

Sherbrooke Daily Record

SHERBROOKE, QUEBEC, SATURDAY, AUGUST 25, 1945.

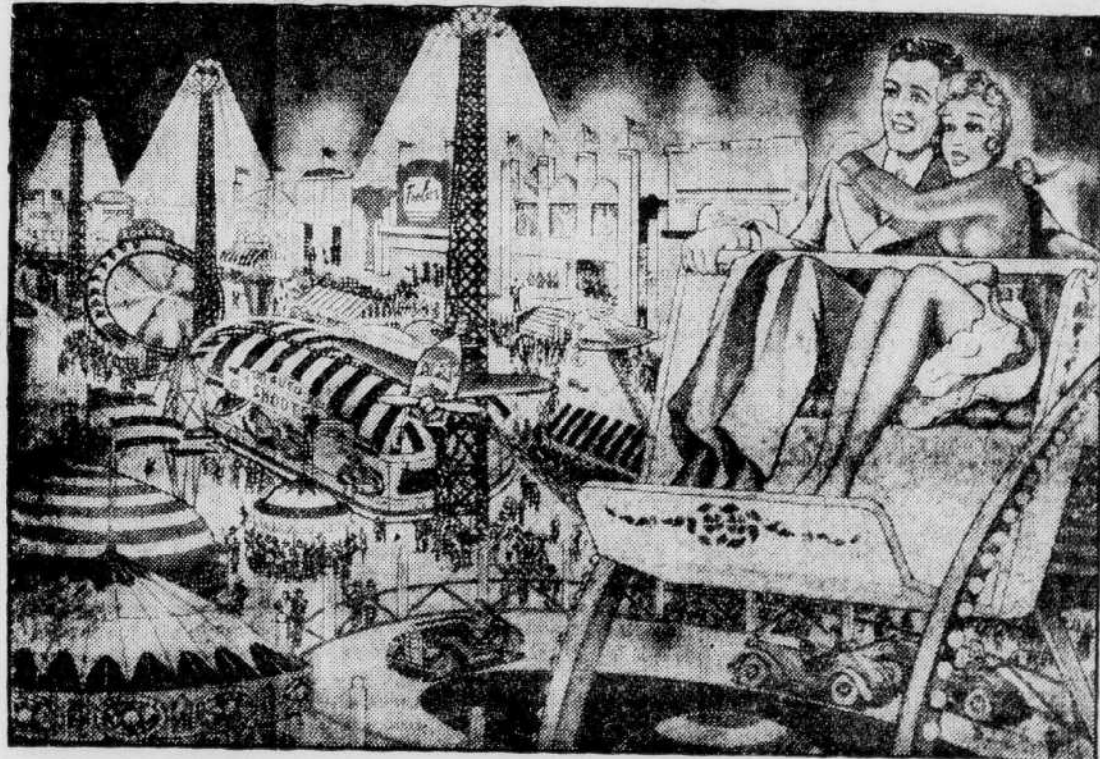
SEE CONKLIN'S FROLICLAND

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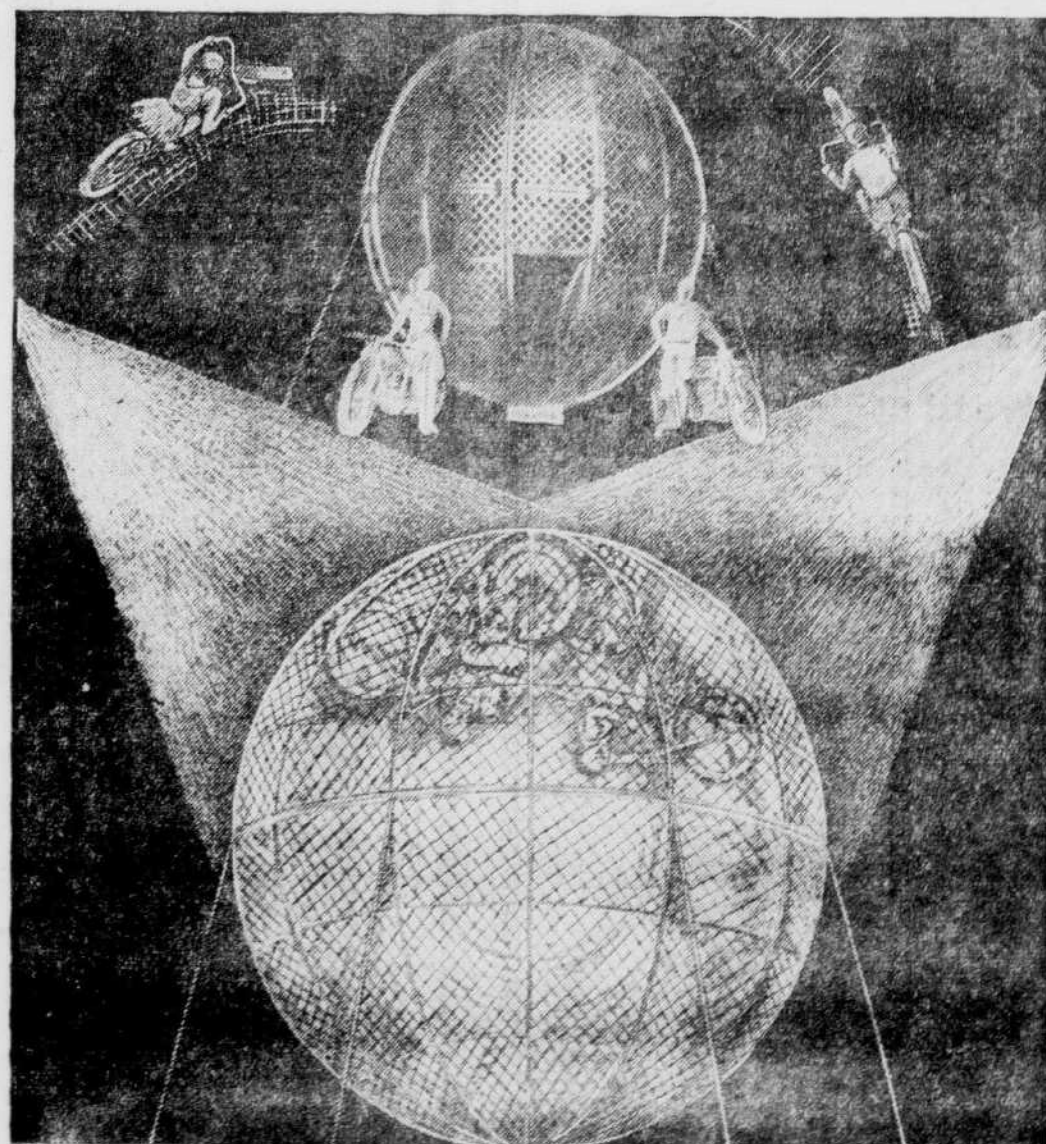
Dozens of Shows Never Seen In Sherbrooke Before



See Alfie Phillips
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See Bob & Mildred Lee in the "The Globe of Death"



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DOUBLE FERRIS WHEELS
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Just wait 'til you see the midway this year! All new —all different, a permanent paved street lined with more thrills and amusements than you ever thought possible! It's CONKLIN'S "Frolicland"! The name alone guarantees you the finest and costliest attractions that can be produced for your enjoyment. Breathtaking riding devices, games galore and many big and varied tent theatres will provide you with entertainment that will long be remembered.

FUN FOR ALL

Bring the Kiddies to

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A Miniature Midway All Their Own!

A special fun division for the children where they will be entertained under the watchful eyes of trained attendants. A mechanical circus, many miniature rides, and a troupe of clowns will give the youngsters more fun than they've ever had before.

NO VISIT TO THE FAIR IS COMPLETE WITHOUT SEEING THE MIDWAY

HON. J. G. GARDINER STRESSES IMPORTANCE OF LOCAL FAIR

Great Eastern Exhibition Fills Important Function

"The progress of agriculture in every town and city across the Dominion is holding an annual exhibition," said the Hon. J. G. Gardiner, Federal Minister of Agriculture, "and the Sherbrooke fair has added much to this development."

In a special statement to the directors of the fair, prepared on the occasion of the sixtieth anniversary, Mr. Gardiner recalled that the first organized agricultural fair was held 180 years ago at Windsor, Nova Scotia, and that since, practically

the Eastern Townships Agricultural Association is celebrating the Diamond Jubilee of its fair, which is known as Canada's Great Eastern Exhibition. Since its inception, this exhibition has been one of the most useful and progressive agencies for the advancement of agriculture, particularly in that notably rich and fertile area known as the Eastern Townships. Each suc-



AT THE FAIR — Ballard and Rae, in the grandstand revue, "Song of Victory," which will appear at the Sherbrooke Diamond Jubilee Fair, August 25th to September 1st.

cessive year, in its active and useful celebration of its sixtieth anniversary, six decades, this Exhibition has been an important meeting place for breeders of livestock, for farmers, gardeners and fruit growers. The annual competitions for attractive prizes by producers and the exhibits of produce, machinery, and equipment both for use on farms and in many other industries have been an annual and cumulative inspiration. Not only the people of the Eastern Townships, but of a much wider circle, because the great Eastern exhibition has always been cosmopolitan in its appeal, have come to know it as a significant educational and social institution.

"This year there is to be a particularly attractive programme to

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War by visiting the
**SHERBROOKE
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DIAMOND
JUBILEE
"Best in 60 years"

MacKINNON STRUCTURAL STEEL COMPANY LIMITED SHERBROOKE QUE.

E.T.A.A. LOOKS BACK UPON SIXTY YEARS OF ACTIVITY

Caravans Of Ancient Times Carried Entertainers To Provide Amusement While Merchants Sold Their Goods

By FRANK R. CONKLEN
It might seem a little strange for a showman to use a text from the Bible as the basis for any description—but, after all, one must take the Bible as, perhaps, a true chronological record of the early days of mankind. It is there that we find

the earliest reference of the holding of a Fair.
Any student of history is quite cognizant of the fact that transportation in the early days of man was all by the slow-moving animals; or by man travelling on foot. Every school boy has read of the great

caravans of the East. This was the method employed by the merchants of that day in disposing of their goods—and it requires but little imagination to picture the arrival of great caravans in any community. All the populace would throng around while the beasts of burden were unloaded and the merchants set up their display of goods. It is there that we find, in a very crude form, perhaps, but, nevertheless, a very vivid portrayal of the present day Fair or Exhibition. The local people where the caravans stopped were quite eager to patronize the travelling merchants as they possessed goods foreign to the local

community, and the housewives were very zealous to obtain something out of the ordinary for themselves in the way of raiment, or household equipment.

When any group of men travel, there are bound to be some hangers-on, or, persons not immediately engaged in the business of a caravan. Such would be the persons designated to provide amusement. When the caravan would stop for the night, in the desert places, these individuals provided entertainment for the personnel of the caravan with their crude stunts and dancing—and, when the caravan stopped in a centre of population, there they displayed their talents to the population of that community.

As time went on, the entertainers found it to be advantageous to travel by themselves, without the merchants, and thus began the Travelling Circus, or Carnival, as we know it today. From these somewhat meagre beginnings it has grown until it is one of the leading industries of the world. As it has come down through the ages, it has brought with it certain legends, or practices and superstitions, peculiar to its own.

Naturally, it has divided itself into fields of speciality, in that certain professions have found it more beneficial to group themselves together and improve their fields of endeavor—and thus, today, we have the fourth and fifth generation of families following in the footsteps of their great-grandfathers.

To return to our thoughts once more, to the business side of the early caravans, we can find very many very vivid illustrations of the progress of this particular enterprise. One, perhaps, familiar to us all is the manner in which Joseph's brethren sold him to a band of travelling merchants going into Egypt. We can also recall the story of the gathering of the various merchants and the bazaar stalls in Jerusalem at the time of the Passover, and particularly, the turning out of the money changers from the Temple who had become so zealous in their industry that they invaded the Holy precincts.

Some of the great merchants of the East found it very advantageous to the trade to establish centres in the different cities and ports of their day where they could show the results of their trading in all lines; and there we have the real beginning of the established annual exhibition, because, it was only at certain times of the year that these goods were displayed. The time was generally controlled by the season or the weather when the ships could come into the port guided by favorable winds.

As people migrated from one country to another, and spread civilization throughout the world, they carried with them their customs and habits, and the North American continent has been very fortunate

Special Thanksgiving Service Held At St. Luke's Church In Waterloo

A special service of Thanksgiving and Praise was held in St. Luke's Anglican Church on Sunday morning in celebration of Peace. The Rector, Rev. Sidney Wood officiated, and members of the Veterans, the C.G.I.T., the Boy Scouts and Cubs attended in a body. The minister warmly welcomed those who were aiding in the celebration, and chose as his text "Blessed Are the Peacemakers, for they shall be called the Children of God." It is our duty, Rev. Wood said, to see that all veterans are welcomed home and that all possible aid should be given them in their just position in society. What we owe them is more than we can rightly repay, but that which we can do we

do. It is in that the cosmopolitan personnel of our amusements have brought with them some peculiar traits of the Fairs in each of their native countries until, today, we have the finest Fairs in the world on this continent—because we have had the benefit of the infiltration from so many different countries.

A Fair is a truly successful Fair which employs the finest products of the farms—the best results of the native handiwork of that particular community—and also fosters a competitive spirit amongst the exhibitors. It is as someone has said: "They do not try to 'beat' each other; but, rather, they 'pace' each other to greater achievements."

We feel quite safe in assuming that the children of our children will still want to go to the Fair in their time.

beach, and ended up with a picnic lunch.

At a regular meeting of the Protestant School Board, it was decided that the Waterloo High School would open on September 4th, with the following teachers: Mr. O. T. Pickford, principal, Grades X and XI; Miss E. England, Grades VIII

and IX; Miss I. Bennie, Grades VI and VII; Miss Lucy Bown, Grades IV and V; Miss M. Scott, Grades III and IV; Miss Babin, Grade II; Miss Marion Hackwell, Grade I; Mrs. Colwell, French Specialist; Miss N. Steeves, Household Science. The prizes will be awarded on this date, and the pupils enrolled for the ensuing year.

Wishing Every Success to the Great

Diamond Jubilee

of

Canada's Great Eastern Exhibition



FARMERS: ATTENTION!

It will pay you to inquire

about our rates on

LIVESTOCK INSURANCE

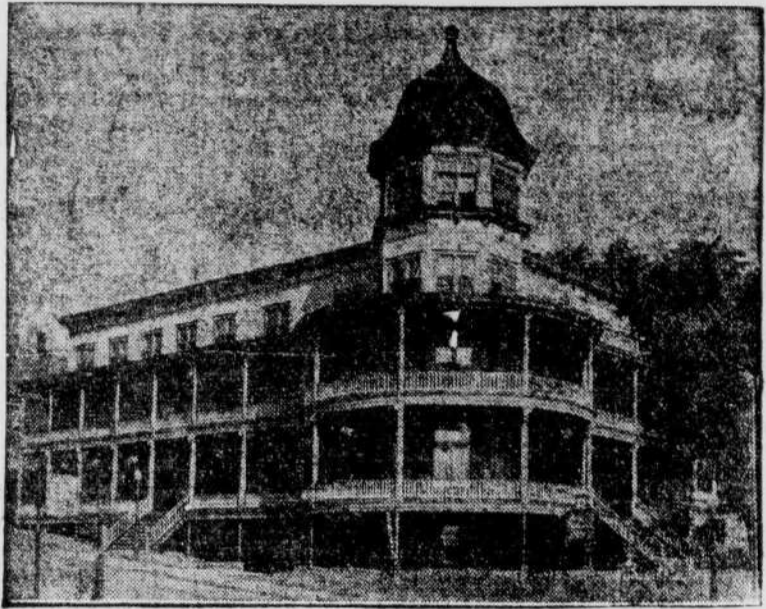
Be Sure to See the Great Sherbrooke Fair This Year!

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Sherbrooke's Exhibition Guests

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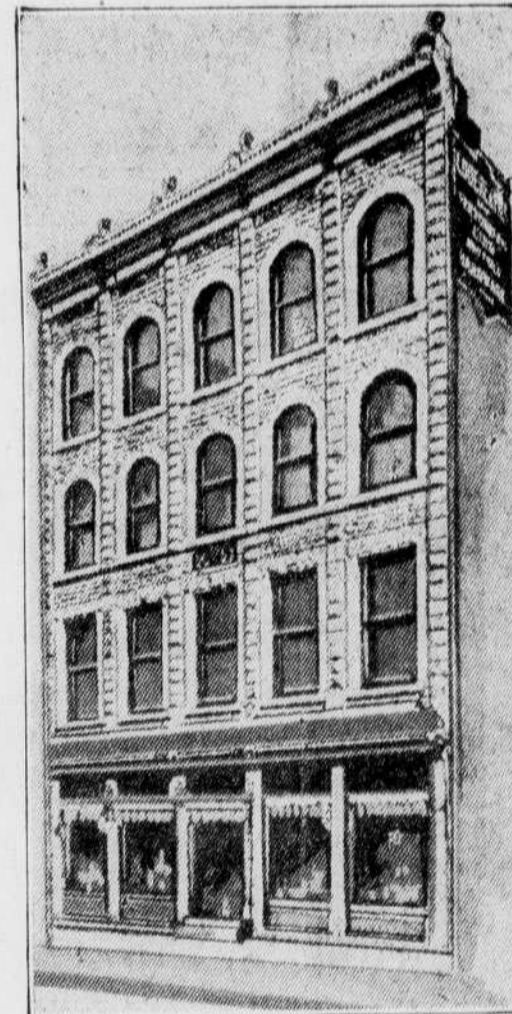
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For The Sixtieth Successive Year

We Greet The Directors Of The

SHERBROOKE EXHIBITION

On The Occasion Of Their

Diamond Jubilee Celebration

CODERE LIMITED

Wellington St. North

Grand Forks Street

SIX DAYS OF ACTIVITY PLANNED BY SHERBROOKE FAIR

Exhibition Seen As Show Window Of Community, Having Tremendous Scope Of Activity And Keen Competition

Frank R. Conklin, proprietor with his brother, "Patty," of the Conklin shows who will provide the midway entertainment at the Sherbrooke Diamond Jubilee Exhibition, today described an exhibition such as that being held here next week as "The Show Window of the Community."

he told a Record reporter, "has a tremendous scope of activity and provides the means for the trial of the best productive efforts—not only of the adjacent community—but from those who are specialists in their fields of endeavor and might come from a great distance."

"A truly successful exhibition," "While an exhibition should en-



"THEY SWIM TO PLEASE" — Some show girls dance to please the public, some sing to entertain, while others swim to interest the patrons who seek diversion and something just a little bit out of the ordinary. Pictured here are some of the girls who are presented in Alf Phillips' "Swim-Cade" in "Frolic-Land" which will be at the Sherbrooke Exhibition.

courage the improvement and more productive efforts from the great farms of our country; it should, at the same time, provide for the patrons of the Fair an opportunity for diversified amusements which may not be their privilege to enjoy any other time during the year but at Fair Time. It can readily be appreciated that the Exhibition provides the means for the gathering of the population of the various communities at the only time during the year. While every patron of the Fair is vitally interested in some particular phase of productive farm effort; still, they will always find time for a little relaxation.

"The 'Midway'—or, 'Frolic-Land,' as it is known, offers fun and pleasure suitable to every appetite and for every age. In the multitude of attractions there is to be found something that will suit every individual taste.

"Sixty years ago, when the Sherbrooke Fair first commenced, the patrons of that day found their amusement in a very different mode than those of 1945. There were crude mechanical devices, no doubt—and the same old 'barber' rather gaudily dressed, but still employing the 'Flowery Language' of invitation to partake of the joys that you would behold when visiting the 'Greatest Side Show on Earth.' As

the years have progressed, improvements have not only been made in the manner of conducting Fairs; but, also, in the 'modus operandi' of an amusement company. The patrons of today are looking for value for their money—and the really successful amusement operator must provide such attractions as will satisfy the appetite of the present-day generation.

"As times changed, so did the tastes of the Midway patrons. As today, the youth of our country places the emphasis on "speed" in many of their activities they carry this with them to the Zone of Fun and Pleasure, and readily patronize such rides as will create for them the thrill of speed and reckless abandonment. Whereas, the height of pleasure for Grandad was the high-riding Ferris Wheel; or, the gaudily bedecked horses on the Merry-Go-Round—the youth of today finds his zenith of happiness on the speedy Moon Rocket Ride and the whizzing Flying Scooter.

"The emphasis in many of our Show attractions, today, is along educational lines, and it is a wise amusement operator who will provide such attractions as a Wild Life Exhibit which portrays animals far from their native haunts.

Continued on next page

Unsurpassed Entertainment...

ALL THE GRANDSTAND ATTRACTIONS

appearing at

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"A WORLD'S FAIR OF AMUSEMENT"

DON'T MISS SEEING...

"SONG OF VICTORY"

Colorful, Tuneful, Timely Grandstand Revue — Each Night at the Fair
A HAMID PRESENTATION

See Our Exhibit at the Fair

(Main Building)

SILVERWARE

Made in the Eastern Townships at
COOKSHIRE

You'll be proud of the excellence of the product of your newest industry. Marketed from the Atlantic to the Pacific.

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— Silversmiths —

COOKSHIRE, QUE.

OLIVER CROMWELL, Mgr.

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SUBSCRIBERS to The Gazette are the recipients of a regular supply of all the world's significant news truthfully and interestingly told. Throughout the year, it will keep them informed about persons and events in the news, about books and the theatres, music, education, politics, business, finance, fashions, world affairs—everything about which alert persons want to be fully informed.

In the Eastern Townships, The Gazette finds a natural audience which regards its early morning delivery as an essential community service. With correspondents in all main sections of the district, The Gazette provides its readers with the highlights of E. T. news, in addition to an unexcelled general news coverage.

The Gazette.

ESTABLISHED 1776

"Canada's Best Newspaper"

1000 ST. ANTOINE STREET, MONTREAL

THE MORNING PAPER OF THE EASTERN TOWNSHIPS

FAIR GROUNDS AND BUILDINGS HAVE BEEN GREATLY IMPROVED

Midway Area Is Now Paved; New Boxes On Grandstand

One of the major improvements at this year's fair will be the paved midway area, work on which has just been completed. After having made plans for this several years ago, an agreement was finally made between the Directors of the Eastern Townships Agricultural Association and the organizers of the Conklin Shows, who are holding a five-year contract with the local exhibition.

An asphalt surface along two thirty-foot wide lanes, six hundred feet long has been laid by the Sherbrooke Paving Company, thus avoiding a lot of the dust and inconveniences of a "dirt road."

Restaurant concessions beneath the grandstand have also been cancelled this year, with the exception of one booth, which will accommodate patrons inside the gates. By doing away with these eating places, a definite fire hazard has been removed, and space was made available to the Conklin Brothers to build a permanent office on the north end of the grandstand.

Many other improvements have also been made to the fair grounds. The Arena building has been given a new coat of paint, the cattle sheds were prepared and the Calif Club headquarters were painted and renovated.

On the grandstand sixteen new boxes, replacing several old ones, have been erected. They are on both sides of the main entrance, facing the grandstand.

The race track has been levelled and graded by Eddy Blouin, some

eighteen inches of earth having been laid at certain spots.

This year, the fair is arranged to start on Sunday, and a full programme has been drawn up for that day. The Midway will be ready tonight, and 4 new buildings will house new attractions which the Conklin Brothers are bringing to Sherbrooke this year. For helping to pay some of the expenses of the paving project, their contract, which was due to expire next year, has been extended for another five years. This offer, on the part of the two Conklin brothers, was considered very favorable by the Directors of the fair.

Exhibition Seen

"Special emphasis has always been placed upon having amusements which are acceptable to the children, as often it is for them that mother and dad have come to the amusement zone. Special rides have been set up which are models of safety, and can be very satisfying to the small children.

"It has often been said, 'No Fair can be a good Fair, unless it has a good amusement zone'—because it is from this area that much revenue is derived which is the means of providing a great stimulus for the other departments of the exhibition."



TO APPEAR AT FAIR — The Victoria Troupe, pictured here, will be among the chief attractions at the Sherbrooke Diamond Jubilee Exhibition's grandstand performance.

Sherbrooke Fair Has Thirty-One Directors

The Eastern Townships' Agricultural Association, which is this year observing its sixtieth jubilee, has thirty-one directors on its Board, these, with the year of their appointment, being as follows:

- 1915—F. W. Webster.
- 1917—C. B. Howard, Sherbrooke.
- 1925—Louis F. Codere, Sherbrooke.
- 1928—W. G. McDougall, Lennoxville, and John Peters, Magog.
- 1929—Leo Laliberte, Sherbrooke and S. Boily, Montreal.
- 1930—C. J. Wright, Sherbrooke.
- 1935—A. C. Ross.
- 1936—R. Ste. Marie, Compton, and M. T. Stenson, Sherbrooke.
- 1937—E. E. Spafford, East Broughton, and Ashley Tobin, Sherbrooke.
- 1938—R. W. Webster, Sherbrooke, J. E. Michel, Wotton, J. A. Ste. Marie, Lennoxville, and C. D. French, Cookshire.
- 1939—Colin Campbell, Sherbrooke.
- 1940—A. E. Dyson, Richmond.
- 1941—Maurice Gingues, Sherbrooke.
- 1942—W. Nichol, Lennoxville.
- 1943—J. K. Flaherty, Sherbrooke, A. Gauthier, Sherbrooke, and D. G. Ross, Sherbrooke.
- 1944—George Lavallee, Bromptonville, and J. P. Mullins, Bromptonville.
- 1945—V. R. Beattie, Richmond, Dr. F. H. Bradley, Sherbrooke, N. G. Bennett, Bury, Dr. L. Gendreau and C. S. Ives.

EAST HEREFORD

Mr. Bert Bolton and Mrs. Alta Clark and daughter, Delma, were Sunday guests of Mr. and Mrs. Ernest Bryan in East Hatley.

Mrs. L. Sprague, Mrs. Myrtle Pyne, Miss Phoebe Pyne and Mr. Geoffrey Pyne were week-end guests of Mr. and Mrs. Guy Howe.

Miss Betty Green, of Portland, Me., visited her mother, Mrs. Roland Green, and Mr. Walter Rowell. A very successful social sponsored by the young people of Hereford was held in the church hall recently. The proceeds, amounting to \$30, will go towards painting the church.

Callers at the home of Mr. and Mrs. R. A. Owen included Mr. and Mrs. Moody Haynes and family, Mr. Alby Owen and Mr. and Mrs. C. Stover, of Colebrook, N.H.

Mr. and Mrs. Leonard Gray, Miss Verda Gray, Miss Zena Haynes and Mrs. Myrtle Weston were called and Mrs. Ernest Crowley.

Mr. and Mrs. William Girard, of Montreal, and Mrs. Nelson Buzzell, of Cowanville, were recent callers at Mrs. Bessie Hunt's.

Mr. F. Pickel, and daughter, Ellen, spent a few days in Magog.

Miss Lise Bisailion spent a week with her aunt, in Drummondville.

Mrs. Charles Bisailion entertained at two tables of bridge on Friday night. The prize winners were Mrs. W. Coughy and Mrs. F. Pickel.

A regular meeting of the Ladies Aid was held at the home of Mrs. R. McCutcheon, with a good attendance. Final plans were made concerning the fancy work and food sale to be held in Sutton, on the United Church grounds, on Saturday, August 25th. A delicious lunch was served at the close of the meeting.

St. Robert Cowan returned to Montreal after spending the past month with his parents, Mr. and Mrs. James Cowan.

KINGSBURY

Guests at the home of Mr. R. C. Ward. Mr. J. Ward and Miss C. Ward spent a day at the home of Mr. and Mrs. W. McMorine.

Mr. and Mrs. Guy Wright and family, of Montreal, accompanied Mr. Ward to his home here.

Mr. and Mrs. Guy Frank and family were dinner guests at the home of Mr. and Mrs. Walter Wright.

Mr. and Mrs. A. Smith and family and Miss Ada Fowler spent a few days at the home of Mr. and Mrs. H. H. Fowler.

When Visiting
The Exhibition...

PLAN TO HAVE YOUR MEALS AT

JIM'S Restaurant

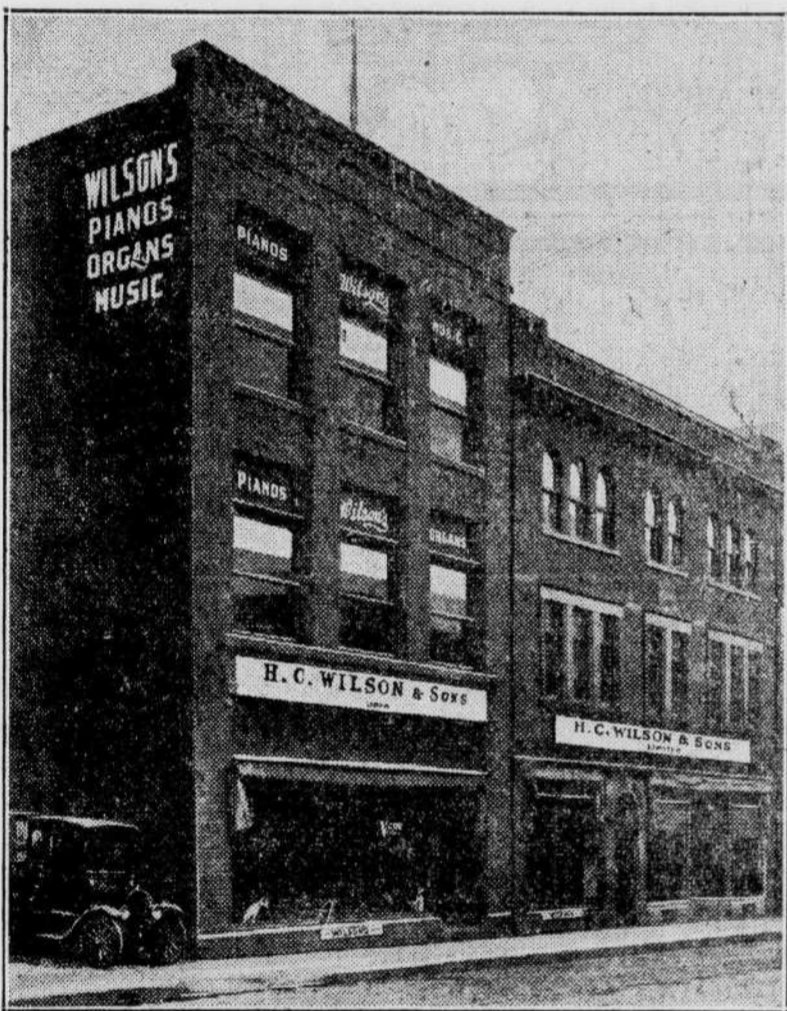
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Chesterfield Suites, Bedroom Suites, Breakfast Suites, Dining Room Suites, Studio Sets, Studio Couches, Wilton and Axminster Rugs, a large choice of Floor Coverings, Kitchen Furniture, Nursery Furniture, Bed, Springs and Mattresses in all sizes.

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Seven Air-Conditioned Booths for Testing Records

H.C. WILSON & Sons Limited

37 - 39 Wellington St. North

Branch Store: ROCK ISLAND

WEST BROME

Mrs. Martin and son, have returned to Shawbridge, after spending a couple of weeks' here with Mr. Martin.

Mrs. Watts, and daughter, are guests of her brother, Mr. Earl Marsh, and Mrs. Marsh.

Miss Walker, of Montreal, spent a couple of days with Mr. and Mrs. Arthur Shufelt.

Mrs. Bessie Hunt is confined to her bed having suffered a stroke last week. She is being attended by her daughters, Mrs. Greene and Mrs. Darker.

The Ladies' Guild of the Church of the Ascension held a 500 party and sale of articles with a grab basket on Thursday night. The whole was well attended and all articles were sold. Cards were played at ten tables and winners were: Ladies' first prize, Mrs. Milton Darbe; consolation prize, Mrs. Alma Le Galais; gent's first prize, Mr. Milton Darbe; and gent's consolation, Mr. Hugh Gilmour. Proceeds of the evening totaled fifty-seven dollars.

Miss Maude Grant, of Montreal, is spending a couple of weeks with Mrs. James Cowan.

Mrs. C. Marsh, of Bolton, is spending a few days with her son, Mr. Earl Marsh, and Mrs. Marsh.

Misses Mary and Helen Butler returned to their home in Montreal, on Sunday, having spent two weeks' holiday with their sister, Mrs. Charles Bisailion, and Mr. Bisailion.

Mrs. Arthur Shufelt spent a couple of days in Montreal.

Mr. and Mrs. Hugh Gilmour, and daughter, Lesley, Mr. H. Heslam, and Mrs. Fred Edwards, spent Friday in Montreal, the guests of Mr.

Wartime Is Past.

Peace-time Is Here!

Full Speed Ahead!

CELEBRATING ITS SIXTIETH ANNIVERSARY THIS YEAR

THE

SHERBROOKE EXHIBITION

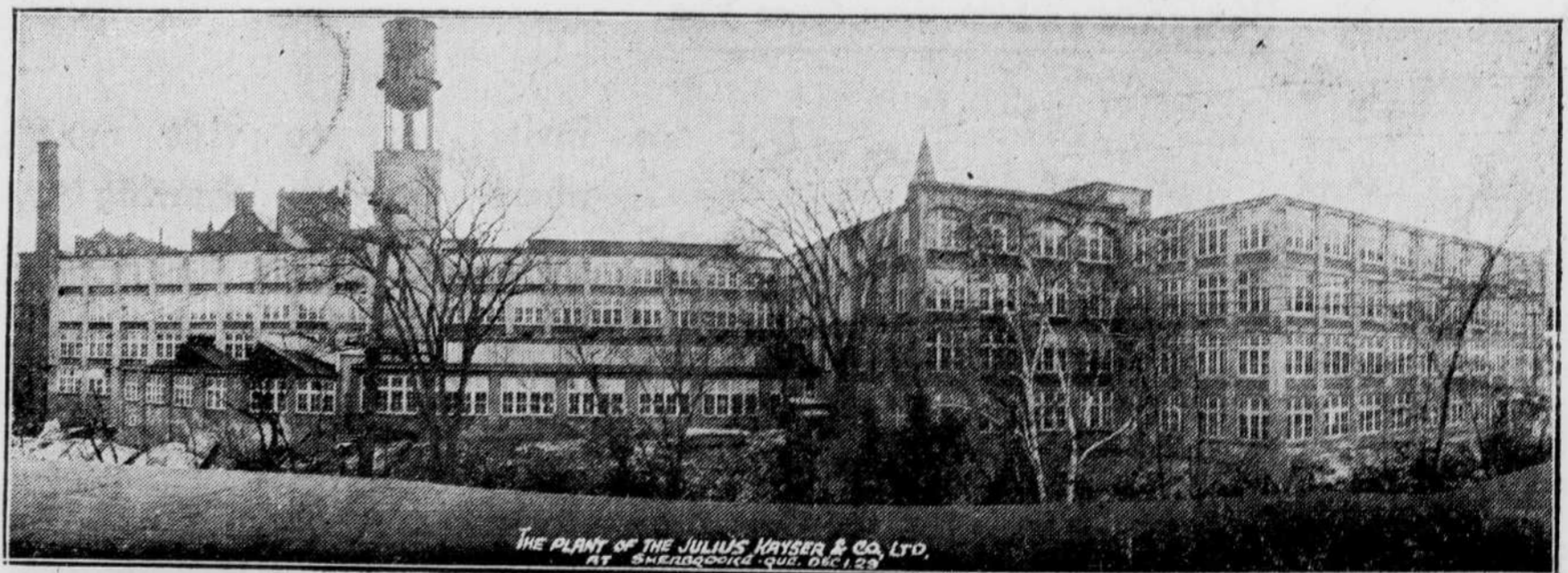
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Wishing Every Success to the Great Diamond Jubilee Of The Sherbrooke Exhibition



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DIAMOND JUBILEE CELEBRATION

by Visiting Sherbrooke's Departmental Store.

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 SHERBROOKE'S LARGEST STORE FOR QUALITY MERCHANDISE AT LOWEST PRICES

Monday Is Again Set Aside By Fair Officials As Special Day For Tots

Last year, when the Sherbrooke Fair was revived after four years of inactivity owing to the war, the Directors changed Children's Day from Tuesday to Monday, and the new date proved so successful that it has been adopted for the Diamond Jubilee Fair this summer and will in all probability become a permanent feature.

Thousands of kiddies, long living in anticipation of this event, will crowd the Exhibition Grounds on this day, and there will be plenty of excitement and thrills in store for them.

The Fair will really get going the day before, however, for Sunday has been designated as the opening day with a full programme lined up.

The programme to be followed daily will include:

SUNDAY—Opening Day: Parade of ancient vehicles reminiscent of sixty years ago, bands, horses, ponies and decorated bicycles from the centre of the city to the Exhibition Grounds; special vaudeville attraction in front of the grandstand; band concert by the Sherbrooke Harmony; two harness races, the 2.25 trot and pace and the 2.12 trot and pace.

MONDAY—Children's Day: Children admitted free to the grounds and grandstand; special rates for them in the Midway; Judging: 11

p.m., swine; 1:30 p.m., judging competition.

TUESDAY — Old Folks' Day: Regular programme with a special "Old Folks" parade in front of the grandstand. Judging: 9 a.m., sheep, poultry, butter and cheese, honey and maple products, field crops, vegetables and fruits, flowers, housekeeping, arts and young people. Also Aberdeen Angus and Holsteins. 10 a.m., heavy horses, starting with Belgians.

WEDNESDAY — Victory Day: Regular programme, featured by big livestock parade. Judging: 9 a.m., Ayrshire, Shorthorn, light horses; 2 p.m., parade of horses and calf clubs; 3 p.m., grand cattle parade.

THURSDAY — American Day: Visitors from across the border will be welcomed; championships will be awarded in the judging classes; judging will take place in the following: 9 a.m., Jerseys, Canadians, Herefords; 2 p.m., parade of horses and calf clubs; 3 p.m., grand cattle parade.

FRIDAY — Eastern Townships Day: Special programme of interest to visitors from the Eastern Townships; regular performance in front of the grandstand, together with final card on harness racing agenda; midway will be in full operation until late at night.



J. N. BOISVERT

ESTABLISHED 1904

HARNESS MAKER

EXHIBITION VISITORS

During the Diamond Jubilee Celebrations we extend a special invitation to all our farmer friends to call on us. We like to meet old friends at Fair time and we like to make new ones; Fair time is always a happy time.

1A KING ST. WEST. OPP. LANSDOWNE MARKET

SWEETSBURG

Miss Marion Beattie, T.A., who has been visiting her sister, Mrs. Milton Tibbits, in Cobourg, Ont., has now accepted a position on the nursing staff at the Cobourg General Hospital, and will remain there for an indefinite time.

Miss Margaret Beattie, T.A., is caring for Mrs. C. Mandigo, in Cowansville.

Friends of Mr. James Sweeney, of Cobourg, Ont., were grieved to hear of his untimely death.

Miss M. I. Beattie, T.A., of Cowansville, was visiting her sister, Mrs. Earl Perkins, in East Dunham.

NORTH STOKES

Miss Mary Gallagher, of L'Avenir, was a guest of Miss Joyce Young.

Mr. and Mrs. Curtis Jenkerson and daughters, the Misses Theta and Thora, spent a day in Sherbrooke.

Mr. Romeo Roy spent an evening with Mr. Joseph Lessard in Duds-well, and also attended the supper given in honor of the two newly-wed couples.

Mr. and Mrs. Emile Barriere spent a day in Sherbrooke.

Mr. and Mrs. A. Perreault spent the week-end in St. Lambert visiting their daughter and son-in-law, Mr. and Mrs. Marcel Ouellette.

Mr. Mitchell Goupil spent the day in Sherbrooke, and was accompanied home by his nephew, Paul Emile Goupil, of Stanstead, who will visit other relatives here and friends at his former home.

Mr. and Mrs. Agenor Perreault and Mrs. Odilas Poulin, and Miss Yolande Poulin spent one day last week in Sherbrooke shopping.

Mr. and Mrs. Norrey Lacey, of Sherbrooke, were in this district calling on old friends and relatives.

COWANSVILLE

Mr. Henry Boucher, Postmaster of this town, has now returned home, after spending three weeks at the Royal Victoria Hospital, Montreal, with a fractured arm. All wish him a speedy recovery.

Mr. and Mrs. Bill Home, of St. Lambert, were visiting Mr. and Mrs. Henry Boucher.

PIONEERS...

in the automobile industry in Sherbrooke

WEBSTER MOTORS LIMITED

are proud to participate in the great

DIAMOND JUBILEE EXHIBITION

We Haven't Got New Cars Yet

But we invite you to visit our exhibit where we are showing

THREE OF THE FIRST AUTOMOBILES:

1904 CADILAC — 1907 OLDSMOBILE — 1915 "490" CHEVROLET

(Chain Drive!)

(Rear Entrance!)

(Open Air Comfort)



R. A. WEBSTER
General Manager

WE ARE ALSO EXHIBITING ONE OF THE NEW 1945 MAPLE LEAF 3-TON TRUCKS

WEBSTER MOTORS LIMITED

Home of General Motors Service

CHEVROLET - OLDSMOBILE - BUICK
 Chevrolet and Maple Leaf Trucks

129 Wellington St. South

Sherbrooke, Que.

Established
1913

QUEBEC AGRICULTURE MINISTER CONGRATULATES FAIR

Hon. Laurent Barre Sees Exhibition Contests As Incentive To Farmers

In a message of congratulation to the Eastern Townships' Agricultural Association upon the occasion of its Diamond Jubilee year, Hon. Laurent Barre, Quebec Minister of Agriculture, forwarded the following to A. C. Ross, President of the E.T.A.A.:

"Farm contests are events of special interest in rural life. Friendly competitions between farmers result in awarding the efforts of the most deserving and, in the case of losing competitors, to help them find the right attitude in their attempt to take and progress in new endeavors.

"Much is involved in a regional exposition such as Sherbrooke puts on; it not only incites the interest of the farming class, but has much to offer in a general way to the population as a whole, city dwellers as well as those whose interests lie in agriculture.

"The relative farming diversity of the region is reflected in the variety of exhibits: maple products, poultry, vegetables, cereals, dairy products, hogs, sheep, fowl, beef cattle and many dairy breeds.

Farmers have the advantage of comparing the results of their different modes of breeding, a genial spirit of rivalry is acquired, the desire to improve their farming methods by adopting more practical means to insure their progress along

agricultural lines is given additional impetus at exhibitions of this kind. "Appreciation of the progress made during the past half-century is brought out at the Sherbrooke Fair. Its educational value is the more enhanced by two days allotted to provincial and regional contests between the Young Farmers' Clubs. The undertaking, from many points of view, is laudable and worthy of encouragement.

"May this 60th anniversary, therefore, be commemorated by a success hitherto unknown and without precedent. May it be the starting point towards new horizons for the farming districts of the Eastern Townships."

DIXVILLE

Mr. and Mrs. W. W. Norris and little granddaughter of Rock Island, were guests of Mr. and Mrs. H. Albert Norris, Friends here of Mr. and Mrs. Norris and family will regret to learn that their daughter, Mrs. Hazen Fraser is again a patient in the Montreal General Hospital.

Miss Maria Tanguay, of Sherbrooke, was a week-end guest of her mother, Mrs. Adelard Tanguay.

BROOKBURY

The St. John's Church Guild met

IVES HILL

Rev. Roy Stafford, of Coaticook, held a Thanksgiving service in the Ives Hill School, which was well attended.

Mrs. A. Fuller has been a guest for the past week of Mr. and Mrs. Rupert Hall, Lennoxville.

Mr. and Mrs. George Holtby, of Vancouver, B.C., are guests for a few days at the Harkness home.

Mr. and Mrs. J. R. Cowan and son, John, were dinner guests at the home of Mr. and Mrs. Burroughs, at Lennoxville.

Mr. and Mrs. A. H. Cairns were visitors at the home of Mr. and Mrs. Horace Cairns, at Randboro.

Mr. and Mrs. Andrew Smith, Jr. and son, of Hyatt's Mills, were calling at the homes of Mr. and Mrs. J. G. Farwell and Mr. and Mrs. Gordon Young.

Mrs. R. M. Carr spent a couple of days during the past week at the home of Mr. and Mrs. E. Fisk in Sherbrooke.

Mr. and Mrs. A. M. Allison spent the week-end in visiting friends at Hemmingford and Franklin Center and Malone, N.Y.

Mrs. W. J. Harkness, Mrs. Miller and Mr. R. Weston with their visitors, Mr. and Mrs. George Holtby, were guests of Mr. and Mrs. Horace Cairns at Randboro.

Mrs. A. Young has received word from her son, Mr. Roy Young, who with his wife and son, Leonard, had been visiting her, that they have arrived safely at their home in London, Ont.

Miss Joyce Farwell is spending a week with friends in Sherbrooke.

Mr. and Mrs. J. R. Cowan were callers at the home of Mr. and Mrs. A. Cones at East Angus, where Mrs. W. J. Harkness, Mrs. Miller, Mr. R. Weston, Mr. and Mrs. George Holtby and Mr. and Mrs. A. H. Cairns were calling on Mrs. Sarah Cairns at Compton.

at the Church with a fair attendance of members and several visitors present. No business session was held as the work of the afternoon was painting the fence and posts in front of the Church. The president, Mrs. L. H. Martin, distributed remnants of print to be made up ready for a sale later in the season. A new member was added to the group. A former member, Mrs. Roy Chappelle, of Roxbury, Mass., was present. A delicious lunch was served by the hostesses, Miss Guerita Clarke and Mrs. Olive Olson. The next meeting will be on August 25, at the same place, weather permitting; if not, on the verandah of lowdale, with Mrs. Irey Batley and Mrs. L. H. Martin as hostesses.

Mr. and Mrs. Fraser Mayhew, of Scotstown, and their guest, Mrs. Carl Crawford, of Inverness, were evening visitors at the home of Mr. and Mrs. Irey Batley, Mr. and Mrs. William Little, Mr. and Mrs. Charlie Little and little son, Eric, spent the evening at the same home.

Mr. Thomas Little, of Theftford Mines, spent a week-end visiting his brother, Mr. William Little and other relatives in Bury.

Waterloo Town Council Considers Paving More Than Fifteen Streets

Waterloo, August 22.—Estimate for the paving of the streets of this town is now in the hands of the members of the Town Council, and it should be noted that in the following figures, the width of the street in some cases might be changed, but the remainder will stay as shown.

Street	Length ft.	Width ft.	Lin. Measure
Atlas Plywood	800	20	1777
North Park	600	20	1833
C. P. R. Street	1260	16	2240
St. Patrick	640	18	1280
Shaw Street	980	18	1960
St. Joseph Street	1750	20	3500
Lewis (Court to bridge)	1100	24	2634
Lewis (Court to Western)	820	18	1640
Lewis (Court to limits)	3000	20	6000
Young	600	18	1200
Taylor Street	1640	18	3280
Taylor (side north city hall)	200	24	534
Court (City Hall)	220	30	734
Western	3200	16	9244
Western	520	18	1040
Ellis	1500	16	2666
Allen	640	18	1280
Eastern	1600	16	2844
Eastern	3000	16	5334

It is estimated that it will require 5,967 tons of surfacing at \$5.50 a ton, making a total of \$32,818.50; plus \$1.25 a ton for extras as grading, filling in entries, delivery and all other details. Tax will be extra. It was stated that some of the streets mentioned on this estimate may be difficult to place, but all streets are of necessity included in this.

ASBESTOS

F/O. Donald Boyd has returned to Picton, Ont., after spending the week-end with his mother, Mrs. G. M. Boyd and his sister, Mrs. Melvin Wilson at their home on King Street.

Mrs. William Towne, of Montreal, is spending her holidays with her mother, Mrs. J. Flack and brother Mr. George Flack, First Avenue.

Mr. and Mrs. A. Skidmore have returned from Montreal, and were accompanied home by Miss Barbara Skidmore, who had been spending a

short time in Montreal with friends. Union services, of the United Church and Presbyterian Church were held on Sunday in St. Andrew's Presbyterian Church. Rev. Mr. Black conducted the service.

Mrs. Thomas Barclay has gone to New Haven, Conn., Old Orchard, Me., and other points on her holidays.

Miss Gladys Mock, of Montreal, is the guest of Mrs. E. C. MacGonigal and Mr. MacGonigal, Chasse St. Mrs. Rothney and Mr. William Rothney, of Montreal, are guests of Miss Nellie Church at her cottage at Lake Richmond.

VALE PERKINS

Mr. and Mrs. Gordon Perkins, and Mrs. B. Perkins, of South Bolton, were guests of Mr. and Mrs. Vernon George.

Mrs. Cora Tilton, of Beebe, is visiting her sister, Miss Minnie George.

Mr. and Mrs. Angus MacDonald, of Montreal, were guests at the home of their cousin, Mrs. Claude George.

Mrs. John Jones, Mrs. Eugene Mossa, Mrs. Dorothy Brown and

Mrs. Joseph Jones, attended the Red Cross meetings at the summer homes of Mrs. Drummond and Mrs. Davis at Knowlton Landing.

Mr. and Mrs. Charles Warren and children, Peter and Wendy, of New Hartford, were week-end guests of Mr. and Mrs. Claude George and family.

Mrs. E. Jane George has returned after visiting at the home of her son, Mr. John George, Beebe, and also her granddaughter, Mrs. Orin

Gardner, at North Hatley. Master Murray Gardner, of North Hatley, is visiting his grandparents, Mr. and Mrs. Claude George.

Mr. and Mrs. Florian Rancourt and four children were week-end guests of Mr. and Mrs. J. Roderique and family.

Mr. and Mrs. Harry George, Miss Pauline George and Master Ralph George were guests at the home of their niece, Mrs. Orin Gardner and Mr. Gardner, at North Hatley.

OUR BEST WISHES TO THE DIRECTORS OF THE SHERBROOKE FAIR FOR A SUCCESSFUL EXHIBITION

S. RUBIN Limited

CLOTHING MANUFACTURERS

17 KING ST. WEST

SHERBROOKE, QUE.



Have A Good Time at the EXHIBITION

And don't forget that Nichol's Quality Beef is still, as always, the prize winner of its class!

STORE CLOSED WEDNESDAY AFTERNOON OF EXHIBITION WEEK

JOHN NICHOL & SONS, Reg'd

Butchers—Packers
LENOXVILLE

EXHIBITION VISITORS

ARE INVITED TO SEE THE

"Lightning" Evaporator

IN THE MAIN BUILDING

"Lightning" evaporators are the most rapid boiling apparatus on the market!

- Easy to operate, they permit a great saving in wood!
- Wholly protected by patents.



We have a great demand for this sugar-making apparatus, because those who use and know them unanimously affirm their efficiency and satisfaction.

The special feature of this evaporator is the doing away with the changing of the front plate. This new evaporator is made with two valves, one on each side, by which the flow can be changed. Simply open one valve, and close the other, and the flow can be altered as you wish, at the same time permitting the syrup pan to be drained of nitre, not by turning the plate, but by changing the flow of syrup. Moreover you will not have the tiresome job of tightening and untightening the taps, and no washers to replace! You will also note the handy syrup outlets at each convenient front corner, that permit the operator to have full control when withdrawing the syrup.

MANUFACTURED IN THE TOWNSHIPS BY

SMALL BROS.

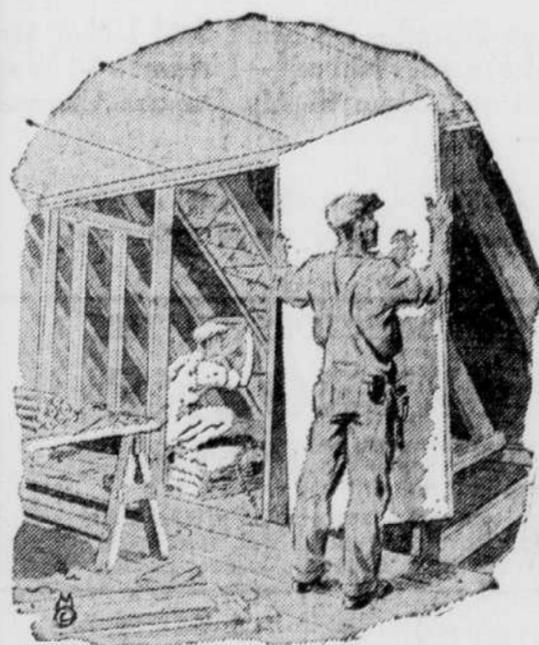
DUNHAM, QUE.

Exhibition Time's a Good Time to

GET READY FOR WINTER



Better go over your house from roof to basement—and take stock of what has to be done to make it able to face the rigors of cold and wet weather without discomfort to your family—and without deterioration of your structure. Now is the time to align the jobs that have to be done in leaky roof repair, weather stripping, insulation, and fitting of storm doors and windows. And we're your headquarters for every winterizing need, as well as for efficient hands to do your work. Don't delay this important planning for the welfare of your family and the protection of your property.



Storm doors are insurance for your house, and keep draughty blasts of cold air out.



Storm windows are a necessity for every home. Standard sizes in stock; odd sizes built to order.

A Snug and Happy Home is the Birthright of Every Canadian.

J. S. MITCHELL & CO. LTD.

BEST OF E. T. LIVESTOCK AND FARM PRODUCE EXHIBITED

BACK AGAIN!

Now that the War Years are over, we are back on our Peace-time job! We extend a cordial invitation to our many farmer friends to meet us at the Sherbrooke Exhibition and to see the very latest ideas in Dairy Equipment that science has to offer.

THIS YEAR OUR DEMONSTRATION BOOTH WILL BE FOUND IN THE MAIN BUILDING

The DeLaval Company Ltd.

FACTORY AT PETERBOROUGH, ONTARIO.

The Largest Dairy Equipment Factory in the British Empire.

THE ECHENBERG EXTRA

Vol. 1 No. 22 A FRIENDLY LINK BETWEEN STORE AND CUSTOMERS DURING ALTERATIONS

FINAL PREPARATIONS RUSHED

Ready For Big Exhibition To Open — Interesting Displays Are Promised

With indications that this will be the greatest year in the 60-year-long history of the Sherbrooke Fair, the grounds today are a beehive of activity as final preparations are rushed in order to get everything in shape for the gala opening of the great Diamond Jubilee Exhibition on Sunday.

At Echenberg's too, it's a beehive of activity. It had been hoped that the whole job would be finished so that a gala opening could be held in Exhibition Week, but due to difficulties in securing the necessary materials and other hold-ups beyond the control of the management, such a fact cannot be accomplished.

So, the workmen are still rushing their jobs in order that Echenberg's may be able to open their smart, modern showrooms just as quickly as possible.

Echenberg's had hoped to have a display at the Diamond Jubilee Fair, but it just couldn't be possible this year, and to take its place are holding their own exhibition of quality furniture on their upper floors, every day in the week.



Sorry, folks, but we're much too busy to even think of an exhibit at the Fair this year — we're trying to rush our big remodelling job so that we can open up our new store just as quickly as possible.

AND SO, while you are enjoying yourselves at the Fair... Remember that

The Electricians Are Busy...
The Plasterers Are Still At Work...
The Carpenters Are Pounding Away.

BUT, WE DO WISH TO EXTEND AN INVITATION TO SEE OUR USUAL INTERESTING DISPLAY OF MODERN FURNITURE ON OUR UPPER FLOORS

During Exhibition Week — Or Anytime You're Downtown It's "Business As Usual" — Upstairs At

ECHENBERG BROS.

SHERBROOKE'S LARGEST FURNITURE STORE

24 Presidents Have Been Appointed By E.T.A.A. Since Its Foundation

Twenty-four Presidents, including A. C. Ross who is now holding office, have been appointed to direct the activities of the Eastern Townships Agricultural Association since its foundation sixty years ago, and records show that of these Hon. John McIntosh held office for the longest period, five years in succession from 1894 to 1898 and again in 1900.

William Morris and E. W. Farwell each served for five years, the former in 1910, 1911, 1915, 1916 and 1917, and Mr. Farwell in 1918, 1919, 1920, 1921 and 1922.

With the E.T.A.A. planning to celebrate its diamond jubilee anniversary on August 25 to September

1, it is especially interesting at this time to note the men who held office of President and the years in which they served. These were as follows:

- 1885-86—Hon. R. N. Hall.
- 1887—Hon. W. B. Ives.
- 1888-89—S. P. Buck.
- 1890—J. R. Woodard.
- 1891-92—R. H. Pope.
- 1893-1908-1909—James A. Cochran.
- 1894-95-96-97-98-1900—Hon. John McIntosh.
- 1901-02-03—N. T. Dussault.
- 1904-5-6-7—Alex Ames.
- 1910-11-15-16-17—William Morris, K.C.
- 1912—James MacKinnon.
- 1912—W. R. Webster.
- 1913-14—L. A. Bayley.
- 1918-19-20-21-22—E. W. Farwell.
- 1923-24—L. J. Codere.
- 1925-26-27—J. A. McClary.
- 1928-29-30-31—J. H. Blue.
- 1932-33—J. S. Tetreault.
- 1934-35-36-37—Hon. C. B. Howard.
- 1938-39—R. G. Davidson.
- 1940-41—Louis F. Codere.
- 1942-43—F. W. Webster.
- 1944—Hon. J. S. Bourque.

The Reasons why CORRECT POSTURE COMFORT IN WALKING

are found on the inside of Research shoes by Blachford. Remember, no matter how smart your shoes may look outside, unless the lasts on which they are built, are designed to give you proper support and weight distribution, you will not be comfortable. Research lasts are designed to give you complete support and poise.



- 1 Ample room for that fifth toe.
- 2 Flat sole for comfortable walking.
- 3 Steel and leather support to balance weight.
- 4 Cupped heel for restful body balance and poise.



BLACHFORD SHOE MANUFACTURING CO., LTD., TORONTO

Sold by

J. A. Wiggett & Co. High Grade Footwear Since 1886

Clark are spending a few days in New York City. Mr. and Mrs. Hollingsworth, of Montreal, were recent guests of Mrs. W. A. Smith. Miss Vera Jameson has returned to Montreal after spending two

weeks with Mr. and Mrs. C. Tozer. Miss Eleanor Duffy, of Gould, is the guest of Miss Lucy Herby, Stanley Avenue. Miss Pearl Jameson, of Montreal, is spending two weeks with her

Mrs. C. Tozer at Mr. Tozer. Mrs. Roy McMorine spent a week with her parents, Mr. and Mrs. W. A. Smith before leaving to join her husband, L.A.C. Ray McMorine, who is stationed at Estevan, Sask.

Greetings

to the Officials, Directors and Members

of the

EASTERN TOWNSHIPS AGRICULTURAL ASSOCIATION

on the Occasion of Their Great

DIAMOND JUBILEE EXHIBITION

and

An Invitation

TO VISIT OUR DISPLAY IN THE MAIN BUILDING

UNION SCREEN PLATE COMPANY OF CANADA LIMITED
LENNOXVILLE QUEBEC

Congratulations to the E. T. A. A. On Their 60th Anniversary

WELCOME

TO THE FAIR

WE CORDIALLY INVITE YOU TO VISIT THE INTERESTING EXHIBIT OF OUR PRODUCTS IN THE INDUSTRIAL BUILDING

Carey

PRODUCTS

FOR POST-WAR RECONSTRUCTION

CAREY ASBESTOS PRODUCTS

ASPHALT PAPERS & MILLBOARDS ASBESTOS-CEMENTS ASBESTOS-CEMENT WALLBOARDS ASBESTOS-CEMENT ROOFINGS AND FLAT SHEATHINGS ASBESTOS PIPE & BOILER COVERINGS ASBESTOS TANK JACKETS AND CORRUGATED ASBESTOS PACKINGS SHEATHINGS

CAREY ROOFING PRODUCTS

ASPHALT AND ASBESTOS ROLL ROOFING ASBESTOS-CEMENT ROOFING AND FLAT SHEATHINGS WATERPROOFING MATERIALS PAINTS — COATINGS CEMENTS

CAREY ASPHALT PRODUCTS

ASPHALT UNDERGROUND PIPE INSULATION ASPHALT EXTENSION JOINT

Our New Addition Now Being Built Will Enable Us To Produce Our Own Dry Felts And A New Line: Asphalt Shingles

THE PHILIP CAREY COMPANY LTD.
FACTORY AND HEAD OFFICE — LENNOXVILLE, QUEBEC.



Don't Look so Scared — When I Said I Had My Winter Wardrobe All Planned — I Meant — I Was Planning to Have Some of My Dresses Cleaned and Dyed —

Our dry cleaning and dyeing process will save you money. Keep your clothes fresh and looking like new.

TO THE DIRECTORS OF THE SHERBROOKE EXHIBITION

we wish to express appreciation of the hard work they have done and to wish them every Success in their Diamond Jubilee Edition.

Crown Laundry of Sherbrooke Limited
PHONE 10

PRIZE MONEY AT HARNESS RACING AMOUNTS TO MORE THAN \$4,500

Renovated Track And High Purses Will Attract Many; Programme Opens Sunday

Higher purses and a renovated track should bring keen competition from all over the province and the New England States for the six-day racing programme which will be sponsored by the Eastern Townships Agricultural Association on district, the E.T.A.A. has boosted

COMPTON

A meeting of St. James' Guild was held at Bishop Mountain Hall, Coaticook, by kind invitation of Mrs. George Stevens. A number of the Coaticook Guild members and the Rector, Rev. Church, were also present. A delicious tea was served by Mrs. Stevens and a very enjoyable afternoon was spent.

Mrs. Whitehead has returned to her home in Boston after spending a few weeks with her brothers and sisters at the Hooper and Edwards homes.

A thanksgiving service was held in St. James' Church on the evening of V-J Day, conducted by the Rector, Canon Kelley and was well attended by members of both the Anglican and United Churches. The church was tastefully decorated with white flowers and flags. A solo by Miss Margaret Ann Forbes, of Lennoxville, was a pleasing item and the whole service was heartily entered into by all.

Mrs. Kelley and daughter, Rosemary are spending a few days at Murray Bay.

C.S.M. "Bobby" Edwards of the Canadian Forestry Corps, has returned from overseas, and is at the home of his parents, Mr. and Mrs. Charles Edwards.

Mr. and Mrs. Wesley Bellam, of East Clifton, were calling on Mrs. Cairns recently.

Recent visitors at the Burt home were Mr. and Mrs. Earl Johnston and daughter Carol, of Montreal. Mr. and Mrs. Burt and family with their guests attended Richmond Fair.

Beautiful flowers were placed in Christ's Church by Mrs. Sylvester Goodwin and Mrs. Arthur Smith in memory of their husbands.

Mr. and Mrs. Willie McLeod and family and their guests spent a day at Lake Megantic.

Miss Irene Cowling, of Sherbrooke, spent a week-end at her home.

Mr. and Mrs. Lindsey Groom and children spent a day in Bury.

Its prize money from \$3,300 last year to \$4,500, and two races will be run off daily from Sunday to Friday as follows:

Sunday, August 26: 2.28 trot and pace, \$210; 2.13 trot and pace, \$300.

Monday, August 27: 2.30 trot and pace, \$240; 2.18 trot and pace, \$210.

Tuesday, August 28: 2.24 pace, \$300; three-year-old and under, stake, trot and pace, \$600.

Wednesday, August 29: 2.15 trot and pace, \$300; 2.20 stake pace, \$600.

Thursday, August 30: 2.24 trot, for horses that did not go faster than 2.17 in 1944, \$300; 2.25 trot and pace stakes, \$600.

Friday, August 31: Classified race, \$240; free-for-all, stake, trot and pace, \$800.

E.T.A.A. PRESIDENT



A. C. ROSS, president of the Eastern Townships Agricultural Association which is sponsoring the Sherbrooke Diamond Jubilee Exhibition officially opening tomorrow afternoon.

LOWER IRELAND

Mr. Thomas Armstrong, of Kensington, Conn., who has spent the last ten days here visiting old friends and neighbors, left on Tuesday for Kensington, Conn., visiting friends en route in Lennoxville, Hatley and Vermont.

Many of the people from here spent an enjoyable evening on August 8, at the Court House, in Inverness, attending the wedding reception of Miss Jean Henderson and Mr. Leonard Little, who left the following day for Hamilton, Ont., where they intend to make their home. The best wishes of the community goes with them.

Mr. Alfred Ward, of Sherbrooke, is spending some time with his family, recovering from an injured foot, which he received while at work.

Mr. and Mrs. Harry Little spent the week-end in New Rockland.

Miss Annie P. Johnson entertained about twenty-five of her friends at a swimming party and weiner roast on Friday evening.

Mr. and Mrs. Fred Cox, and Douglas and Dorothy, spent a recent week-end in Hatley, guests of Mr. and Mrs. Eddie Little.

Mr. B. Henderson has gone to Hamilton, Ont., to spend an indefinite time.

The sympathy of this community is extended to the relatives of Mrs. William McElvany, whose death occurred at Thetford Mines. Interment was made in the Lower Ireland United Church Cemetery, on August 4th.

Several from here attended the victory celebration at Thetford Mines.

Success To The

Diamond Jubilee Exhibition

and

Our apologies to all visitors for being unable to meet their demands for their favorite dairy products at the Exhibition Grounds, during Fair Week. Unfortunately we will not be able to operate our booth as we have in previous years, due to the present restrictions and scarcity of supplies.

Government regulations limit the supply of ice cream, which is distributed on a quota basis. As we are unable to meet the present demands of our dealers it would be unfair to deprive them of their quota during Exhibition week.

WE HOPE YOU WILL UNDERSTAND OUR POSITION

As soon as we possibly can, we will be back at the Fair with an adequate supply of the ever-popular Vi-Co and delicious Ice Cream.

Sherbrooke Pure Milk

Company Limited

77 Belvidere St. North

Phone 886

60 Years of Achievement

On the happy occasion of its
DIAMOND JUBILEE
we extend to
THE SHERBROOKE EXHIBITION

our heartiest congratulations.

May this worthy undertaking continue in its outstanding contributions to the progress of the City of Sherbrooke and the Province of Quebec generally.



WE CORDIALLY INVITE

all those interested in PLANT EQUIPMENT

to visit our display
BOOTHS 31 and 32
INDUSTRIAL BUILDING

INTERNATIONAL EQUIPMENT Co. Ltd. INDUSTRIAL EQUIPMENT Co. Ltd.
MONTREAL — TORONTO

Foresight among that little group of pioneers back in 1885, helped develop the present

EASTERN TOWNSHIPS AGRICULTURAL ASSOCIATION

Initiative has kept it going!

Through our foresight and initiative we have been enabled to effect a rapid and complete transition from the production of tools of war to the manufacture of peace-time necessities.

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The heel with the 3 White Plugs! Built thicker on the side you wear most. Definitely WILL NOT SLIP!



Welcome to the great Diamond Jubilee Exhibition of Sherbrooke Fair



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SHERBROOKE, QUE.

RECORD NUMBER OF EXHIBITS DISPLAYED IN MAIN BUILDING

E.T.A.A. Diamond Jubilee Recalls Birth Of 1st Agricultural Society

The Eastern Townships' Agricultural Association, which through its annual exhibition has contributed materially to the progress of the agricultural industry throughout the province, is this year celebrating a unique milestone in its history—its Diamond Jubilee—but records show that the forerunner to this association dates back 114 years, to 1831, when the first agricultural society

which were associated with that early enterprise, for many of them were closely identified with the development and prosperity of the Eastern Townships through the years that followed.

William Hunting, of Ascot, was elected President of that first agricultural group, with Timothy Rose, of Stanstead, and Shuball Pierce, of Shipton, as Vice-Presidents, while Pines Stone, of Ascot, was Treasurer, and Joseph Barnard, of Ascot, Secretary. The "Committee of Management" consisted of Messrs. Wilder Pierce, of Stanstead; John Bellows, of Barnston; Luther Hall, of Hatley; Alexander Rea, of Hereford; Anthony Bowen, of Compton; Tyler Spafford, Jr., of Ascot; Josiah Sawyer, of Eaton; William R. Willard, of Orford; Gardner Stevens, of Brompton; Joseph Gallup, of Melbourne; John Philbrick, of Shipton, and Simon Stevens, of Durham.

It is interesting to note the names



LEO LALIBERTE, vice-president of the Eastern Townships' Agricultural Association.

MANSONVILLE

A family reunion was held at the home of Mr. and Mrs. Guy George when thirty-one relatives were present. Those attending from out of town were Mr. E. P. Racicot, Miss Bernyce George, Miss E. Frances Upton, R.N., of Montreal; Miss Flora George, R.N., of Ste. Anne de Bellevue; Mr. and Mrs. K. C. George, of Montreal; Mr. and Mrs. F. G. Beaton and four children, of Danville Vt.; Mr. and Mrs. D. M. Manson, Miss Betty George and Mr. and Mrs. L. J. Crandall, all of Knowlton, and Mr. and Mrs. Richard George, of Rosindale, Mass.

LADD'S MILLS

A wedding reception was held at the home of Mr. and Mrs. William Nickolson in honor of their daughter, Edna Maud, and Rene Rodrigue, on August 11. The Wedding March was played by Mr. Donnie Stewart, of Rock Island, and after a toast, dinner was served to forty guests on two prettily decorated tables. A number of beautiful gifts were presented to the bride and groom. After a time music and singing was enjoyed and the bridal couple left amid good wishes for a trip through Ontario. Those attending from out-of-town were Mrs. Elwine Davian, Miss Grace Davian, Mr. Emile Rodrigue, Mr. Denis Davian, Mr. and Mrs. A. Rodrigue, Mr. Edgar Rodrigue, Mr. and Mrs. Emil Lecours, Mrs. Cook, Mr. John Cook, Miss Elaine Cook, of Rock Island; Mr. and Mrs. Rosaire Rodrigue, of Quebec; Miss Madeleine Gobeille, of Beebe; Mr. and Mrs. Jack Don, of Montreal; Mrs. Arthur Washburn, of Baldwin's Mills; and Mrs. Stewart, and son Donnie, of Rock Island.

are glad to welcome him home, and luck all join in wishing him the best of Mr. Lucius Huntington, of Comp- J. Bishop. ten, spent a day recently with ... F

Congratulations

To the Members of the Eastern Townships Agricultural Association on their DIAMOND JUBILEE EXHIBITION



DONAT MARTIN President

Exhibition Visitors

Are Invited... To Visit

Our new modern garage which will be open to the public on and after September 1st.

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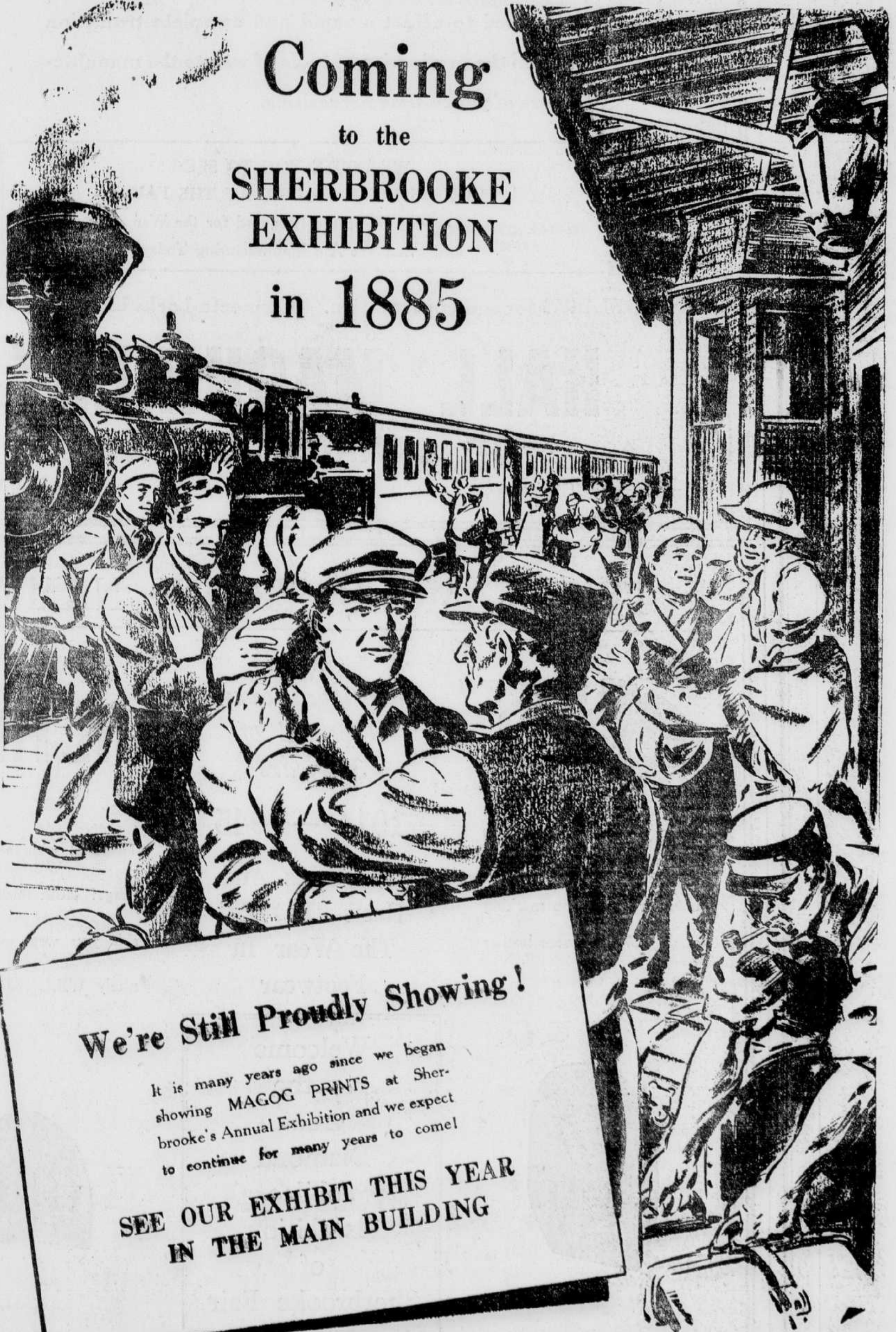
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OVER 150 YOUNG BREEDERS TO TAKE PART IN JUDGING CONTESTS

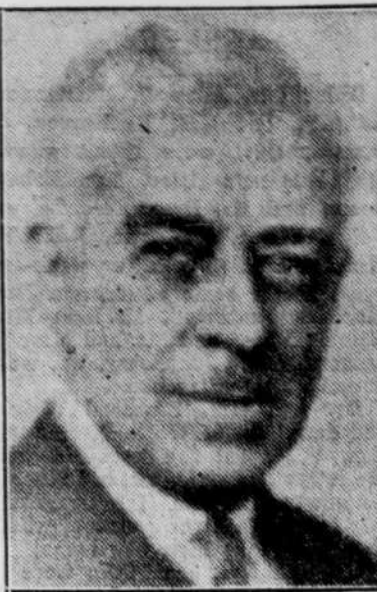
Winners Will Be Sent To Winter Fair In Toronto

One hundred and fifty young breeders, representing every county in the Eastern Townships, will be in Sherbrooke during this year's fair week, and they will find great improvements over last year. The breeder's building has been renovated and many necessary changes have been made to add to their comfort. Seventy-five new double-decker beds have been purchased by fair officials to replace the old ones, and with these new commodities the breeders should be able to fully enjoy the fair week. Provincial judging contests to determine the Quebec delegates to the national contests at the Royal

Winter Fair in Toronto will be held, and some will also engage in regional contests.

The young breeders provide one of the leading items on the programme of the Sherbrooke Diamond Jubilee Exhibition, which is to be held from August 25 to September 1st. Certain contests will be open to club members from Arthabaska, Brome, Compton, Drummondville, Frontenac, Megantic, Missisquoi, Richmond, Stanstead, Sherbrooke, Shefford, and Wolfe, while the Provincial judging competitions will be for young breeders from the various agricultural districts of the Province.

VICE-PRESIDENT



E. E. SPAFFORD, vice-president of the Eastern Townships' Agricultural Association.

The object of this latter contest is to reward the young judges of each district that deserve the most, in giving them the opportunity of a free trip to the Sherbrooke Fair and in paying their living expenses for the duration of the contest. Besides, to choose, following the final tests, two candidates that will represent the province at the National Club Contest in Toronto next November.

The programme to be followed by the young breeders will be as follows:

Monday, August 27: 3 p.m.: Arrival on Fair Grounds. (Junior Judges only); 5 p.m.: Distribution of meal tickets; 6 p.m.: Supper; 8 p.m.: Instruction to French members at the Arena; 8 p.m.: Instruction to English members (first floor hall); 10 p.m.: Bedtime.

Tuesday, August 28: 7 a.m.: Breakfast; 9 a.m.: Provincial Judging Contests on Dairy Cattle, Swine and Sheep at the Arena for the purpose of choosing the provincial champion teams; 12 p.m.: Dinner; 1:30 p.m.: Reasons on placings of cattle, swine and sheep and oral exam; 4 p.m.: Arrival of Club members exhibitors; 6 p.m.: Supper; 8 p.m.: Grand Stand Attractions.

Wednesday, August 29: 7 a.m.: Breakfast; 9 a.m.: Judging of Calf Classes; 1. Individual Classes, 2. Group Classes; 12 p.m.: Dinner; 2:30 p.m.: Big Parade, all present; 3:30 p.m.: Continued judging; 6:30 p.m.: Banquet and proclamation of Prizes.

Thursday, August 30: 7:30 a.m.: Breakfast; 10 a.m.: Halter-making Contest, Showmanship Contest; 12 p.m.: Dinner; 2:30 p.m.: Big Parade and Departure of Junior Judges; 6

INVERNESS

A number of the "little folks" in the neighborhood gathered at the home of Mr. and Mrs. John Learmonth, Dublin Range, to celebrate the birthday of their little friend, Donna Learmonth. The afternoon was spent playing games and a lovely birthday cake, with four candles, was one of the delightful refreshments served. Donna received many gifts.

Rev. Lovelace, Beebe, was the guest preacher at the United Church on Sunday, August 19. Mr. and Mrs. Lovelace, while in town, were overnight guests of Mr. and Mrs. Harry Lipsey.

The United Church was filled with an interested congregation, listening to Mr. Lovelace's stirring address on the Church of the past, the Church of the present, and the Church of the future. Beautiful baskets and vases of flowers in memory of those who made the supreme sacrifice were placed by friends.

Mr. Lorne Davidson, Lemesurier, visited Mr. and Mrs. Harry Lipsey. Mr. and Mrs. Harry Lipsey and Mrs. Emma Herbert, spent an evening with Mr. and Mrs. C. W. Mc-

Reedsdale. Mr. and Mrs. Alex McVetty have returned after spending some time in the Eastern Townships.

Mr. Adolph Seale, Wainright, Alberta, and Mr. B. N. Seale, Kinnear's Mills, were callers at the home of Mr. and Mrs. Harry Lipsey.

Mrs. Peter McKenzie, Montreal, and Mrs. K. Banks, Worcester, Mass., were afternoon tea guests of Mrs. A. Watson.

Mr. Henry Arnold, High River, Alta., accompanied by Mr. Harold Eager, spent an afternoon, the guests of Mr. and Mrs. Harry Lipsey.

Mrs. Guy, and her mother, Mrs. George Henderson, were afternoon

guests of Miss Maud Watson, Mr. James Watson and Mr. and Mrs. A. Watson.

Mrs. C. Ward, and Mrs. E. Johnson, Mrs. A. Johnson were visitors of Mrs. M. M. Morine, Mrs. J. R. McKinnon and Mr. and Mrs. T. Learmonth.

NEW ROCKLAND

Mr. and Mrs. E. Routledge and children, Geraldine, Kenny and Bryan, and Miss Florence Liddell and Miss Ceila McGill, of Montreal, and Mr. McGill and grandson, Mr. Tommy McGill, of Valcourt, were calling on Mrs. A. K. Fennington.

AN INVITATION To Fair Visitors



... to attend our exhibit in the main

Building at the Sherbrooke Exhibition. May we look forward to your visit?

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HISTORICAL PARADE WILL RECALL DAYS OF FIRST FAIR

Everything Is In Readiness For Opening Of Diamond Jubilee Fair

A large historical parade, which will recall the days of the first Sherbrooke Exhibition held in 1855, will tomorrow officially open Sherbrooke's Diamond Jubilee Fair which is being held to commemorate the 60th jubilee of the Eastern Townships Agricultural Association.

Many entries have been received for this event, for which \$250 in prizes will be given, and the organizers are confident that it will be an outstanding success. The parade will form up in front of the Court House at one o'clock sharp and will follow Wellington Street, King West and King East and Park Avenue to the Exhibition Grounds.

It was moved today that the parade will proceed on time because there is a long programme to be presented at the Fair Grounds during the afternoon, including a band concert, a vaudeville attraction and the first events in the week's harness racing programme.

Many exhibitors began to arrive on the fair grounds this morning in preparation for the jubilee fair, and everything will be in readiness for the official opening. Conklin's mid-way will be in full swing at eight o'clock tonight with many new attractions for fair-goers, who will appreciate that the entire midway area has been paved this year.

The calf club activity is always an important feature of the Sherbrooke Exhibition and this summer some 150 young breeders from all corners of the Province will be in Sherbrooke to take part in the regional and provincial judging contests to determine Quebec Province representatives to the Toronto Winter Fair.

Monday will be Children's Day at the Fair and thousands of girls and boys are expected to invade the fair ground to which they will be admitted free. They will also be admitted without charge to the grandstand and will enjoy special privileges on the midway.

The grandstand revue will be "The Song of Victory," presented by George Hamid, with Prof. Charles Delvenne and his musicians providing the music for the afternoon and night performances. An interesting programme of harness racing has also been organized for the week, and a number of well-known bands will be in attendance during the week, including the Shawinigan Harmony and Symphony bodies, the Junior Harmonies from Sherbrooke and Windsor Mills, the Marine Band from Montreal and the Sherbrooke Regiment Band.

MILAN

Services of thanksgiving were held in Bethany Church, Milan, and were conducted by Rev. Norman MacKay, who derived his morning text from Deuteronomy VIII, second verse, "And thou shalt remember all the way which the Lord thy God led thee these forty years in the wilderness, to humble thee and to prove thee, to know what was in thine heart, whether thou wouldst keep his commandments, or no." For the evening service Rev. Mr. MacKay took his address from St. Matthew 24, thirteenth verse, "But he that shall endure unto the end, the same shall be saved." Inspiring and impressive sermons were delivered on both occasions. The organist, Mrs. George MacDonald, and choir were in attendance and a large congregation was present to give thanks to Almighty God who has led us to victory.



FRANK CONKLIN, of the Conklin Shows, who are providing the midway attractions at the Sherbrooke Diamond Jubilee Fair.

Farnham Training Centre, was calling on friends here.

Friends of Mrs. W. B. MacDonald will regret to learn that she is confined to her bed due to illness.

Miss Dorothy Matheson, of Bishop's, is a guest at the home of her aunt, Mrs. James Matheson.

Those from here attending the Presbyterian Circle supper, held in St. Paul's Church, Scotstown, were Mr. and Mrs. M. E. Murray, Walter and George Murray, the Misses Alene Murray and Virginia Campbell, Mrs. D. R. Graham, Mr. Murdo Graham and Mr. and Mrs. A. W. Murray.

Mr. J. E. MacDonald is in Sherbrooke undergoing medical treatment. He is a guest at the home of his cousin, Mrs. W. Buchanan, and Mr. Buchanan, Frontenac Street.

Mr. and Mrs. R. J. Moulard and son, Ronald, of Sherbrooke, were visitors at the home of Mr. and Mrs. H. E. Moulard.

Cpl. Angus MacDonald, who spent a thirty days' furlough at his home here, has reported back to Longueuil for military duty.

Cpl. Jimmie MacLeod, of the Veterans Guard, was a guest at the home of Mr. and Mrs. J. E. MacDonald.

Mrs. Cecil MacAulay and son, Donald, have returned to their home in Scotstown, after being guests at the home of Mr. and Mrs. Guy Pinikham.

Guests at the home of Mr. and Mrs. Henry E. Moulard were LAC and Mrs. L. W. Temple and daughter, Diane, of Trenton, Ont., and Petty Officer and Mrs. Donald Hutchinson and son, David, of Halifax and Sherbrooke.

Mr. and Mrs. J. N. MacKenzie and son, Dalton, and Mr. and Mrs. Gordon MacLeod, of Scotstown, were in town.

Miss Inez Nicholson, of Coaticook, spent a week-end at her home here.

Miss Bernice MacDonald has returned home from Detroit, Mich., where she was a guest of her uncle and aunt, Mr. and Mrs. Alex MacDonald, for three weeks.

BEEBE

Sqdn. Ldr. Allan S. MacKinnon, R.C.A.F., and Mrs. MacKinnon, of Ottawa, Ont., were recent guests of the latter's sister, Mrs. Robert Denny and Mr. Denny.

Sgt. W. H. McKeown, R.C.A.F., Windsor Mills, was a week-end guest at the home of Mr. and Mrs. Clarence Nutbrown. Mr. and Mrs. Ralph C. Lord and Mr. and Mrs. D. Lumora, of St. Johnsbury, Vt., were guests at the same home.

Mr. and Mrs. Raymond Wright and daughter, of White River Junction, Vt., spent the week-end with the latter's parents, Mr. and Mrs. C. Longway, Mr. and Mrs. Longway left for White River Junction, where they will make their new home.

Mr. and Mrs. Glen Salls were in Montreal to attend the funeral of Mr. Harry Cain.

Mr. Warren Woodworth, of Quebec city, was a recent guest of Mr. and Mrs. Homer Worthen and Mrs. Ruth House.

Miss Joan Call has returned to Ottawa after spending the summer with Mr. and Mrs. H. Worthen.

Mr. John Stubbs who has been employed in Sherbrooke during the summer months, is spending a few weeks at his home before returning to McGill University to continue his studies.

Mr. W. H. Miller, Miss Esther Miller, Miss Mattie Miller, Mr. James Miller, Bruce Dustin and Carlton Miller motored to Sutton, Vt., to attend the funeral of Mr. Avery Curtis.

Mrs. Barbara Beane, of Montreal, spent the week-end with her parents, Mr. and Mrs. Harold Beane.

Bruce Dustin and Carlton Miller, of Hatley, spent a few days with their grandfather, Mr. W. H. Miller and aunt, Miss Esther Miller.

Mr. J. T. Letourneau received the good news this week that his sister, who has been a prisoner of the Japanese for the past four years, was liberated a short time ago.

WEST SHEFFORD

Mrs. Leslie Durrell, of Farnham, was calling on Mrs. W. J. Taylor.

Miss Jean Phillips, of Toronto, has returned to her home, after spending a week with her parents, Mr. and Mrs. William Phillips.

Mr. and Mrs. William Dunlavy and Mr. and Mrs. Lewis Dunlavy have returned from Ottawa where they were called to attend the funeral of their brother, Mr. Guy Morris. Friends in Shefford extend their sympathy to both the Dunlavy ladies in their sad bereavement.

Mr. Robert Marchessault, of Montreal, is spending a holiday with his uncle and aunt, Mr. and Mrs. Luke Marchessault, and their families.

Mr. and Mrs. William Hughes, of Montreal, and Mr. and Mrs. Kaye and son, of Beaufre, were guests at

the home of Mr. and Mrs. W. J. Taylor.

Mrs. Mary Blake has returned home, after spending some time in South Stukely.

Miss Elizabeth Morrison, nurse-in-training at the Montreal General Hospital, was a recent guest of her sister-in-law, Mrs. Earl Morrison, and her little daughter, Wendy Earlene.

Mr. and Mrs. B. Gittens, of Bedford, were calling at the home of Mr. and Mrs. W. J. Taylor last week.

Miss Pierette Potvin has gone to Sherbrooke to attend the Household Science School at a student for the term.

Mrs. Bobrick and little boy are visiting Mrs. Bobrick's mother for a short time at Halifax.

Mr. and Mrs. James Campbell and little granddaughter, Therese, were guests of Mr. and Mrs. Bernard Campbell at Selby Corner.

Mrs. Abbie Woodard, of Fulford, was in town to visit her daughter, Mrs. W. J. Taylor.

Mr. Charles Bienvenue and son, Lloyd, of Worcester, Mass., arrived in town to join Mrs. Bienvenue and daughter, Marie, who have been here visiting her mother, Mrs. M. E. Doonan, and brother, Mr. Ernest Doonan, and his family, for a few days.

Mr. Bienvenue will also visit members of his family while here on his holidays.

Mr. and Mrs. Floyd Sanborn, of Iron Hill, were visiting Mrs. P. E. Benham.

Mrs. Edith Contois has gone to Brigham for a week to stay with Mrs. Tilson for a short visit.

WARDEN

Cpl. Regan Maynes, R.C.A.F., has arrived home, after having spent over two years in England.

Mr. and Mrs. T. Duboyce and Mr. Gordon Duboyce, of West Bolton, were callers of Mr. and Mrs. V. Lewis and Mr. and Mrs. S. Newton and family.

Mrs. L. T. Carter was called to Montreal owing to the death of her son-in-law, Mr. C. Davis. Other relatives from here went to the city to attend the funeral.

LAC. Clayton Bowker is home from Labrador on a two months' furlough.

Mr. and Mrs. Richard Booy and Miss Sylvia, of Timiskaming, were callers at Raynurst Farm.

Rev. M. W. Booth, Secretary of the British and Foreign Bible Society, gave a very interesting lecture. The sum of \$27.50 was turned in by the collectors, Mrs. C. Booth, Mr. Croft Caw and Miss Alice Ashton.

Mr. and Mrs. E. H. Ashton, Miss Alice Ashton and Mrs. P. Riendeau, of Roxton Pond, were visitors of

relatives at Grande Linge. They were accompanied home by Mrs. E. Roy, of Weston, Ont., who will be their guest for a few days.

Congratulations were extended to Mrs. Alice Curtis, of Waterloo, on the occasion of her 51st birthday.

Miss Alma Talbot and the Misses Evelyn and Jean Talbot spent an afternoon in Waterloo with Mrs. Bert Clark.

CRAWFORDVILLE

Miss Verlie Laroche and Mr. Clifford Morrison, of Sawyerville, were recent visitors of Mr. and Mrs. Arthur Morrison.

Mrs. Eliza Miles, of Kinnear's Mills, spent a few days with Mr. and Mrs. Henry Morrison.

Mr. and Mrs. Leonard Guy and Au-grey and Phyllis Guy, of Kinnear's Mills, were guests of Mr. and Mrs. John Guy.

Mr. John Mathers, of Thetford Mines, spent a few weeks at the MacRae home.

Mr. and Mrs. John Guy, Mr. Elmore Guy and Miss Beattie Guy were guests for an evening of relatives at Kinnear's Mills.

Mr. and Mrs. Willard Little and daughter, Elaine, of Millfield, were Sunday guests of Mr. and Mrs. Henry Morrison.

DRAPER'S CORNER

Mr. and Mrs. Ben Seale, of Kinnear's Mills, Inverness, were overnight guests of Mr. and Mrs. Fred Young.

Mr. and Mrs. James Skuse are away on their annual holiday.

Mr. William Skuse, accompanied by Mr. James Skuse and Miss Violet, were recently calling on Mr. and Mrs. Delmar Huff at Dixville.

Mr. and Mrs. Alex McVetty and son, Keith, of Inverness, spent two days with Mr. and Mrs. Fred Young.

Mr. and Mrs. Edmund Bowker, Mr. Wesley and Miss Evelyn Bowker, of Flanders, were tea guests at the same home.

The Charland Allison and Young families picnicked at the river last week.

Mr. and Mrs. H. Allison and their guest, Miss McCurdy spent an evening at Moe's River with Mr. and Mrs. C. A. Parsons.

Mrs. Reginald Parsons and two daughters, of Grenville Park, spent a day with Mrs. H. H. Allison.

Mr. and Mrs. H. H. Allison, Misses Muriel and Pearl Allison visited Mr. and Mrs. Earle Fisk in Sherbrooke.

Misses Muriel and Pearl Allison who are on a week's holiday, are spending a few days in Montreal.

Miss Shirley Todd, of Bulwer, spent a week with her aunt Mrs. Allison.

GLEN MURRAY

Rev. E. Patterson and Mr. A. B. Midgley, of Leeds, were recent supper guests of Mr. and Mrs. Alger Patterson.

The Inverness branch of the Women's Institute met at the home of Mrs. R. J. Graham for the August meeting.

Miss Hazel Horan and friend, of Danville, were recent visitors of Mr. and Mrs. R. J. Graham.

Mr. H. Wright, of Cardinal, Ont., was a recent visitor at the home of his brother, Mr. W. D. Wright.

Mr. and Mrs. W. Minnaugh, of Lennoxville, were week-end guests of Mr. William Walker and family.

Mr. and Mrs. C. Marshall and family, of Inverness, were Sunday evening guests of Mr. and Mrs. Robert White.

Mrs. Joseph Miles is spending some time in Quebec City.

Mr. J. Leith has returned home from Sherbrooke, where he visited his brothers, who have recently returned from overseas.

Mrs. Ben Seale and daughter, Dorothy, of Kinnear's Mills, were calling on Mr. and Mrs. R. J. Graham.

Pte. Johnny MacAskill, of the

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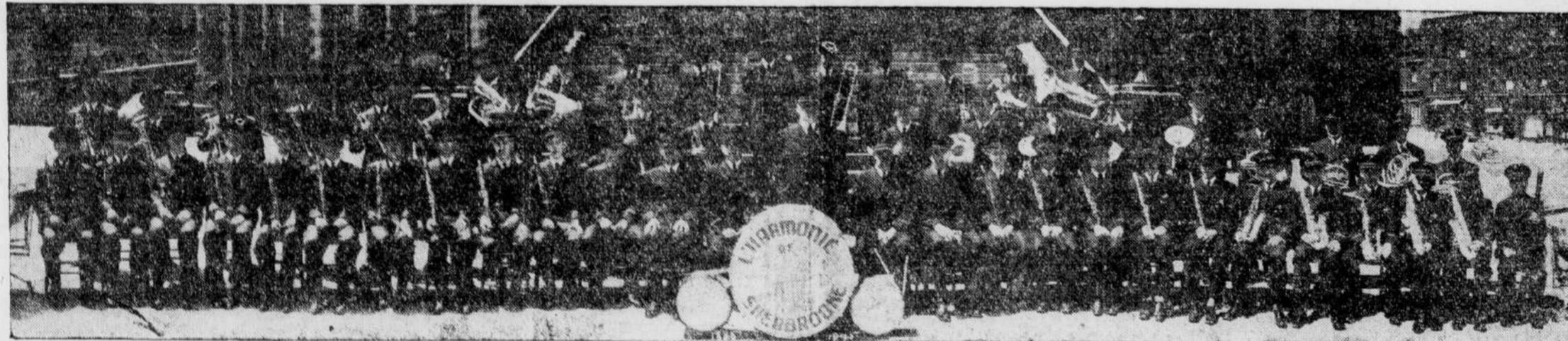
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60th ANNIVERSARY SHERBROOKE HARMONY BAND



125

MUSICIANS

INVITED ARTISTS

A GALA PERFORMANCE

SUNDAY, AUGUST 26th — PROGRAMME —

- 9.30 A.M.—Parade of Musicians — Wellington North (from City Hall), King and Convent Streets.
- 10.00 A.M.—Mass at St. Charles Seminary.
- 1.00 P.M.—Grand Parade to Exhibition Grounds from Strathcona Square, Wellington North, King West, King East and Park Ave.
- 5.30 P.M.—Banquet at Chateau Frontenac.

AT 8:00 p.m. SUNDAY NIGHT

IN FRONT OF GRANDSTAND AT EXHIBITION GROUNDS

MASSED BAND CONCERT

By:

- L'Union Musicale de Shawinigan Falls
- L'Harmonie de Shawinigan Falls
- Sherbrooke Harmony Band

Invited Artists:

- Mr. Albert Viau, of Montreal, Baritone.
- Mr. Marcel Marcotte, of Sherbrooke, Clarinetist.

Decoration of Long Service Musicians.



Mr. Marcel Marcotte, Clarinetist.

FREE ADMISSION TO GROUNDS

Reserved Seats, Grandstand... 50c
General Admission, Grandstand 25c



MR. ALBERT VIAU, Montreal, Baritone

This contribution to the Celebration of the 60th Anniversary of the Sherbrooke Harmony Band is sponsored by:

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Waterloo Music Company, Waterloo, Ont.

Magog House, J. E. Bouffard, Prop.
Dr. A. N. Dupuis

J. R. Gervais & Fils, Waterville.
A Friend.

E.T.A.A. HAS HAD TELLING INFLUENCE ON DISTRICT FARMING

E.T.A.A. Has Had 24 Presidents In Its Sixty-Year History

Twenty-four presidents, including A. C. Ross who is now holding office, have been appointed to direct the activities of the Eastern Townships' Agricultural Association since its foundation 60 years ago. Of these Hon. McIntosh held office for the longest period, five years in succession from 1894 to 1898 and again in 1900. William Morris and E. W. Farwell each served for five years, the former in 1910, 1911, 1915, 1916 and 1917 and Mr. Farwell in 1918, 1919, 1920, 1921 and 1922.

The names of these presidents have been:

1885-86—Hon. E. N. Hall.
1887—Hon. W. B. Ives.
1888-89—S. P. Buck.
1890—J. R. Woodard.
1891-92—R. H. Pope.

1893, 1908-1909—James A. Cochran.
1894-95-96-97-98 and 1900—Hon. John McIntosh.
1901-02-03—N. T. Dussault.
1904-5-6-7—Alex Ames.
1910-11-15-16-17—William Morris, K.C.
1912—James MacKinnon.
1913—W. R. Webster.
1913-14—L. A. Bayley.
1915-19-20-21-22—E. W. Farwell.
1923-24—L. J. Codere.
1925-26-27—J. A. McClary.
1928-29-30-31—J. H. Blue.
1932-33—J. S. Tetreault.
1934-35-36-37—Hon. C. B. Howard.
1938-39—R. G. Davidson.
1940-41—Louis F. Codere.
1942-43—F. W. Webster.
1944—Hon. J. S. Bourque.

CLARENCEVILLE

The centenary celebration of Wesley United Church took place with the Rev. Dr. L. H. Fisher, of Hampstead United Church, Montreal, as the guest speaker at the anniversary services. Dr. Fisher is the President of the Montreal-Ottawa United Church Conference. On Saturday night a chicken pie supper was held from 5.30 until 8.30 and was very largely attended by friends from far and near and provided a most enjoyable event and a time for reviving old acquaintances. The supper was followed by an organ recital, addresses and music by the choir of Wesley United Church.

CLARENCEVILLE Church.

Established as a Methodist Church in 1845, with the Rev. T. H. Campbell as the first pastor, among the early trustees were Mr. Matthew Miller, grandfather of Mr. Guy Miller, of Swetsburg, and Capt. Henry Jameson, grandfather of Mr. Arthur Jameson of Swetsburg, also Messrs. Robert Cochrane and David Hawley.

The present church building was dedicated in 1862 and Mr. A. M. Butler, B.A., is the present student minister, who prepared a four-page sketch on the history of the church for distribution among former parishioners and friends.

Twenty years ago this Methodist church became known as one of the

DAVIDSON HILL AND BETHEL

Mrs. Percy Tibbitts and Masters Wallace and Kenneth, have returned to their home in Waterloo, after spending two weeks with their mother and grandmother, Mrs. Alfred Davidson, and Mr. and Mrs. Roy Davidson.

Mr. Wilbur Davidson is spending a holiday in Sutton Junction with relatives.

Mr. and Mrs. J. W. Davidson, Mrs. J. Proulx, Mrs. William Robinson and Messrs. Wilfred Proulx and Wilmer Davidson attended the Waterloo Fair.

Mrs. Arthur Davidson and two children and Miss Irene Davidson spent a few days in Knowlton Landing as guests of their sister, Mrs. Porter Knowlton, and Mr. Knowlton.

Mrs. Alfred Davidson was an overnight guest of her son, Mr. Leonard Davidson, and Mrs. Davidson, in Melbourne.

Mr. Roy Davidson was a business visitor in Windsor Mills for a day. Several from here attended the Richmond Fair.

Mrs. G. Davidson and two sons were dinner guests of Mrs. Leonard Davidson and family, in Melbourne.

Mr. Garnet Willey, of London, Ont., is spending a few days with his wife and children, who have been guests of Mrs. Willey's parents, Mr. and Mrs. Robert Lancaster, for the past month.

Mrs. Roy Davidson was a dinner guest of her sister, Mrs. Ernest Lancaster, and family, in Richmond.

Mrs. Arthur Davidson and two children and Miss Irene Davidson were tea guests of their sister, Mrs. Percy Tibbitts, and Mr. Tibbitts.

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In the history of Odelltown-Lacolle written by the United Church minister, Rev. J. R. Burt, B.A., B.D., for that change in 1944, is found the statement: "On the 3rd of July, 1794, John Odell made declaration before Patrick, J. P., at Caldwell's Manor that he had taken the oath of allegiance and intended to settle in Canada." John Odell gave his name to the new settlement across the Richelieu.

Caldwell's Manor is now known as Clarenceville and there is reason to suppose that there was at least a small hamlet here before 1794. The first record of Methodist services being held at Caldwell's Manor is about the beginning of the last century. It is recorded that these services were conducted by ministers.

BROOKBURY

Mr. and Mrs. Gaston Brouillette, of Roxton Pond, were guests of Mr. and Mrs. J. F. Martin.

Miss Phyllis Batley, of Rochester, N.Y., is spending a holiday as the guest of her parents, Mr. and Mrs. W. R. Batley.

Mr. Charles Sykes, of Timmins, Ont., is a guest of Mr. and Mrs. Gilbert Grey.

Mr. Orville Cloutier, of Roxton Pond, has joined his wife and sons, who are holidaying with Mrs. Cloutier's parents, Mr. and Mrs. J. F. Martin. Other guests at the same home are Messrs. Clifford Hunt, of Toronto, Mac Perrill, of Merrickville, Ont., and Tpr. Allen Martin, of Camp Borden.

Week-end guests of Mr. and Mrs. S. B. Coates included Mr. and Mrs. W. P. Watson, Mr. and Mrs. Gordon Coates and little daughter, Sandra, of Abbotsford, Mr. and Mrs. Roy Chappelle, of Roxbury, Mass., Callers at the same home included Mr. Walter Coates, Mr. and Mrs. Sterling Batley, Beverly Ann and Bruce Batley, Mr. and Mrs. Leon Bennett, Denzil and Sandra Lee, of Bishopton.

Miss Beulah Vintinner, of Bishopton, spent a few days as the guest of her cousin, Miss Lorna Vintinner, at the home of Mr. and Mrs. Collins Vintinner.

Work has begun on the vault being built in the Brookbury Union Cemetery.

Mr. and Mrs. Hugh MacLean, of Gould Station, were calling on Mr. Walter Coates and Mr. and Mrs. S. Coates.

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PATTY CONKLIN, of the Conklin Shows, who are providing the midway attractions at the Sherbrooke Diamond Jubilee Fair.

SOUTH STUKELY

Mrs. E. G. Currie and her daughter, Miss Helen Currie, of St. Lambert, have been the guests of Mr. and Mrs. Norman Jones and family.

Mr. and Mrs. Harry Maddis and Mr. Ronald Maddis, Mr. and Mrs. Earl Maddis, and their daughter, little Miss Judith, of Sherbrooke, have been the guests of Mrs. A. S. Parker and the Misses Geraldine Valerie and Carol Parker.

Mr. and Mrs. James Mason, of Montreal, spent a day with Mr. and Mrs. J. E. Adams and Mr. James Adams.

Mrs. R. Corbett, of Montreal, is the guest of her brother, Mr. S. Carson at the home of Mr. and Mrs. Fred Slack.

Mr. and Mrs. Peter Laporte and their daughter Miss Barbara Laporte, and Mrs. Joseph Laporte, of Cowansville, have been visiting Mr. and Mrs. A. Guertin.

Mr. and Mrs. J. P. Lowry, of Richmond, spent the week-end with Mr. and Mrs. Orval P. Quilliams and family.

Mrs. A. S. Parker spent the week-end in Sherbrooke with Mr. and Mrs. Cedric Maddis.

Mr. Orval P. Quilliams has sold his house to Mr. Raoul Thomas, of Warden. Mr. and Mrs. Thomas will occupy it soon.

Mrs. Vaughan H. Moore Jr., and Miss Patricia Joan Moore, of Montreal, are the guests of Mrs. R. A. Savage and Mr. J. J. Savage.

Pte. Eldred Parker who has recently received his discharge from the army is spending an indefinite time with his mother, Mrs. N. S. Parker at the home of Mrs. A. S. Parker and daughters.

Miss Rita Chase, of Magog, is visiting Mr. and Mrs. Albert C. and Miss Linda Mary Comeau.

Mrs. E. Sawyer accompanied Mr. and Mrs. John Moffatt and Miss Joan Moffatt, of Magog, went to Richmond, Vt., where she spent the day with her brother, Mr. Harry Buzzell, and Mrs. Buzzell and family.

Mr. and Mrs. Henry H. Savage, Mrs. Henry Bowen were visiting

Mr. and Mrs. D. D. Nixon, Mr. and Mrs. Ross Nixon and son, Roderick, in Gore. They also attended the Thanksgiving service here on fair grounds in Richmond and called on Mr. Arthur B. Joyce at the Wales Home, and on Mr. and Mrs. Walter W. Phelps in Sherbrooke. They were accompanied home by Mrs. K. F. Derry, of Montreal, who has been visiting at the Nixon home.

The Ladies Aid of the United Church held a supper in the Association Hall recently.

The meeting of The British and Foreign Bible Society was held a short time ago in the Association Hall. The meeting was opened with prayer by Elder Clarence Long, of Eastman. An interesting talk a Palestine was given by Rev. Mr. M. W. Booth, B.A., B.D., of Montreal. Two hymns were sung with Mrs. Henry Bowring at the piano. The following officers were then elected: Mr. Lawrence McElroy, president; Miss Hazel Bressette, secretary, re-elected. The evening was brought to a close by the singing of "O God Save the King."

Mrs. Rhoda Sullivan and Mr. Howard French, of Sutton, have been calling on their sister, Mrs. Martha Smith, at the home of Mrs. R. A. Savage.

Mr. and Mrs. Orval P. Quilliams, Mr. and Mrs. Bruce Berwick, Miss Marjorie Sweet and Mr. Paul Bressette attended the Victory dance at Stanbridge East.

Mr. and Mrs. Willie Lunnie spent a day in Leeds.

Mr. John Dempsey has bought a home two miles from Lennoxville. His family will be leaving soon. All wish them success and happiness in their new home.

Mrs. Johnston is home after spending a few days with her nephew, Mr. Lorne Kelso, and Mrs. Kelso.

Miss Jeanette McKinnon, of Val d'Or, and Miss Florence McKinnon, of Quebec, with their niece, Edith May, were guests of Mr. and Mrs. D. Appleton and Miss Appleton.

MANSONVILLE

A large congregation of the Protestant churches gathered at the United Church on Sunday afternoon, August 19, to offer thanksgiving to God for the peace that has come to the world. In the pulpit were Mr. A. B. Farquhar, who is taking the services in the United Church for the summer months, Rev. W. A. Morrison, pastor emeritus, and Rev. John Champion, minister of the Baptist Church. Mr. Farquhar, who gave an inspiring address, chose as his text: "Be ye doors of the word." The choir, under the direction of Mrs. W. A. Morrison, was composed of singers from both the United and Baptist churches.

Miss Lucille George, B.A., has returned from Sherbrooke, where she was the guest for a week of Miss Betty Davidson at the home of her parents, Mr. and Mrs. A. C. S. Davidson, Belvidere Street.

Miss B. A. George, Miss Flora George and Miss Frances Upton, of

Montreal, are spending a few weeks at the summer home of the Misses George.

Miss Bertha Thayer and Miss Alice Thayer spent a week-end in Barton, Vt.

Mrs. E. Neil and Mrs. Gerald E. George spent a day in Granby, calling on friends.

Mrs. E. P. Racicot, of Montreal, spent a week-end with Mr. and Mrs. Gerald George and Mrs. E. Neil.

Mr. and Mrs. Bert L. Geer, of Contoocook, N.H., and son, Neal A. Geer, M.M. 1/C, U.S. Navy, were the guests of Mrs. E. Neil and Mr. and Mrs. Gerald E. George.

FARNHAM

Mrs. Alfred Mudie and daughter, of Montreal, and Mrs. Percy Smith and daughter, Gwen, of Sutton, were recent guests of Mr. and Mrs. W. H. Booth.

Mr. and Mrs. Jack Caldwell and daughter, Mrs. George Mudie, and son, John, have returned from a holiday spent at Gaspe.

Mr. J. Watts, of Montreal, is a guest of Miss Audrey Brown at the home of her parents, Mr. and Mrs. Milton Brown.

Captain Lawrence Finnigan, of Edmundston, N.B., spent a week-end with his parents, Mr. and Mrs. Walter Finnigan, and sister, Miss Nora Finnigan.

Mrs. Marjorie Grant, of Toronto, is visiting relatives and friends here.

KNOWLTON LANDING

Pte. D'Arcy Aldridge and Mrs. Aldridge were recent guests of Mr. and Mrs. William Mills and Mrs. Bertha Hardy.

HAVE FUN AT THE FAIR!

BOYS! GIRLS!
After visiting the Exhibition bring in your bike for an overhaul before school starts.

H. MUNKITTRICK

BICYCLE REPAIRS
C.C.M. SALES AND SERVICE
17 Belvidere St. South Phone 574-W

GOOD NEWS!
New C.C.M. Bicycles Have Just Arrived!
See Them! Get Yours Now!

WELCOME — VISITORS to the FAIR!

HERE'S WISHING YOU A DELIGHTFUL TIME, visitors to the Sherbrooke Fair! If we can serve you in any way, we shall be happy to do so; so, when you're around seeing the city, do walk into our conveniently located store on Wellington Street North.



SYDNEY A. BELMONT
Manager of Zeller's in Sherbrooke.

Sorry, but...

YOUR SATISFACTION—OUR AIM
Levesque Limited
FURNITURE
ATTRACTIVE

will not be at the Exhibition this year.....



BEST WISHES

to the President and Directors of the E.T.A.A. upon the occasion of their Diamond Jubilee Celebration.

.....however—

we are having our own little exhibit right in the store itself. We hope that you will pause next week and visit the Sherbrooke Exhibition with all that it offers in the way of relaxation... and if you should drop in to see us as well... why, all we can say is that we'd be mighty glad to see you.

YOUR SATISFACTION—OUR AIM
Levesque Limited
FURNITURE

ESTABLISHED 1894



NEW BUILDING A. R. WILSON LIMITED



LATE A. R. WILSON
Founder



ALONZO FECTEAU
President and Manager



GUSTAVE FELTEAU
Sales Manager

SERVING SHERBROOKE AND THE EASTERN TOWNSHIPS FOR OVER HALF A CENTURY

It was way back in 1894 that the late Allen Russell Wilson founded here in Sherbrooke the well-known plumbing establishment that today bears his name. He opened his humble shop on Wellington Street, later moving to the corner of Marquette and Frontenac Streets and from there around the corner to No. 9 Frontenac, where for over 20 years he enjoyed the continued success that goes with satisfactory work for which he held a high reputation. His growing business necessitated greater expansion and he built his own building at 13 Frontenac Street,

He occupied his own building from 1922 until December 1929, when death terminated a busy career for the founder of the large establishment which today still operates under his name. The company continued to carry on the growing business under the administration of the late Mr. Wilson's estate, until in 1934 the President and manager, A. Felteau, decided to purchase the controlling interest.

Mr. Felteau knew the business from inside out, having begun his knowledge of the trade under the tutelage of the founder himself, back in 1912, and had worked his way up until he became the President and General Manager.

This important business house today employs a personnel of 25 men, and its growth is only handicapped by the exigencies of war and the difficulty of finding specialized workmen to meet the ever-increasing demands for specialized plumbing and heating service.

The history of A. R. Wilson Limited can be summed up in a phrase of which the management and employees alike are particularly proud: "At the service of the citizens of Sherbrooke and the Eastern Townships for over half a century."

HEATING

A. R. Wilson Limited specializes in the installation of all types of heating equipment for any type or size of building.

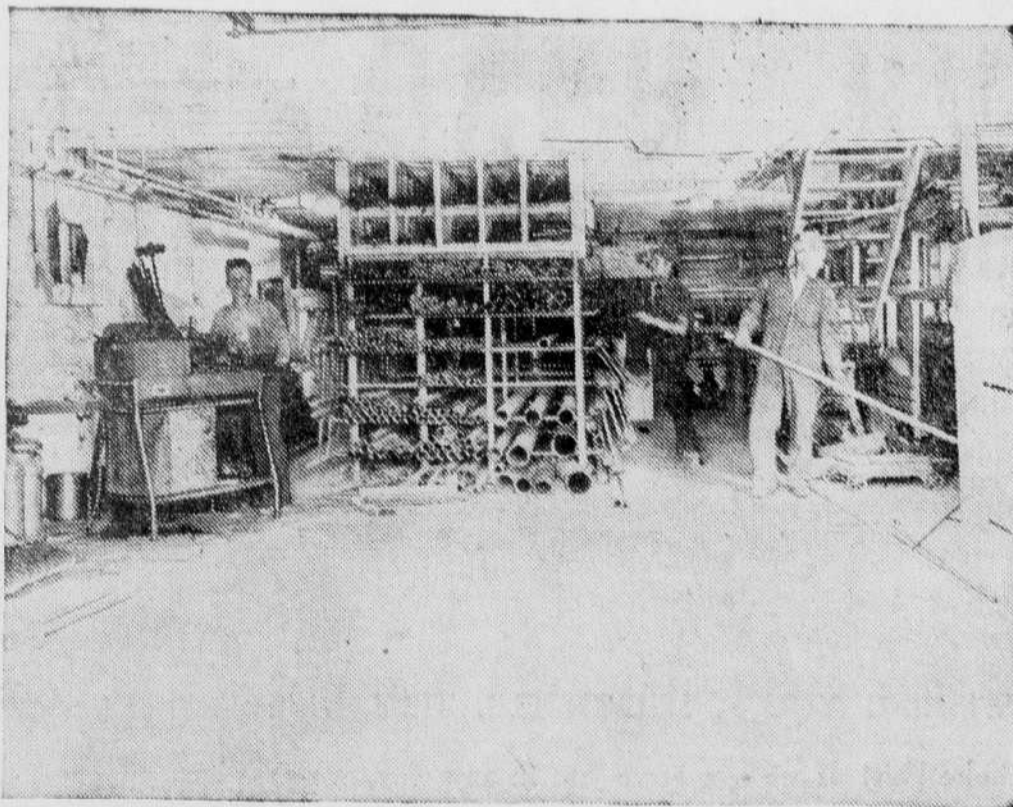
Equipment installations include: Automatic oil burners; Mechanical Stokers, of which over 400 are now in use in various institutions, apartments, public buildings and private homes. We are the authorized representatives for "Iron Fireman" Mechanical Stokers in this city, and have been for several years. We take particular pride in doing difficult heating jobs and doing them well. We also erect steam boilers. Our motto is "Service."

PLUMBING

Our staff of specialists has made a name for themselves in the numerous and important plumbing jobs that they have done throughout the district, in private homes as well as in religious institutions, factories, public buildings, etc. Plumbing in general is our business and there is no secret that we do not know. We are proud to say we can do your job for you, no matter what it is you may require.

METAL SHEETING

This is one of our many specialties, and it forms one of our chief types of work. We do any kind of job, plain or fancy, such as: Monel Metal work; Stainless Steel; Tile; etc., as well as all kinds of roofing work, which covers the entire field of work for which our business has developed an outstanding reputation.



PIPING ROOM



FRONT OFFICE



METAL SHEETING SHOP

A. R. WILSON LIMITED

24 DUFFERIN AVE.

SHERBROOKE

PHONE 291 (Nights 1735)