLD TORONTO BOOK TOMORROW.**

With the introduction of so many more "2-letter 5-figure" numbers, you are one step nearer "DDD" — Direct Distance Dialing of out-of-town numbers right from your own telephone!



SAVE TIME! SAVE TROUBLE!

Bring your *Blue Book* up to date. If you need a new booklet — regular or pocket size — it's yours for the asking. Phone or drop in at your Telephone Business Office.

SEE PAGE 1 OF TORONTO'S NEW TELEPHONE BOOK FOR LIST OF THESE NEW EXCHANGE NAMES.



THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: 4 More Exchange Names Change & Convert To The 2-Letter, 5-Figure Format (March 1957)

On March 16, 1958, the exchange name "MOhawk" was replaced by "HUdson 3"; the exchange name "MAyfair" was replaced by "HUdson 5"; the exchange name "ORchard" was replaced by "RUssell 2"; and the exchange name "REdfern" was replaced by "RUssell 3". This completed the conversion from the 2-letter, 4-figure numbering system to the 2-letter, 5-figure numbering system.

YESTERDAY 40,000
*new 2-letter 5-figure
 telephone numbers*
ARRIVED in TORONTO

YOU will be calling many of these NEW numbers!

There are thousands of new and changed numbers in Toronto's new phone book — now is a good time to bring your personal list of telephone numbers up-to date.

Before calling anyone in the old MOhawk, MAyfair, ORchard or REdfern exchanges — please remember

HUdson 3 replaced MOhawk
 HUdson 5 replaced MAyfair
 RUssell 2 replaced ORchard
 RUssell 3 replaced REdfern

 THE BELL TELEPHONE COMPANY OF CANADA

BTCO Notice: 4 More Exchange Names Change & Convert To The 2-Letter, 5-Figure Format (March 1958)

Having both an in-service 4A crossbar toll switch and its 2-letter, 5-figure number conversion completed, Toronto was ready for subscriber Direct Distance Dialing. This service began on May 25th, 1958.

STARTING TOMORROW for TORONTO and VICINITY...

you'll enjoy the fastest long distance phoning ever!

DIRECT DISTANCE DIALING



TOMORROW is the day when you can start DIALING long distance calls to over 100 communities!

Fast, new Direct Distance Dialing puts telephone numbers in many cities and towns literally "at your fingertips"... friends in distant places can be reached in SECONDS!

Your present local calling area remains unchanged



Easy! Dial 1 - 1 - 2 to reach the equipment. Next, when needed, the area code number. Then, dial the first two letters and five figures of the number you're calling.

Fast! It's the fast, new way to make station-to-station calls to over 100 communities. Try it soon!

Here's how! Your instruction booklet contains full information. Read it—keep it. Calling details are also included on pages 6 and 7 of your directory.

THE BELL TELEPHONE  COMPANY OF CANADA

BTCO Notice: DDD Begins Tomorrow (May 1958)

In 1960, BTCO announced that All Number Calling (ANC) would soon be coming. This was because the telephone network was again running short of usable exchange names and the ANC approach would increase the central office code capacity from 540 to 800 per Numbering Plan Area (NPA). In the April 1961 telephone directory, two exchange names had been completely dropped. "EMpire 8" had become "368" and "WALnut 4" had become "924".

The new edition of Toronto's telephone book* lists

7-FIGURE NUMBERS

With the appearance of your new directory, All Number Calling goes into effect for two Toronto exchanges:

368 replaces **EM**PIRE **8**
924 replaces **WA**LNUT **4**

All Number Calling (ANC) means that the first two letters of the exchange name are replaced by the corresponding figures on the dial. **These numbers are dialed just the same as the former 2-letter, 5-figure numbers.**

And also . . . in all exchanges, new customers and those who move will receive 7-figure numbers. Within the next few years, all Toronto and vicinity will convert to All Number Calling. This change is part of a major Bell program which is to include all of North America. "All Number Calling" is designed to provide the greatest total of exchange designations and number combinations for future growth.

 **THE BELL TELEPHONE COMPANY OF CANADA**

*For your convenience, the telephone directory is now issued in two separate sections – the alphabetical listings and the Yellow Pages. (The Yellow Pages section will follow in May.)

BTCO Notice: Introducing All Number Calling (April 1961)

After this, BTCO took a different approach to ANC for the next several years. For existing subscribers, the exchange names were retained. For new subscribers or subscriber moves requiring a number change, seven-figure phone numbers were provided. So, the telephone directory entries began showing a mix of 2-letter, 5-figure and seven-figure entries for each exchange. This process continued until 1966. With the delivery of the March, 1966 telephone directory, every telephone number was listed as seven figures. The annual City of Toronto directory (published by MIGHT's) didn't make the change until 1969. Some newspaper classified ads had exchange names persisting until 1971. And, of course, on many store-front signs that advertised telephone numbers, exchange names lingered for many years.

But it was over. After nearly seven decades, the use of exchange names in the City of Toronto had ended.

The Final City of Toronto Exchange Name Configuration

Before the conversion to ANC began, the City of Toronto had 33 in-service exchange names distributed over 8 central office buildings. The allocation of these exchange names to these 8 buildings is shown below. These exchange names are all in the 2-letter, 5-figure format that evolved during the 1950's. The 2-letter, 4-figure exchange names that preceded them are reflected in parentheses following each name.

76 Adelaide Street West:

EMpire 3 (ADelaide); EMpire 4 (ELgin); EMpire 6 (PLaza); EMpire 8 (WAVerley);
UNiversity 1 (TRinity)

15 Asquith Avenue:

WAlnut 1 (RAndolph); WAlnut 2 (KIngsdale); WAlnut 3 (MIdway); Walnut 4 (PRincess)

1030 – 1040 Dufferin Street

LEnnox 1 (MElrose); LEnnox 2 (LAKeside); LEnnox 3 (KENwood); LEnnox 4 (OLiver);
LEnnox 5 (LLoydbrook); LEnnox 6 (LOmbard)

72 Eglinton Avenue East

HUdson 3 (MOhawk); HUdson 5 (MAYfair); HUdson 8 (HUdson); HUdson 9 (HYland)

19 – 23 Main Street

OXford 1 (HOward); OXford 4 (GRover); OXford 9 (OXford)

130 Ridelle Avenue

RUssell 1 (This was a new exchange name, not a replacement); RUssell 2 (ORchard);
RUssell 3 (REdfen)

562 Runnymede Road

ROger 2 (MUrray); ROger 6 (ROdney); ROger 7 (LYndhurst); ROger 9 (JUction)

184 Simpson Avenue

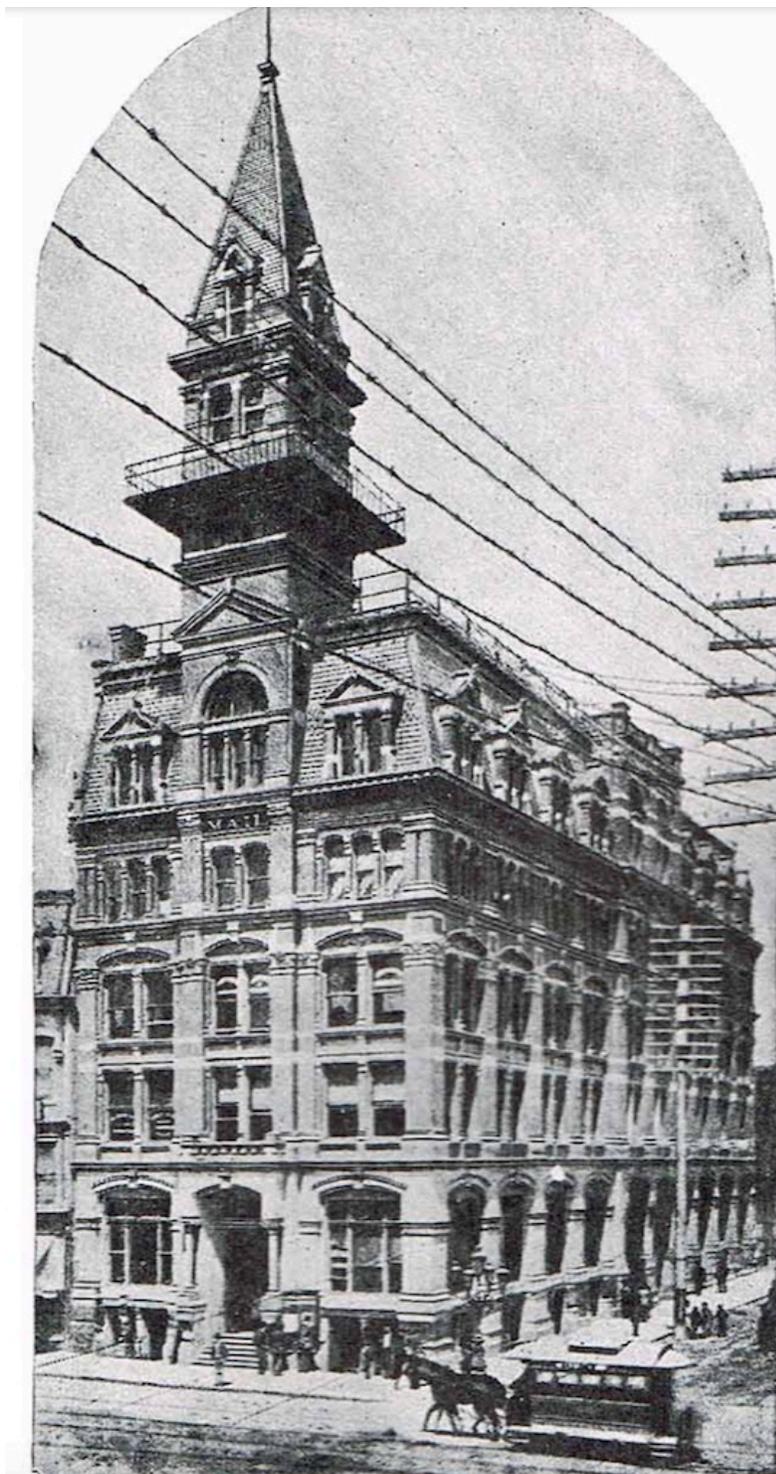
HOward 1 (Rlverdale); HOward 3 (GErrard); HOward 5 (GLadstone);
HOward 6 (HArgrave)

The City of Toronto Central Office Buildings



10 King Street East

The arrow points to the building that housed the first public switched exchange in the City of Toronto. It was put into service in the spring of 1879 and operated by the Toronto Telephone Despatch Company. It has long since been torn down.



“The Mail” Building, 106 Bay Street

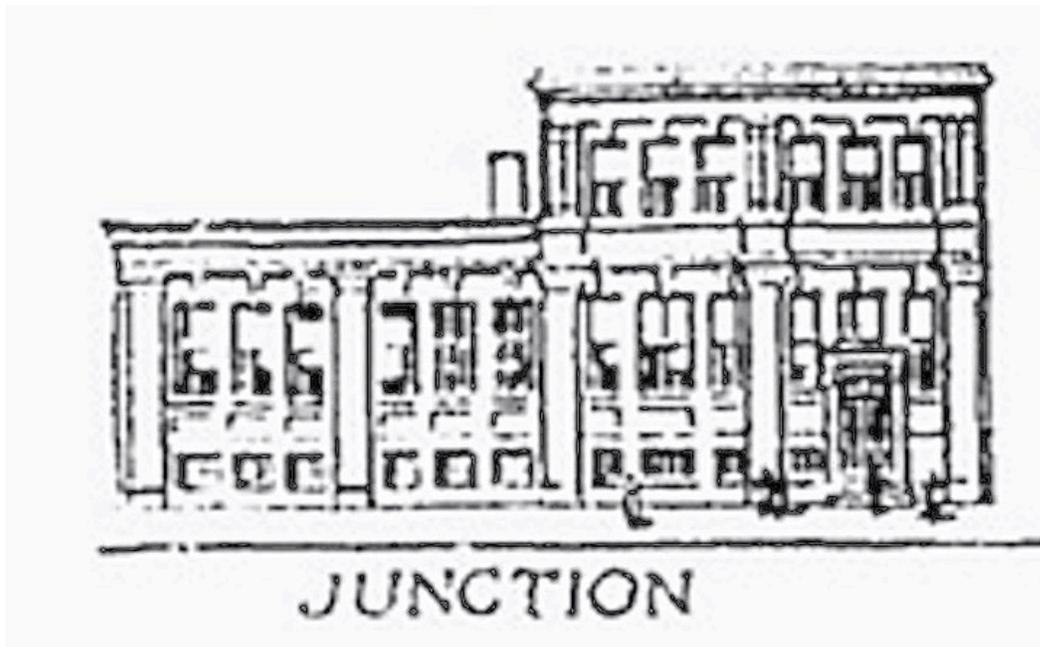
In 1881, BTCO relocated the exchange to the top floor of this Toronto newspaper building. A major fire in 1884 forced 6 operators to climb out onto the ledge until they were rescued. This building has also been torn down.

(No pictures could be found of the original Yorkville exchange, the 1 Bloor St. East exchange, the 14 Hayden Street exchange or the 1249 Queen Street West exchange. The Queen Street building had already been torn down and replaced by 1909.)



1921 BTCO Sketch of 33-37 Temperance Street

In 1895, BTCO relocated the main exchange from 106 Bay Street to 33 – 37 Temperance Street. This manual exchange remained in service here until 1929. It was given the “Main” exchange name in 1901. This building has been torn down.



1921 BTCO Sketch of 9 Keele Street South

In 1897, the BTCO added a fourth exchange at 9 Keele Street South. This was the first City of Toronto exchange to have a name. The name given was “Junction” because technically the building was located in the separate Town of Toronto Junction, but served lines located within the City of Toronto. Central office exchange area boundaries did not necessarily follow municipal boundaries. In any case, this area was annexed to the City of Toronto in 1909. The address number of this building changed twice, first to 869 Keele Street then to 323 Keele Street. The depicted building was built circa 1910. The manual Junction exchange remained in-service here until 1929. The building depicted in the 1921 sketch still stands, but is not Bell Canada owned or operated. A current view is shown below.





1921 BTCO Sketch of 207 Cowan Avenue

In 1901, BTCO relocated the exchange at 1249 Bloor Street West to 207 Cowan Avenue. It was situated in the former Town of Parkdale, which had been annexed to the City of Toronto in 1889. In 1901, the exchange was given the name “Parkdale” (often listed as just “Park”). In June 1923, the exchange name was changed to “Lakeside” to avert dialing conflicts when the future “automatics” started to come into service. This manual exchange remained in-service here until 1933. The building depicted in the 1921 sketch still stands, but is not Bell Canada owned or operated. A current view is shown below.



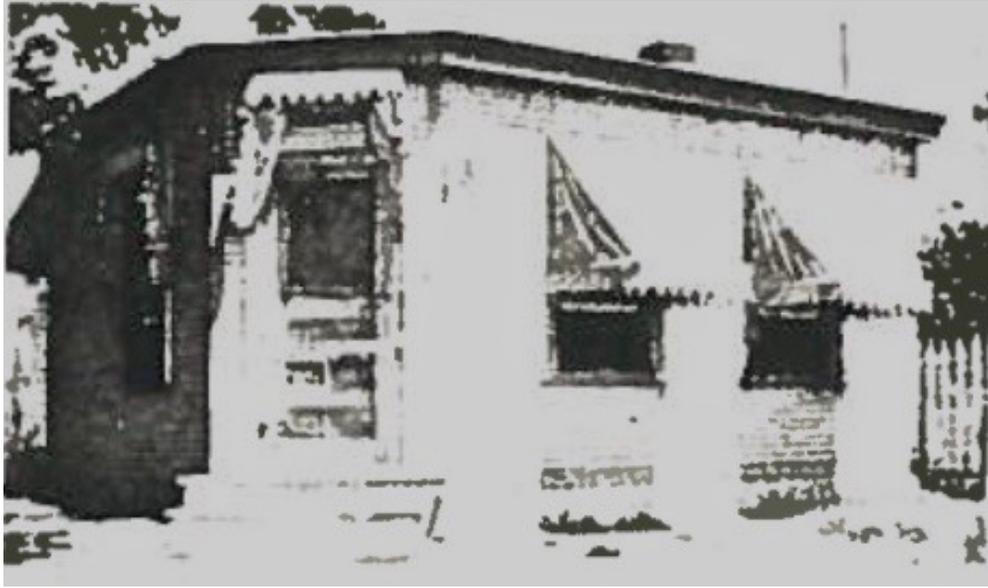


Photo of 1st BTCO “Beach” exchange at 2180 Queen Street East

In 1903, BTCO opened a new exchange name called “Beach”. It was assigned to a manual system at 2180 Queen Street East. It was given the name “Beach” because it was located in the “Beach” area of Toronto. “The Beach” or “The Beaches” is a neighbourhood within the City of Toronto on its east side, so called because it has four distinct sandy beaches on its Lake Ontario shoreline. The exchange building was a small, one-story wood-framed structure on property leased by BTCO. Unlike the other exchanges, the “Beach” exchange was the local battery magneto type.

In 1907, BTCO built a new exchange building at 97 Lee Avenue and installed common battery switchboards and transferred the “Beach” exchange to this building. In 1922, the exchange name was changed to “GLadstone” to avert dialing conflicts when the future “automatics” started to come into service. The new exchange name was in honour of William Ewart Gladstone (1809 – 1898), who was a former Prime Minister of the UK. This building also provided temporary manual service during 1925 for a new exchange name called “HARgrave”. The “GLadstone” manual exchange remained in service here until 1927, at which time the “GLadstone” name was temporarily retired. The 97 Lee Avenue building still stands, but is not Bell Canada owned or operated. Early and current current views are shown below. It is presently utilized as a ten-unit apartment complex.



Early Photo of 97 Lee Avenue



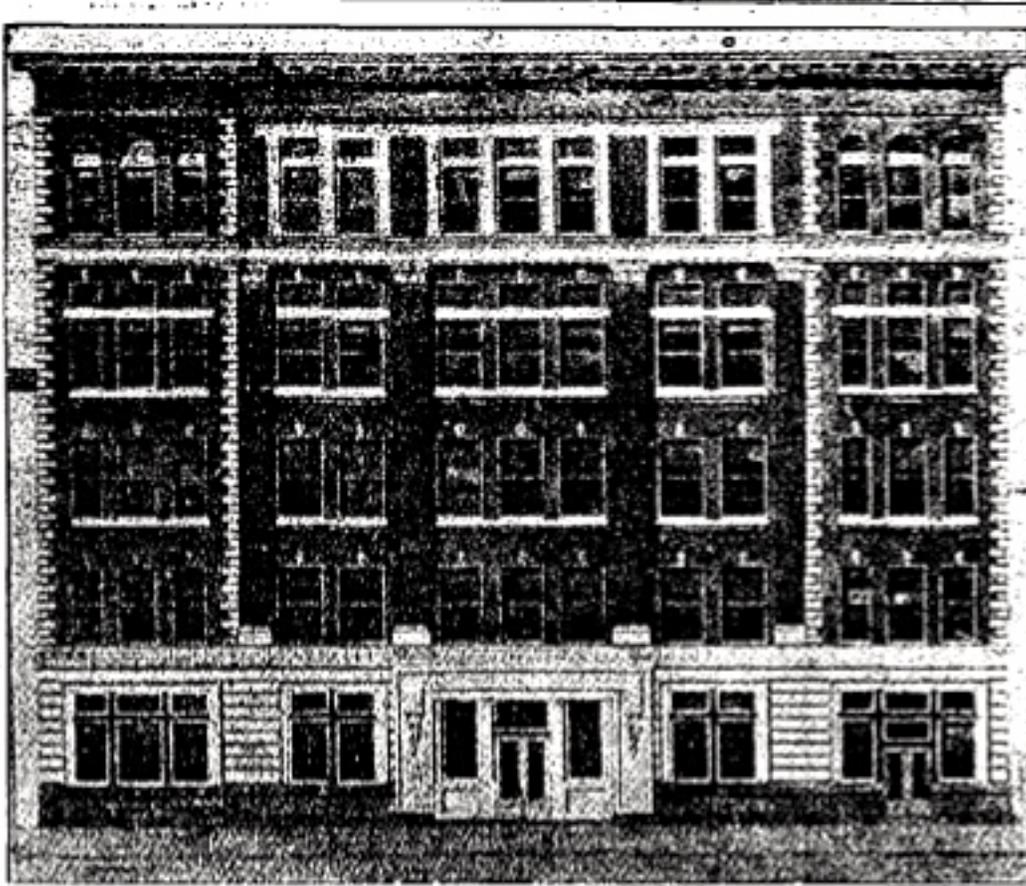
Current view of 97 Lee Avenue



1921 BTCO Sketch of 91 – 93 Oxford Street

In 1907, BTCO opened a new exchange name called “College”. It was assigned to a manual system at at 91 – 93 Oxford Street. This building is in close proximity to a major Toronto Street called College Street. College Street takes its name from the original name for the University of Toronto, which was King's College. College Street marks the southern boundary of the original 1827 land grant for the college. In 1922, the exchange name was changed to “Trinity” to avert dialing conflicts when the future “automatics” started to come into service. Perhaps “Trinity” was chosen because the religious Trinity College replaced King's College when it became secular in 1850. A nearby neighbourhood is called Trinity Bellwoods. The “Trinity” exchange name remained in service here until 1932, at which time the “Trinity” name was temporarily retired. One other exchange name, “Hillcrest” (1912) was temporarily assigned to a manual system here. The building depicted in the 1921 sketch still stands, but is not Bell Canada owned or operated. A current view is shown below.



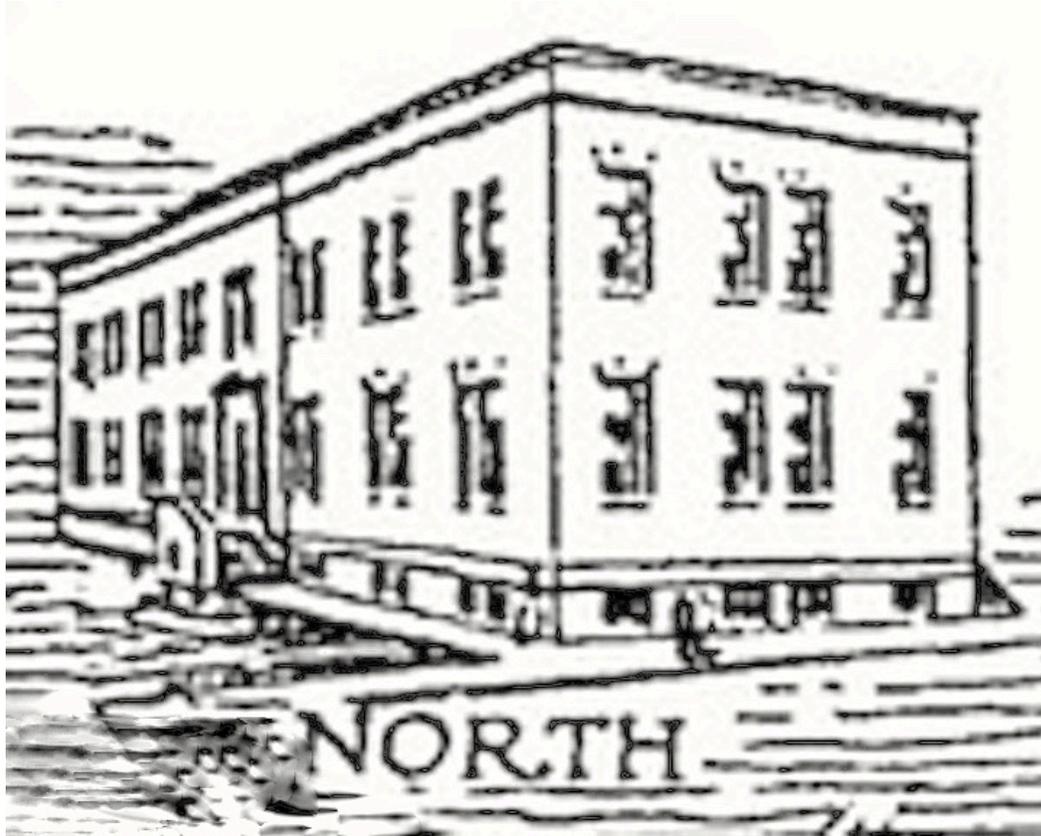


1909 Depiction of Future Building at 76 Adelaide Street West

In 1909 construction began on a new 5-storey manual system exchange building to be located at 76 Adelaide Street West. In 1911, BTCO opened a new exchange name here called "Adelaide". Adelaide Street was named after Adelaide Louise Theresa Caroline Amelia (1792 - 1849), who was Queen Consort of the United Kingdom and the wife of King William IV. The "Adelaide" exchange name remained assigned to a manual system here until 1928. Two more stories were added in 1926. Two other exchange names, "ELgin" (1923) and "Waverley" (1928) were temporarily assigned to manual systems at this location. The building was torn down in 1962 in preparation for the construction of the current building at this site, which was completed in 1965. The current Bell Canada owned and operated building is shown below.



**Current View of the Adelaide Street Face of the
76 Adelaide Street West Complex**



1921 Sketch of 15 Asquith Avenue

On December 11, 1911, BTCO relocated the “North” exchange from 14 Hayden Street to a new manual system exchange building at 13 Bismarck Avenue. It had been given the name “North” in 1901, when the first batch of exchange names were activated. The name reflected its proximity to the northern boundary of the City of Toronto at that time. During World War I, the address street and number was changed to 15 Asquith Avenue. In 1923, the exchange name was changed from “North” to “RAndolph”. Two other exchange names, “KIngsdale” (1926) and “MIdway” (1929) were temporarily assigned to manual systems at this location. This building has been torn down.

In 1926, a new dial system exchange building adjoining the existing 15 Asquith Avenue building was completed. Four exchange names were assigned to dial systems in this building. These were: “Kingsdale” (1926); “Midway” (1930); “Randolph” (1932) and “Princess” (1948). In 1954, these exchange names were changed, respectively, to: “Walnut 2”; “Walnut 3”; “Walnut 1” and “Walnut 4”. This building still stands and is owned and operated by Bell Canada. A current view is shown below.



Current View of 15 Asquith Avenue

Notice that the original “THE BELL TELEPHONE COMPANY OF CANADA” inscription remains intact above the doorway.



1921 BTCO Sketch of 1399 Bathurst Street

On April 6, 1912, BTCO opened a new exchange name called “Hillcrest”. It was temporarily assigned to a manual system in the 91 – 93 Oxford Street building. During 1913, a new manual system exchange building was completed at 1399 Bathurst Street and the “Hillcrest” exchange name was reassigned to a manual system in this new building. The “Hillcrest” name is based on the location of the building. It sits on top of a rise in the topography called the Davenport Escarpment, which was the shoreline of the ancient glacial Lake Iroquois. In close proximity is a neighbourhood known as “Hillcrest Village”. This manual exchange remained in service at this location until 1933, when use of the “Hillcrest” exchange name was discontinued. The building in the 1921 sketch still stands, but is not Bell Canada owned or operated. A current view is shown below.

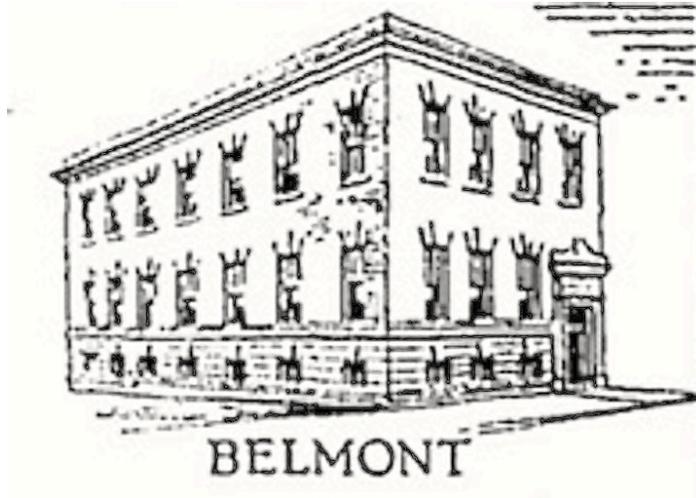




1921 BTCO Sketch of 525 Logan Avenue

In 1913, BTCO opened a new exchange name called “Gerrard”. It was located in a new manual system exchange building at 525 Logan Avenue. The “Gerrard” exchange takes its name from its proximity to a major east-west artery running through the east side of Toronto. Gerrard Street was named after Samuel Gerrard (1767 – 1857). He was a businessman, militia officer, justice of the peace, politician and a president of the Bank of Montreal. The “Gerrard” exchange name remained in service at this location until 1935. One other exchange name, “GRover” (1923) was temporarily assigned to a manual system here. The building depicted in the 1921 sketch still stands, but is not Bell Canada owned or operated. A current view is shown below.



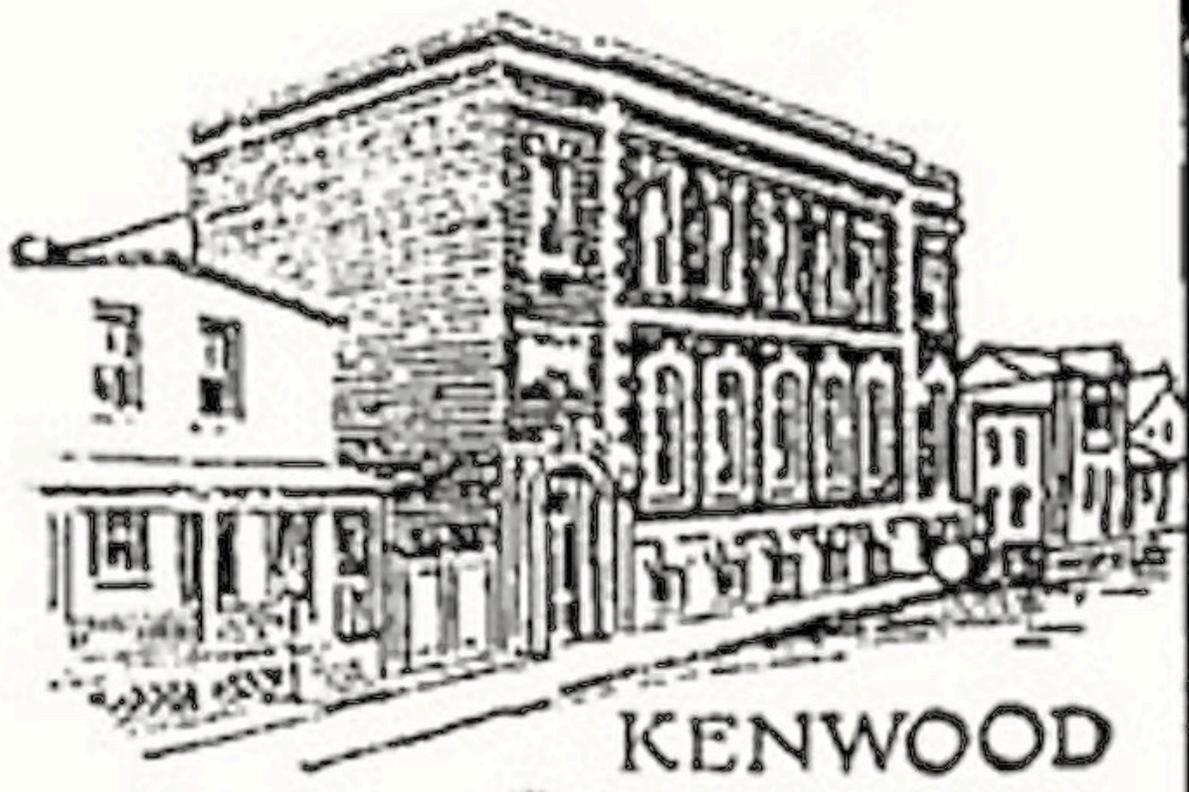


1921 BTCO Sketch of 15 Eglinton Avenue East

On January 11, 1916, BTCO opened a new exchange name called “Belmont” (the significance of this exchange name is unknown). It was located in a new manual system exchange building at 15 Eglinton Avenue East. In 1922, the exchange name was changed to “Hudson”. This building also housed manual systems for the following exchange names: “HYland” (1927) and “MOhawk” (1931). The address number of this building changed to 43 Eglinton Avenue East after 1929. After the last manual exchange had been removed in 1935, this building was utilized as; a BTCO recreational centre (1936 to 1940); a BTCO district office (1941 to 1958); and a BTCO storage facility (1959 to 1961). This building was torn down in the 1962 to 1964 timeframe to make way for a new 10-story office building.



1930 Photo of 43 Eglinton Avenue East



1921 BTCO Sketch of 1030 Dufferin Street

On January 17, 1920, BTCO opened a new exchange name called “Kenwood” (the significance of this exchange name is unknown). It was located in a new manual system exchange building at 1030 Dufferin Street. Two other exchange names, “LOmbard” (1925) and “OLiver” (1943) were assigned to manual systems in this building. The building depicted in the 1921 sketch still stands and is part of the 1030 – 1040 Dufferin Street Bell Canada Complex.



1924 Photo of 23 Main Street

On July 19, 1924, the existing "GROVER" exchange name was reassigned to a dial system in a new building located at 23 Main Street. This was BTCO's first dial exchange and it utilized Automatic Electric designed, Northern Electric built, Strowger Step-By-Step switches. Two more stories were added in 1925. This building also housed dial systems for the following exchange names: "HOWARD" (1925) and "OXFORD" (1942). In 1955, the three exchange names were changed, respectively, to: "OXFORD 4"; "OXFORD 1" and "OXFORD 9". This building still stands and is owned and operated by Bell Canada. The first photo below is from 1937 and depicts the appearance of the building with its 2 additional stories. The second photo is a current view that shows the added wing and the aluminum cladding.



1937 Photo of 23 Main Street



Current View of 19 - 23 Main Street



1924 BTCO Sketch of Elgin Building

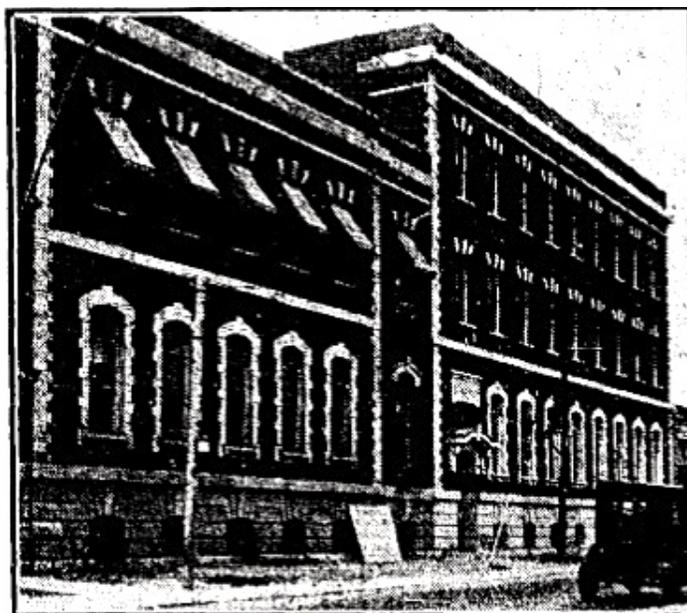
This dial system exchange building was constructed during 1923 and 1924. It was called the Elgin building because the first exchange name to be opened here was going to be “ELgin”. It was located at the corner of Temperance Street and Sheppard Street, close to the “ADelaide” exchange building. In the spring of 1930, a new 12-story building was completed that fronted on Temperance Street. It adjoined the Elgin building on its west side and the

Adelaide building on its south side, forming a single “L” shaped complex that was simply generally referred to as BTCO’s “76 Adelaide Street West” exchange complex. Four stories had also been added to the existing Elgin building, bringing it up to 12 stories. Two more stories would be added in later years. Five exchange names assigned to dial systems were served by this complex, which included: “ELgin” (1925); “ADelaide” (1928); “WAVerley” (1931), “TRinity” (1938) and “PLaza” (1948). During the 1950’s, these exchange names were changed, respectively, to: “EMpire 4”; “EMpire 3”; “EMpire 8”; “UNiversity 1” and “EMpire 6”. The Temperance Street/Sheppard Street combined structure still stands as part of the Bell Canada 76 Adelaide Street West complex. A current view is shown below.



Current View of Elgin Building (Sheppard Street side)

Notice that the original “THE BELL TELEPHONE COMPANY OF CANADA” inscription remains intact above the doorway.



1925 Photo of 1030 - 1040 Dufferin Street

In May 1925, a new 3-storey dial system exchange building at 1040 Dufferin Street was completed. It adjoined the existing “KENwood” exchange building at 1030 Dufferin Street. Six exchange names assigned to dial systems were served by this building, which included: “LOmbard” (1925); “Lloydbrook” (1929), “MElrose” (1931); “LAKeside” (1933); “KENwood” (1936) and “OLiver” (1950). In 1956, these exchange names were changed, respectively, to: “LEnnox 6”; “LEnnox 5”; “LEnnox 1”; “LEnnox 2”; “LEnnox 3” and “LEnnox 4”. The 1030 – 1040 Dufferin Street complex still stands and remains owned and operated by Bell Canada. A current view is shown below.





Early Photo of 562 Runnymede Road



Current View of 562 Runnymede Road

Early in 1926, a new dial system exchange building at 562 Runnymede Road was completed. Four exchange names were assigned to dial systems in this building. These were: "LYndhurst" (1926); "JUction" (1929); "MUrray" (1942) and "ROdney" (1949). In 1955, these exchange names were changed, respectively, to: "ROger 7"; "ROger 9"; "ROger 2" and "ROger 6". The 562 Runnymede Road building is still owned and operated by Bell Canada.

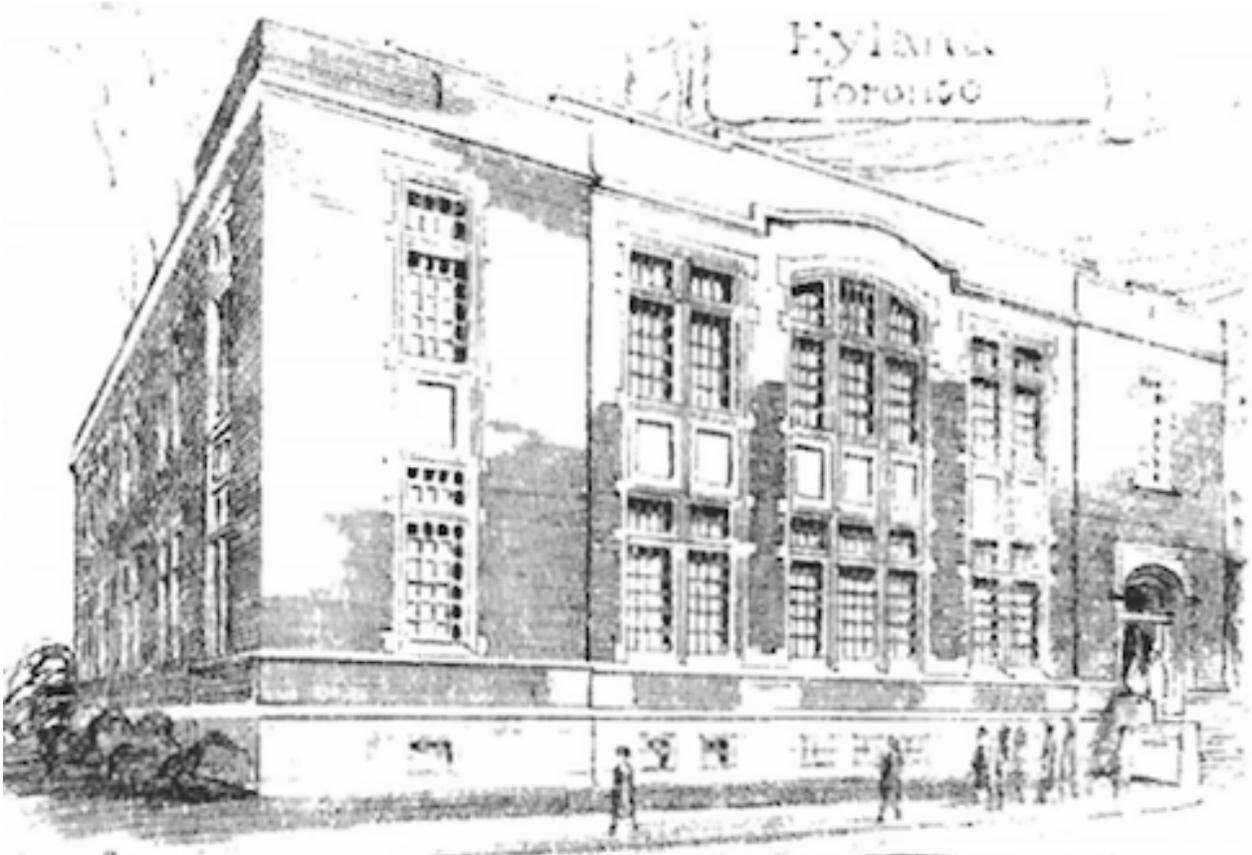


Early Photo of 184 Simpson Avenue



Current View of 184 Simpson Avenue

During 1926, a new dial system exchange building was completed at 184 Simpson Avenue. Four exchange names were assigned to dial systems in this building. These were: "HArgrave" (1926); "GLadstone" (1930); "GErrard" (1935) and "Rlverdale" (1949). In 1957, these exchange names were changed, respectively, to: "HOward 6"; "HOward 5"; "HOward 3" and "HOward 1". The 184 Simpson Avenue building is still owned and operated by Bell Canada.

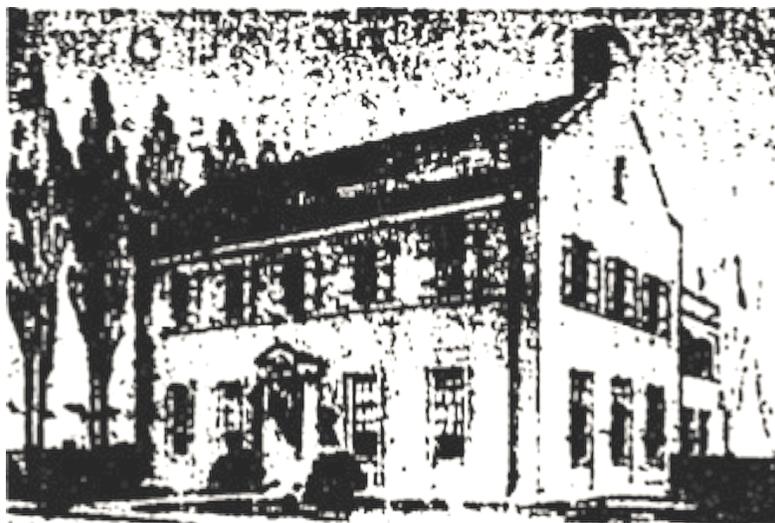


1927 BTCO Sketch of 64 Eglinton Avenue East

During 1927, a new dial system exchange building at 64 Eglinton Avenue East was completed. In 1931, the address number of the 64 Eglinton Avenue East building was changed to 72 Eglinton Avenue East. Four exchange names were assigned to dial systems in this building. These were: “HYland” (1928); “MOhawk” (1932); “HUdson” (1935) and “MAyfair” (1938). During the 1950’s, these exchange names were changed, respectively, to: “HUdson 9”; “HUdson 3”; “HUdson 8” and “HUdson 5”. The 72 Eglinton Avenue East building is still owned and operated by Bell Canada. A current view is shown below.



Current View of 72 Eglinton Avenue East



1945 BTCO Sketch of Future 310 Ridelle Avenue

In 1946, a new dial system exchange building at 310 Ridell Avenue was completed. In 1953, its address number changed from 310 Ridelle Avenue to 130 Ridelle Avenue. Three exchange names were assigned to dial systems in this building. These were: "ORchard" (1946); "REdfern" (1948) and "RUssell 1" (1951). In 1958, the first two exchange names were changed, respectively, to: "RUssell 2" and "RUssell 3". This building is still owned and operated by Bell Canada. A current view is shown below.

