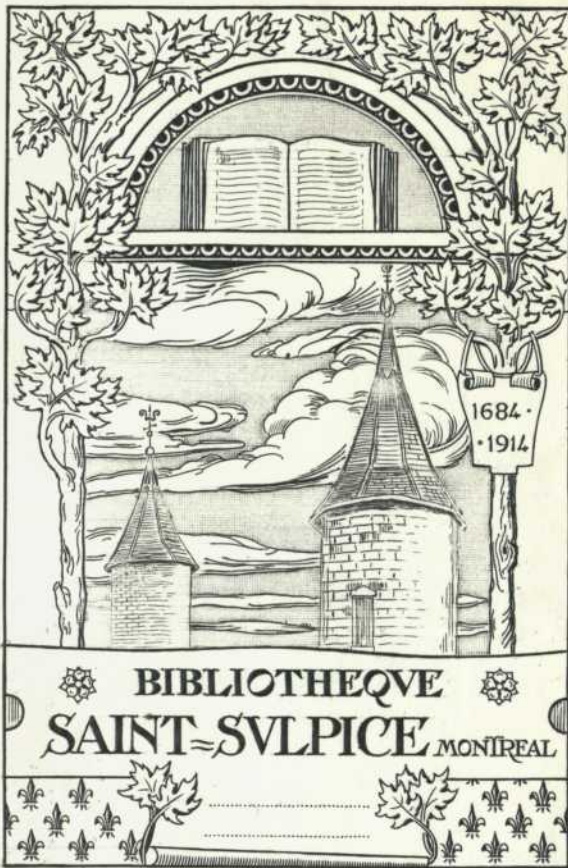
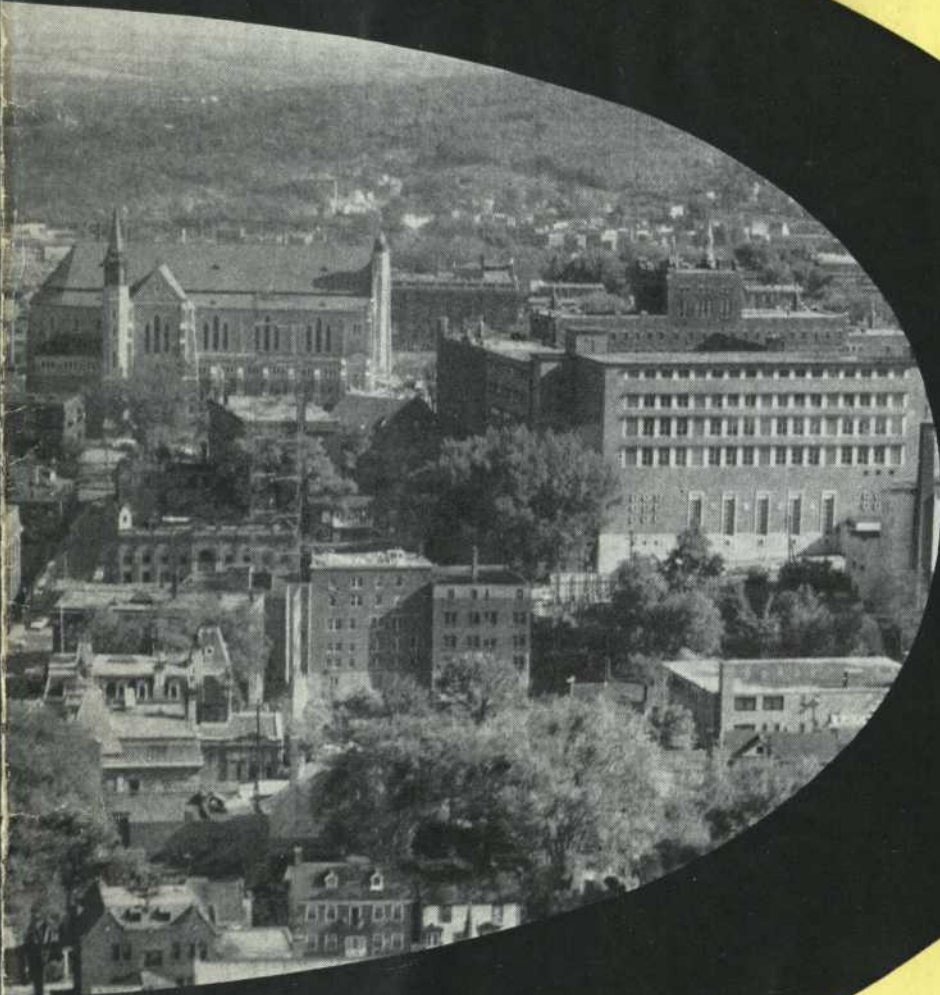


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SHERBROOKE



De
Office du Tourisme
Sherbrooke, P.Q.
9/9/60

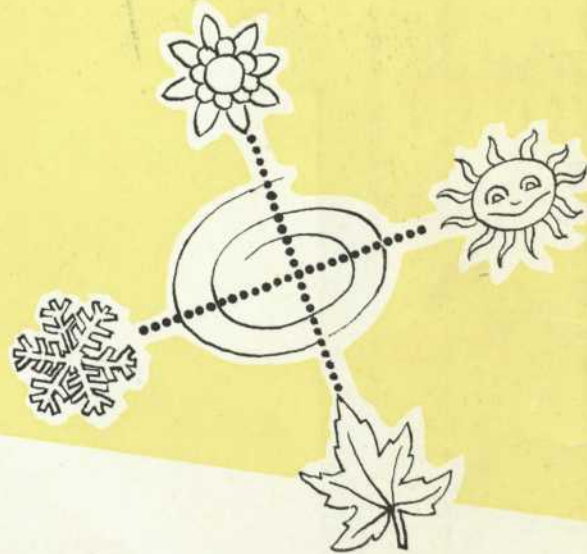


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SHERBROOKE

Founded in 1796 by Gilbert Hyatt, and originally known as "Hyatt's Mills", the flourishing City of Sherbrooke today, largest city in the Eastern Townships, has a total population of close to 65,000 persons. Located in the centre of the southeast part of Quebec province, in the heart of a rich and prosperous farming and industrial region, surrounded by a necklace of sparkling lakes, crowned by majestic peaks such as Mount Orford, and cloaked in breath-taking panoramas, Sherbrooke is truly

" THE QUEEN OF THE EASTERN TOWNSHIPS "

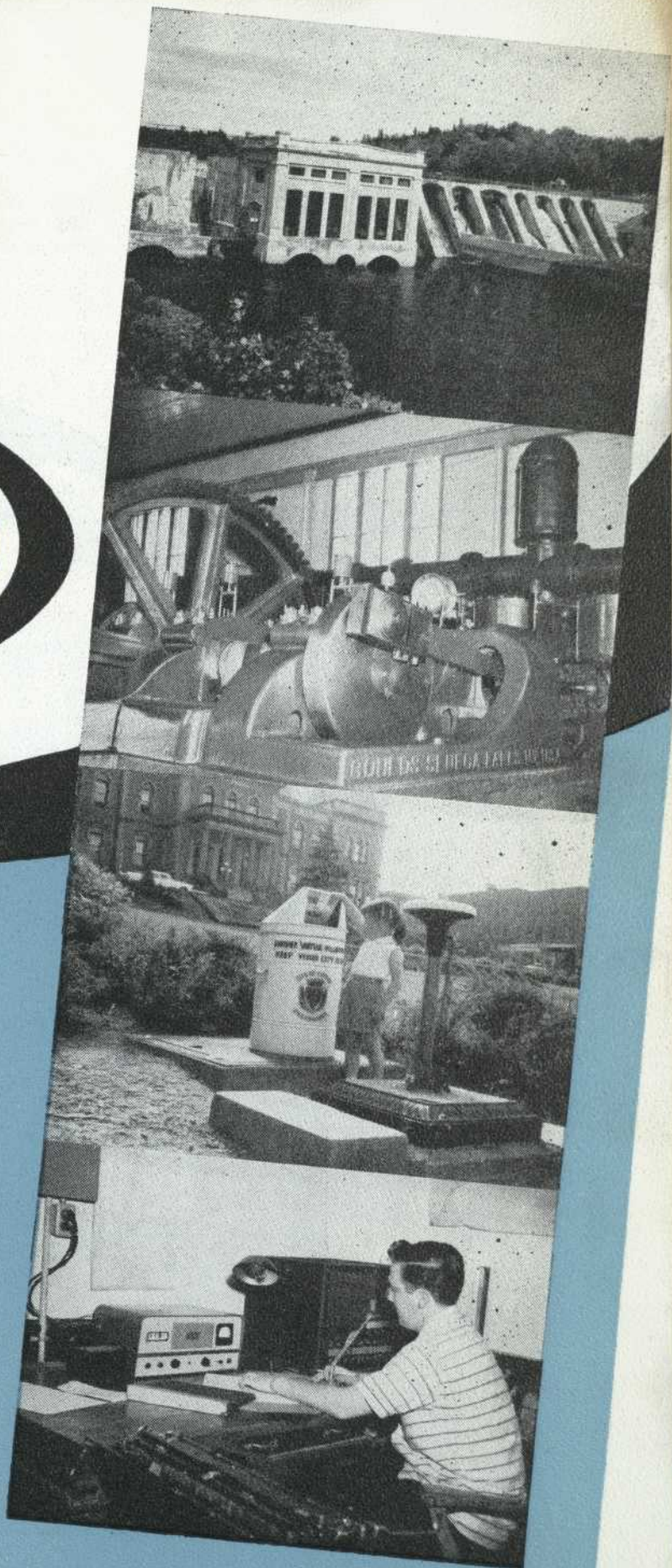
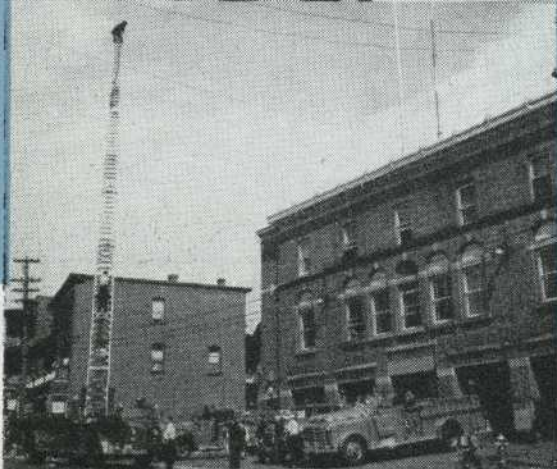


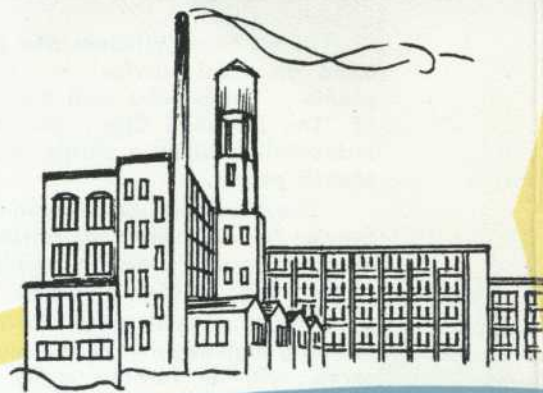
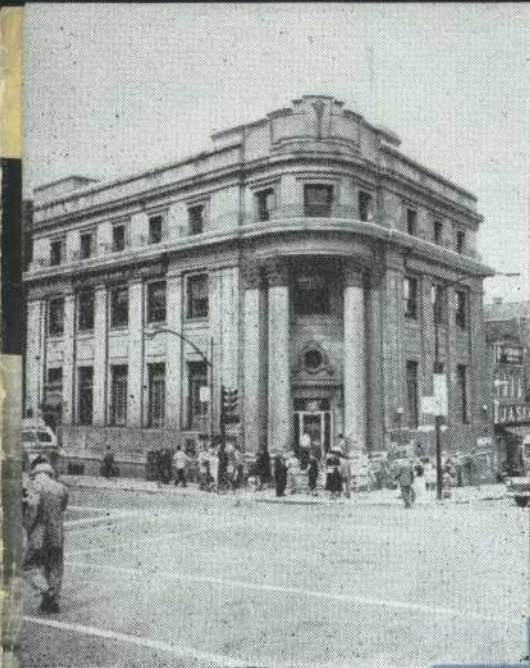
Thanks to an efficient and particularly well managed electrical service — with six hydro-electric plants — Sherbrooke well merits the often-used title of "The Electrical City", and assures residents and industrialists alike a stable and plentiful supply of electric power.

Sherbrooke's fire department and its Sanitation Service (refuse collection) is each equipped with the most modern equipment available and has exceptionally high efficiency ratings.

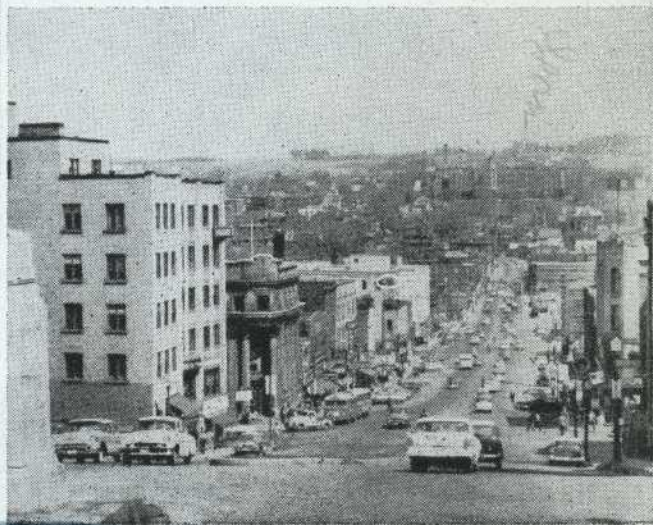
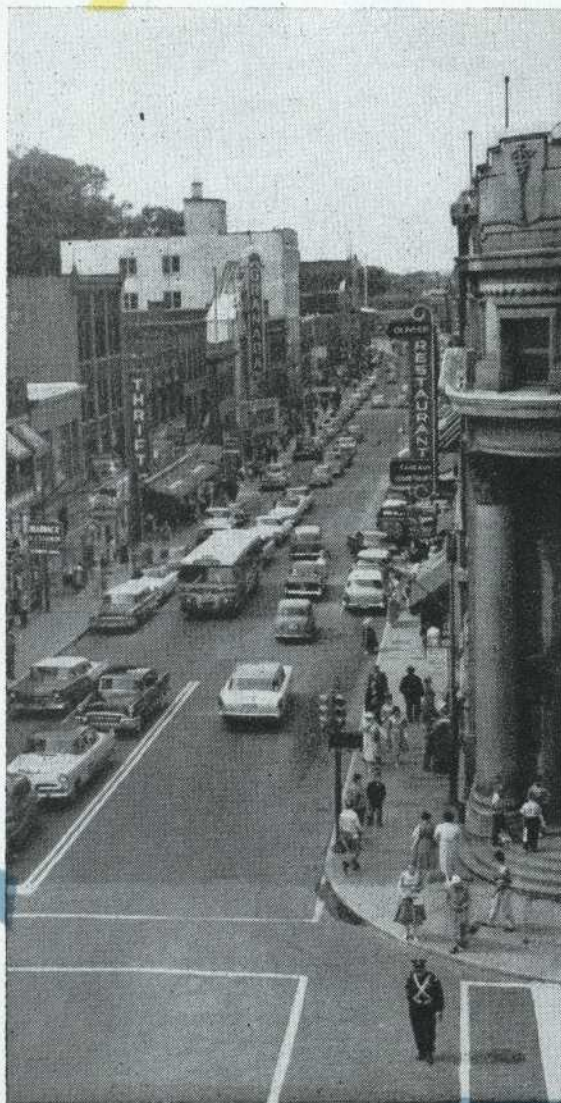
The municipal police force is one of the best, winning high regard for themselves and the city they serve, with a 24-hour radio police patrol system constantly on guard to protect the welfare of the citizens.

PUBLIC SERVICES



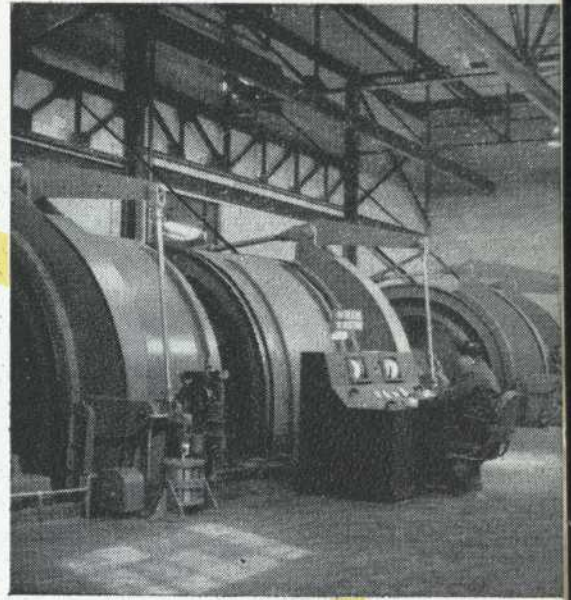


SHERBROOKE, the commercial "Hub" of the Eastern Townships, is a noted shopping centre for the area, possessing a large number of attractive and very modern stores to serve every need: department stores, specialty shops, chain stores, super markets, etc. as well as a host of wholesale houses.

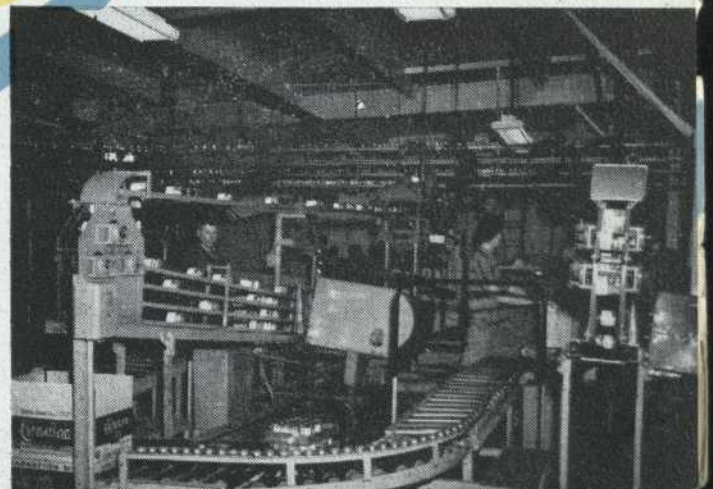
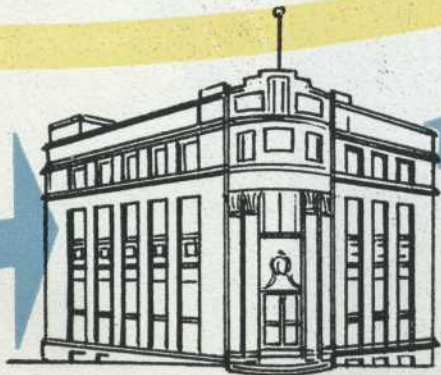
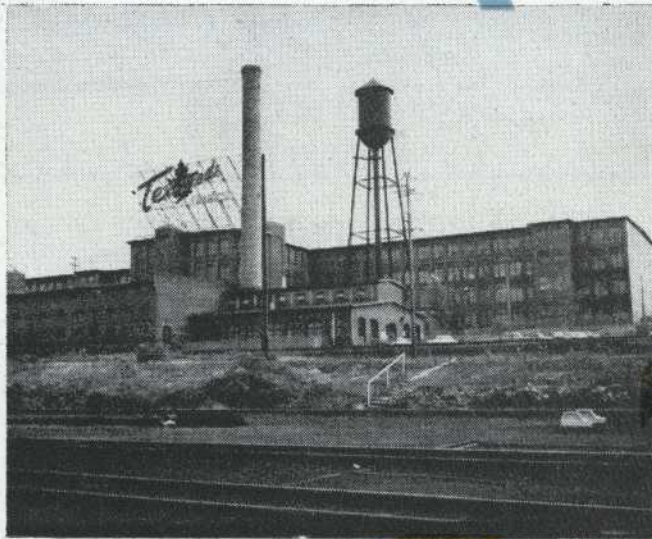
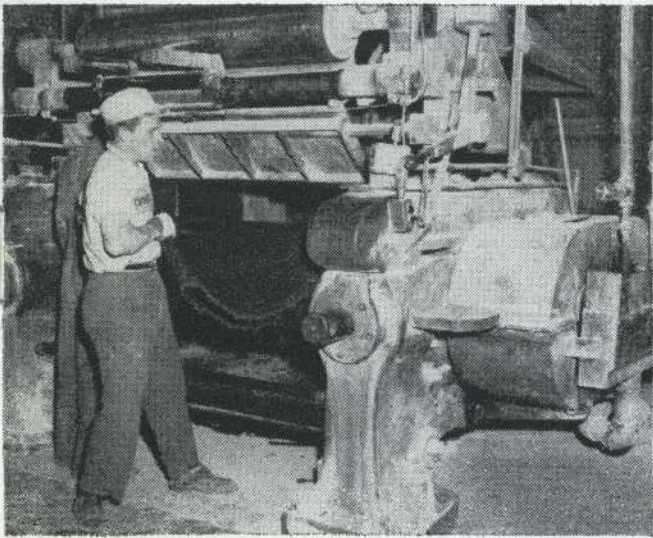


More than 15 branches of leading Canadian banks adequately serve the needs of the citizens. Restaurants, hotels and motels are in abundance. Sherbrooke also has a very modern public market, with roof-top parking facilities, where farmers of the region gather weekly to offer their wares to the public.

A noted commercial centre, SHERBROOKE is also renowned as an industrial centre . . . with its diverse industries ranging from textiles to heavy machinery, from footwear and hosiery to rubber and paper products, from castings to candies . . . and new industries are proud and eager to come and locate in SHERBROOKE, where taxes are not too high, rail and highway services are excellent, water supply is abundant, an unlimited supply of electrical power and gas is constantly obtainable, and above all where an ample supply of conscientious and dependable labor is available. Latest acquisition to Sherbrooke's industrial "attractions" is that of the Walter M. Lowney Co. Ltd. of Montreal, who will consolidate their confectionery business in Sherbrooke with a \$5,000,000 plant employing some 1,200 workers. Sherbrooke is also the "home" of Canada's Great Eastern Exhibition . . . also the only Winter Fair in the province of Quebec with its annual sale of market livestock. Truly, the "HUB" of the Townships.

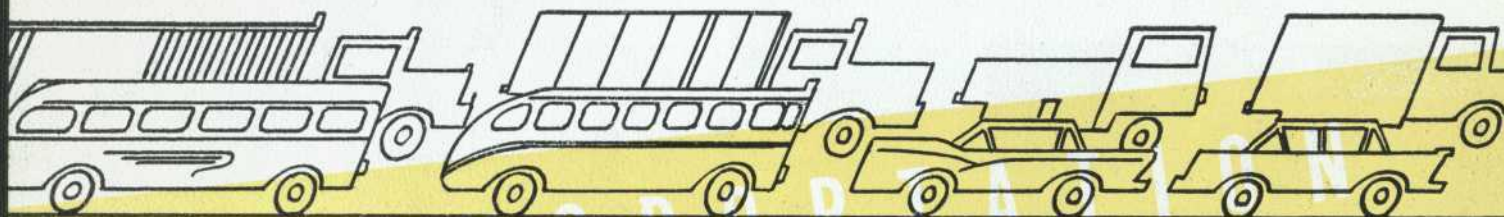


TRADE ★ INDUSTRY





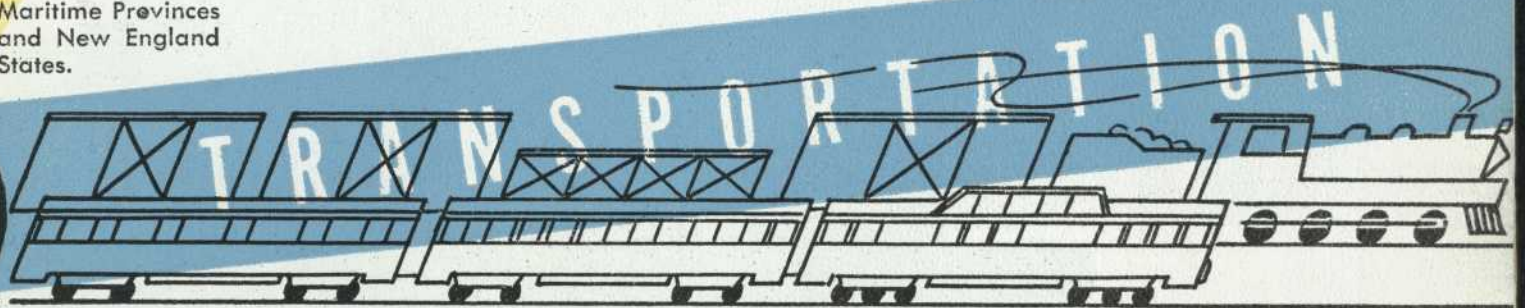
SHERBROOKE is served by THREE major Canadian railroads : The Canadian Pacific, the Canadian National, and the Quebec Central linking the city with Montreal, Quebec, Portland, Boston, and New York (by rail, the Sherbrooke - Montreal run is ONLY 2 HOURS!).



TRANSPORTATION



Numerous auto-bus services have Sherbrooke as their terminus, with a modern central terminal serving the travellers' needs. In addition to Greyhound, Que. Central Transportation Co., the Laramee Lines and numerous smaller inter-urban runs, the principal bus company serving the city of Sherbrooke and region is Provincial Transport Co., with its many 'Express' runs daily assuring frequent and rapid service between Sherbrooke and Montreal. Buses also operate out of Sherbrooke to the Maritime Provinces and New England States.

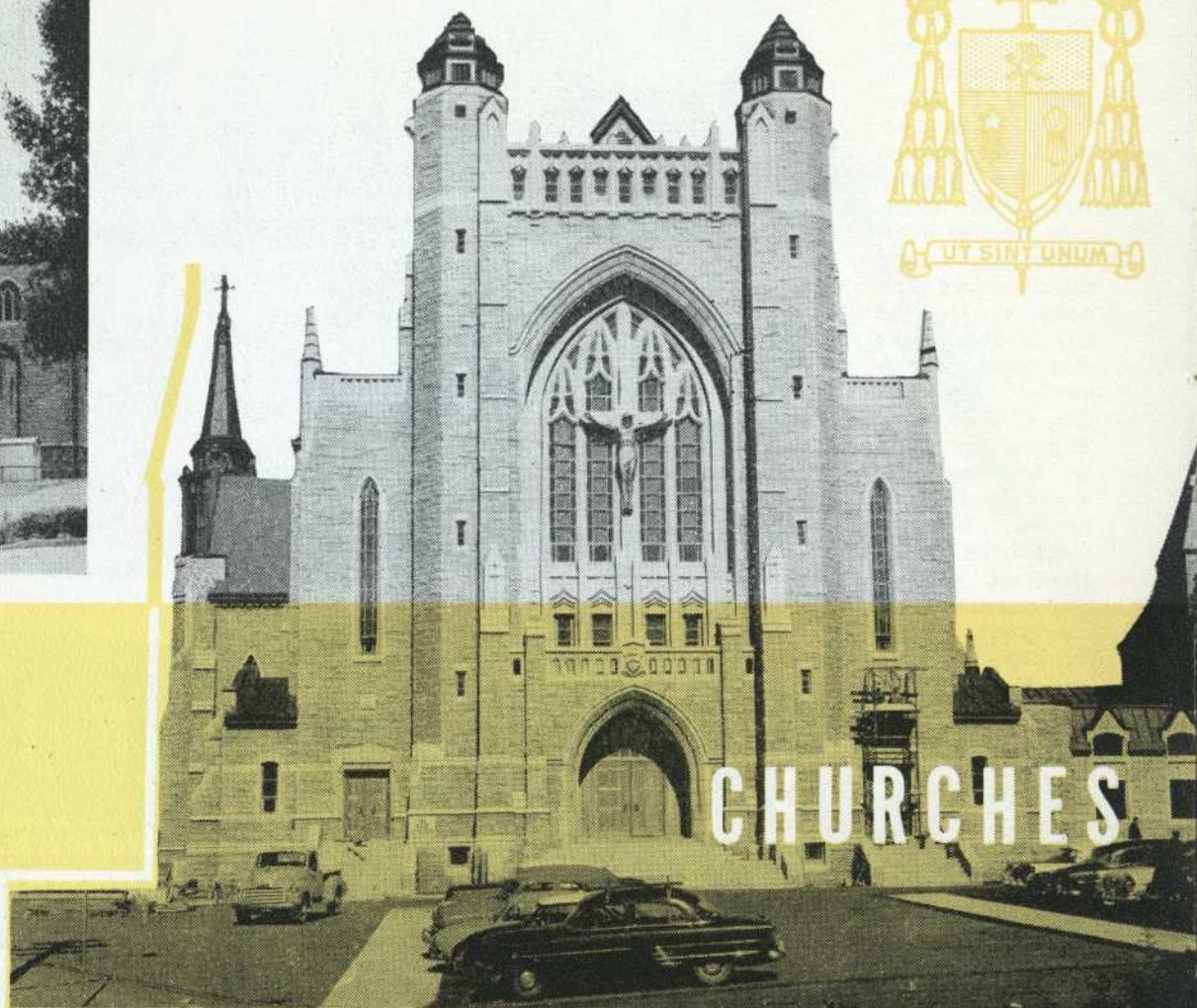
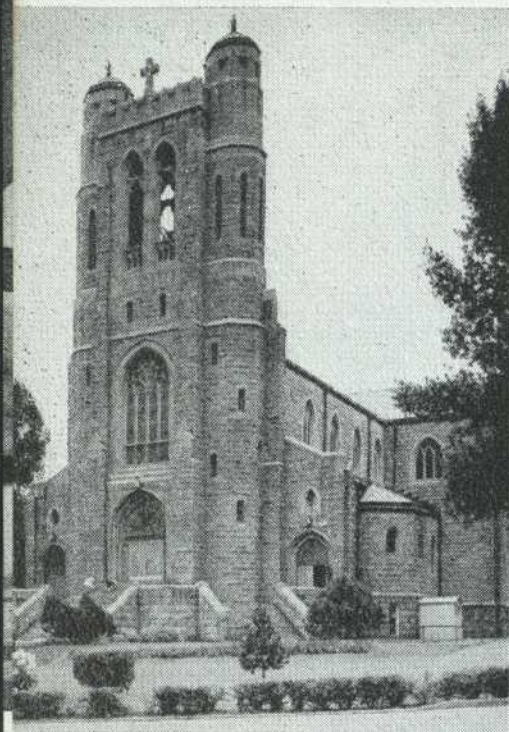


SHERBROOKE is also fortunate in having a modern urban transportation system, a fleet of latest-style buses providing regular service to the citizens in all parts of the city, also linking with nearby Lennoxville, three miles away on the same service.

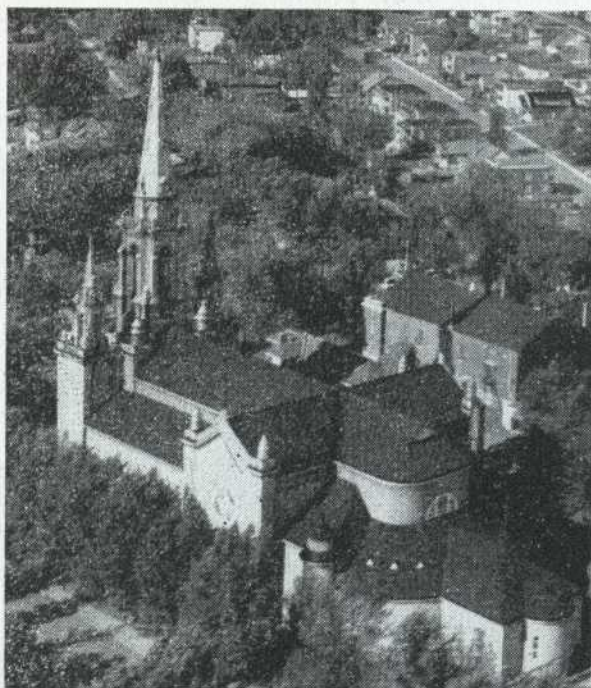
In highway transportation too, Sherbrooke excels . . . with modern fleets of transports providing regular daily service to various points in Ontario and Quebec as well as the nearby New England States . . . and serving all of the surrounding smaller towns, and cities in the Sherbrooke region. Many of the major highway truck transports have their own terminals and warehouses in Sherbrooke, further adding to the convenience offered to local businessmen and industry.

Sherbrooke's own Municipal Airport presently under construction within 10 miles of the city proper, will have most modern facilities to link Sherbrooke with all major Canadian and American Centres.





A land mark in the city is the magnificent new Saint Michael's Cathedral perched atop the cliff of Marquette St. and overlooking the entire city, adjoining the Archbishop's Palace, residence of Monsignor Georges Cabana.

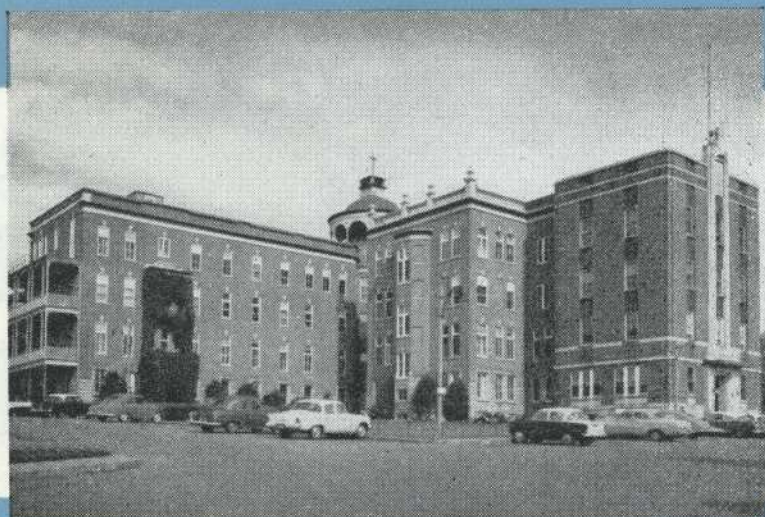


SHERBROOKE is proud of its more than 40 churches of all denominations that serve the spiritual needs of its citizens in all faiths, including Roman Catholic, Protestant, Jewish and others.





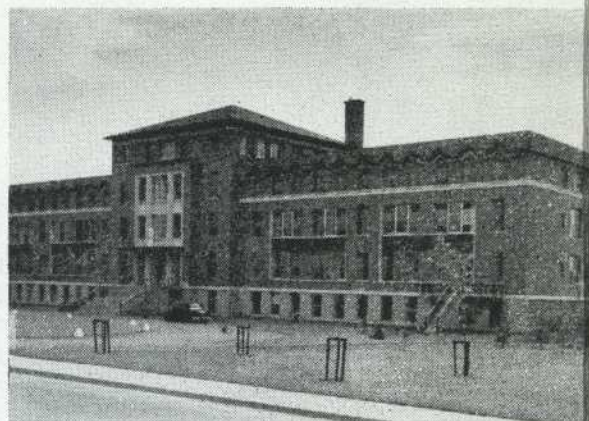
HOSPITALS



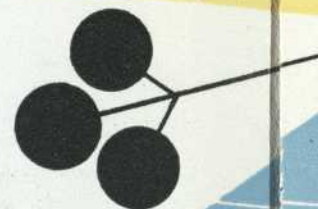
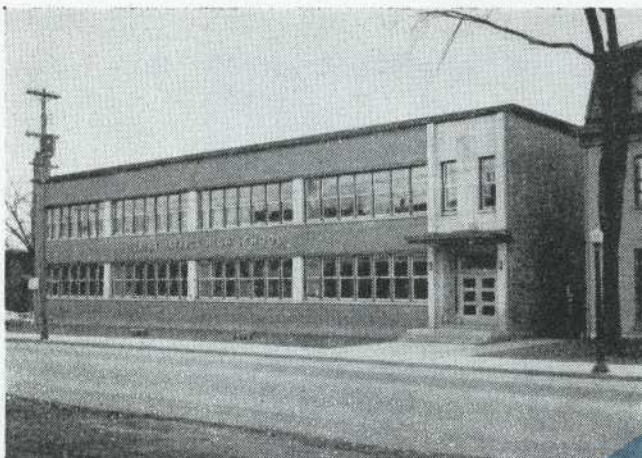
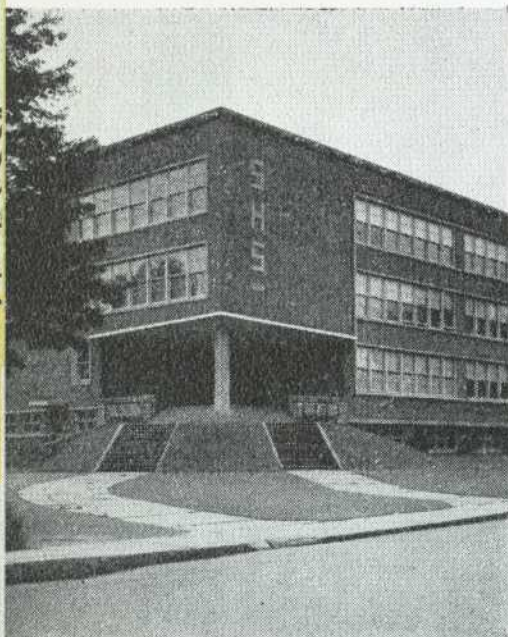
Ambulance service, operated by several private firms, is both speedy and efficient.

SHERBROOKE has three large modern general hospitals, each fully accredited and well-equipped with all the most modern techniques of medical science: Sherbrooke Hospital, St. Vincent de Paul Hospital and Hotel Dieu Hospital. There is also a large modern Sanatorium and a civic hospital for contagious diseases, with an overall bed capacity for the five hospitals of some 1250 patients.





SCHOOLS



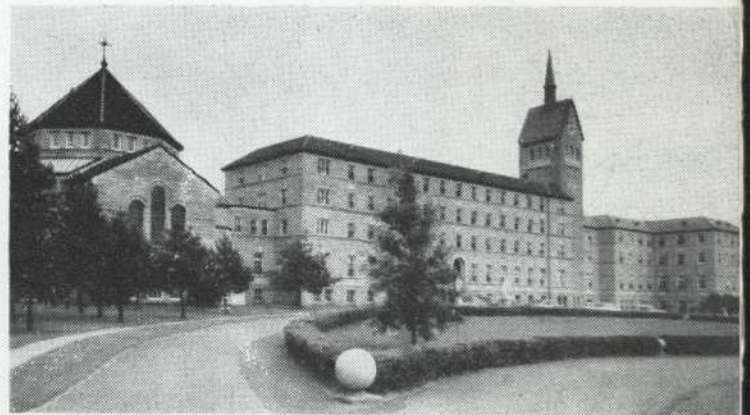
SHERBROOKE is an educational centre for the region, with splendid schools operated by the Roman Catholic and Protestant School Commissions, all well-staffed and well-equipped, plus two universities, the University of Sherbrooke and the nearby Bishop's University at Lennoxville, 3 miles away, which figures closely in the lives of Sherbrooke citizens, and a number of small private schools, trades schools, etc.



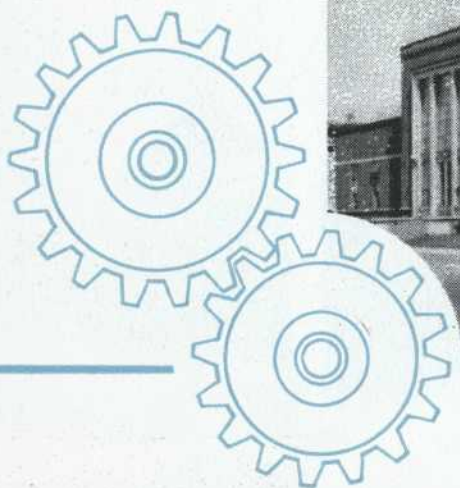
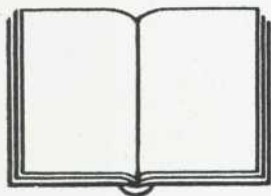
Founded in 1954, and with full provincial and Roman charters, the University of Sherbrooke is fast mushrooming into stature, with a vast new building program presently underway which will give Sherbrooke a real "University City" on the outskirts of the city. A bilingual university, it presently offers accredited courses in the Faculty of Law, Faculty of Commerce, and Faculty of Engineering and Science. Soon to be added will be the Faculty of Medicine, Dental Arts, and others . . . as the extension program continues. Students come from all over the province, but mainly the university is designed to serve Sherbrooke and the Eastern Townships region.



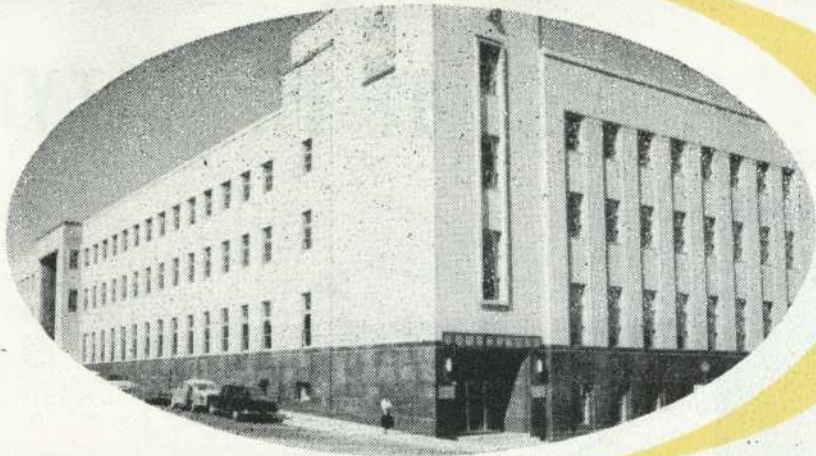
SHERBROOKE UNIVERSITY



SPECIAL SCHOOLS



SHERBROOKE has a number of specialized training schools which offer courses to train and equip their students for various trades and professions, such as mechanics, arts and crafts, technology, radio and television, and even agriculture as well as that of music, ballet and business training. Two provincial schools are located in the city, the Arts and Crafts Schools and the Institute of Technology. With such a preparedness coordination of prospective skills and talents, a ready offering of competent personnel is available to those who are constantly seeking to bolster their staff requirements.



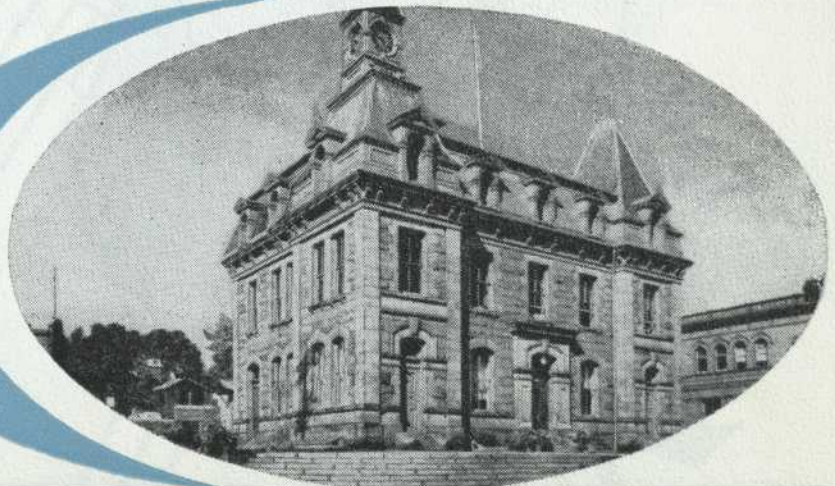
Showing some of the leading public buildings which add to the importance of the City of Sherbrooke: above, left, the magnificent Federal Building, housing the Post Office, Income Tax Division, Customs offices, and Royal Canadian Mounted Police, etc . . . the Unemployment Insurance Office building . . . Sherbrooke's City Hall, and others . . .



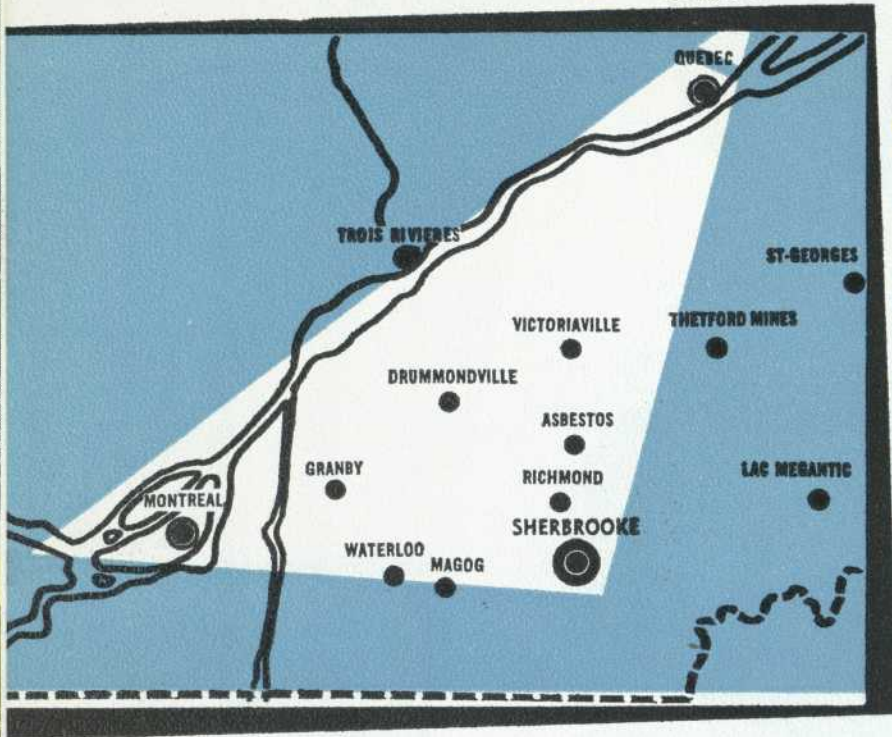
PUBLIC BUILDINGS



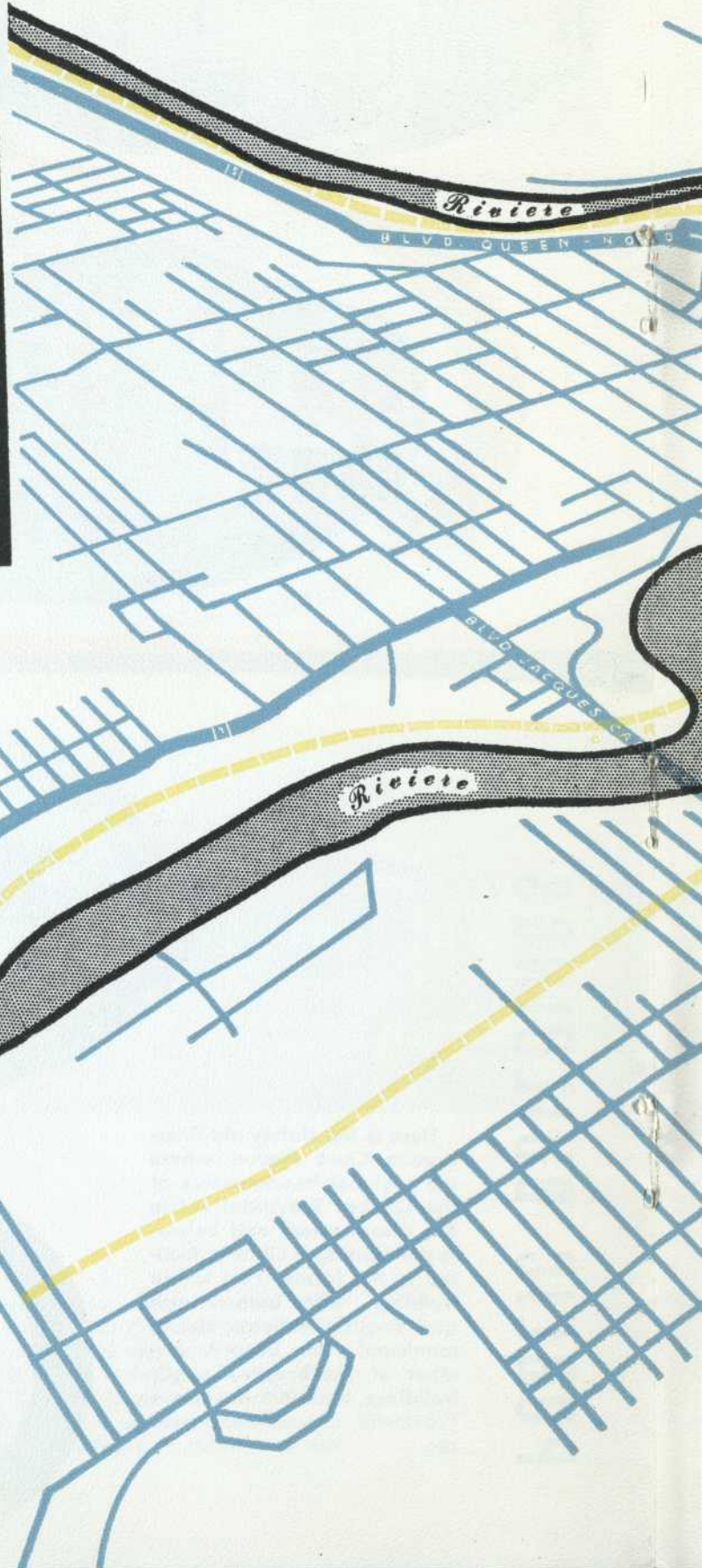
Here is the stately old Sherbrooke Court House, where the regional headquarters of the Quebec Provincial Police are also located, and below, is the Municipal Library, located in the former Post Office building, with both French and English sections, also a municipal Film Library. Another of Sherbrooke's public buildings houses the various Provincial Government offices.



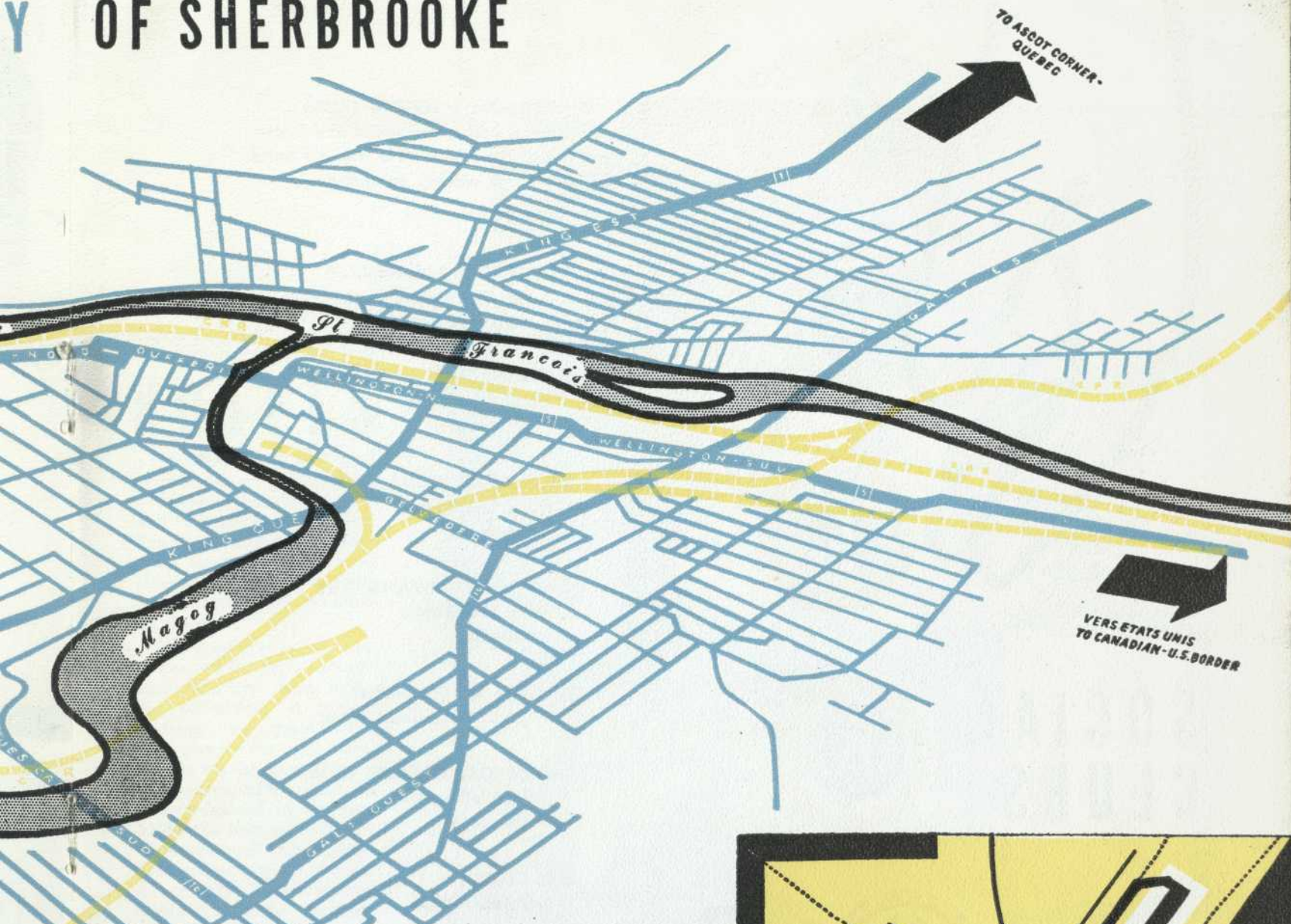
MAP OF THE CITY



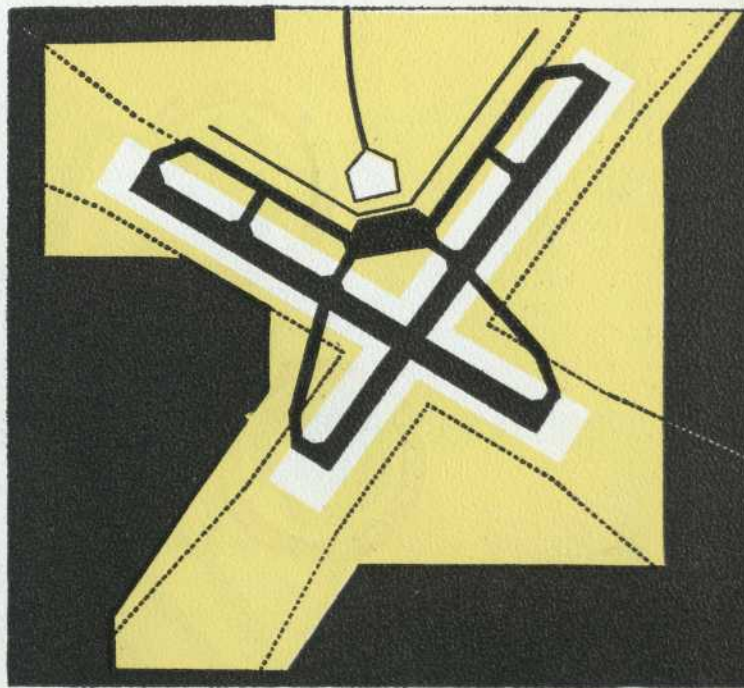
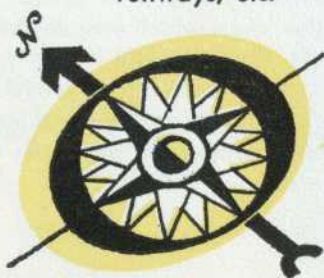
On this detailed map of the City of Sherbrooke one notes that King Street crosses the entire city from west to east, and is actually the continuation of Provincial Highway Number 1 (Montreal-Quebec). Queen Boulevard North, Dufferin Avenue and Wellington Street, north to south, is actually a continuation of Highway Number 5 (Quebec-International Border) and also Highway 22 (Sorel - International Border), indicating that Sherbrooke is indeed "The Hub" of the Eastern Townships. Above, this is graphically portrayed in regard to Sherbrooke's location to some of the principal surrounding cities and towns.



Y OF SHERBROOKE



SHERBROOKE'S NEW MUNICIPAL AIRPORT is shown in this sketch which emphasizes its easy accessibility to the city from its location on the East Angus road, some 10 miles from the heart of Sherbrooke, and which when completed will be one of the most modern of its type, with terminal building, paved runways, etc.



SOCIAL CLUBS



SHERBROOKE'S SERVICE CLUBS . . .
and others, add to the social and fraternal life of the city, with a friendly hand of fellowship always extended :

SHERBROOKE ROTARY CLUB
Hotel Sherbrooke
Tuesdays

RICHELIEU CLUB
Hotel Sherbrooke
Mondays

SHERBROOKE LIONS CLUB
Hotel Sherbrooke
Mondays

SHERBROOKE KIWANIS CLUB
Hotel Sherbrooke
Mondays

KNIGHTS OF COLUMBUS
K. of C. Hall, Court Street

SHERBROOKE OPTIMIST CLUB
Hotel Wellington
Mondays

ELKS CLUB
Montreal Street

MASONIC TEMPLE
Prospect Street

LEGION MEMORIAL HOME
Prospect Street

SHERBROOKE also is proud of its many other clubs which include the Club des Francs, the Canadian Progress Club, the Aramis Club, the Toastmasters' Club, and a host of various social and welfare organizations that well serve the needs of the citizens.

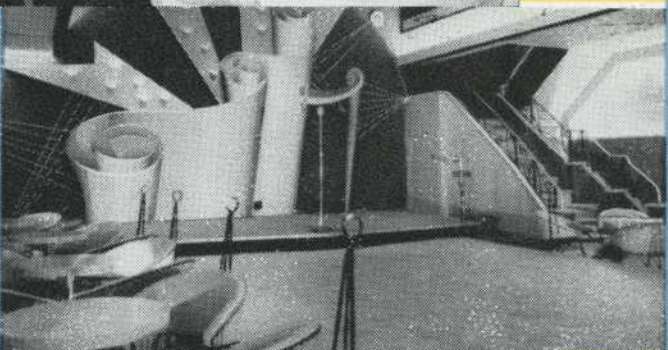
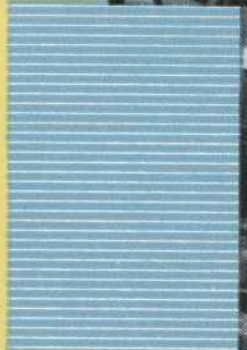
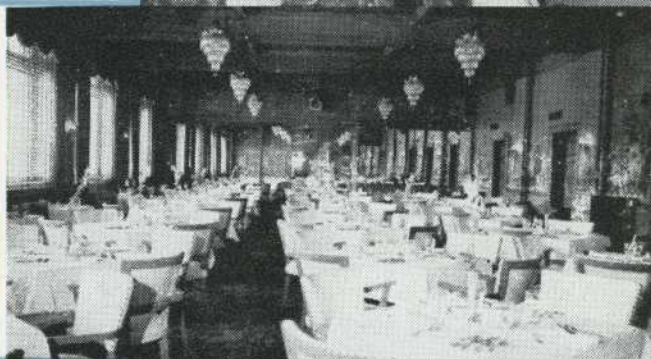
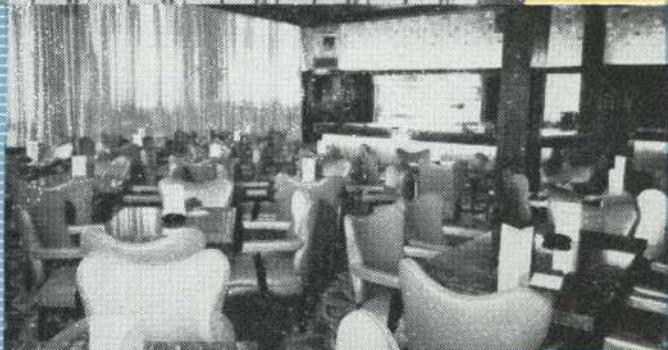
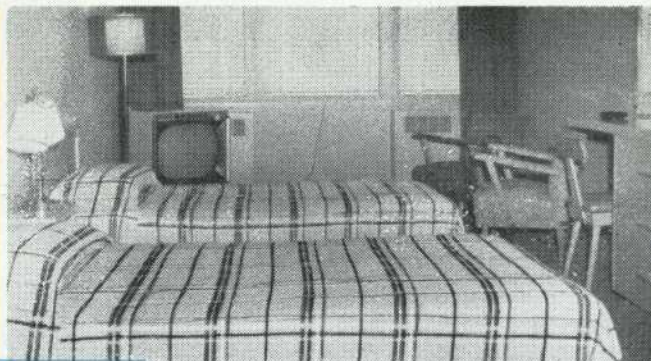


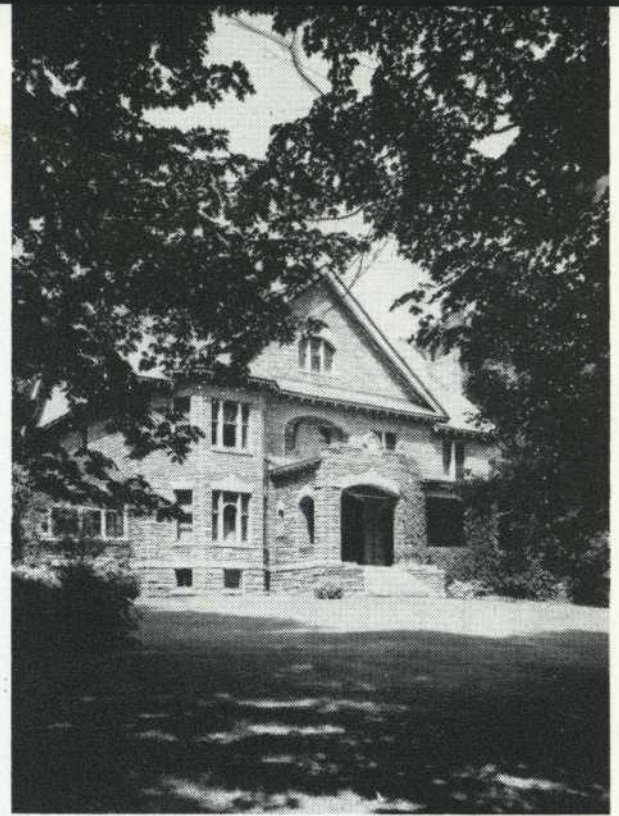
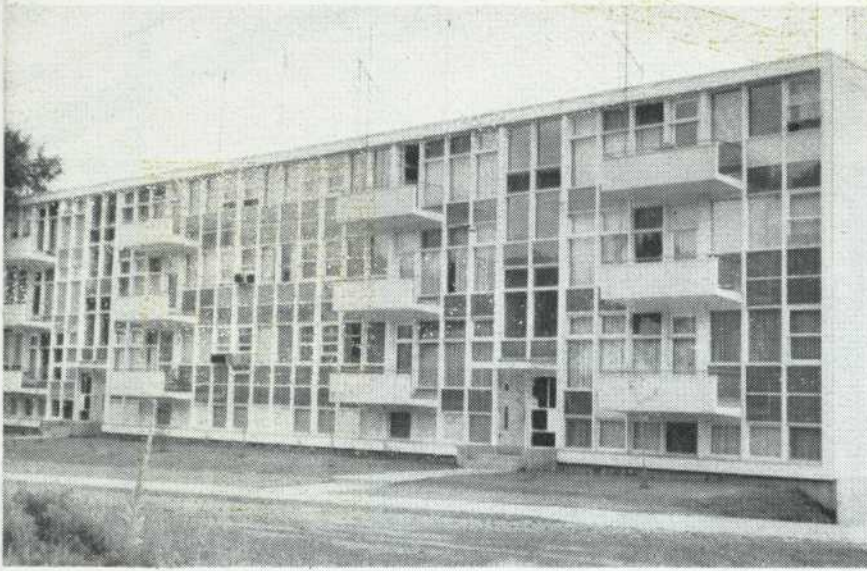
HOTELS

THE TRAVELLER will find in the city of Sherbrooke a welcome haven for rest and relaxation, with many fine hotels and motels scattered throughout the city, offering the utmost in comfort, service and modern facilities.

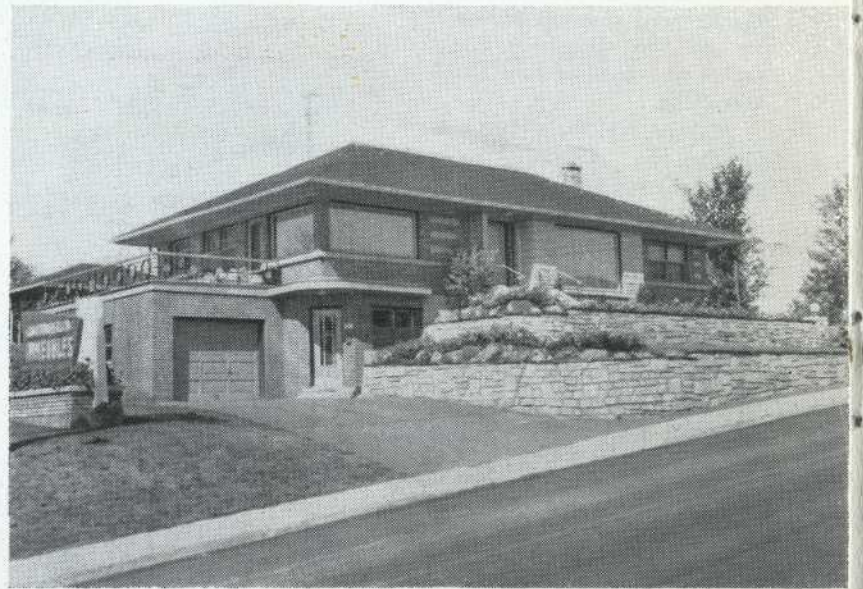
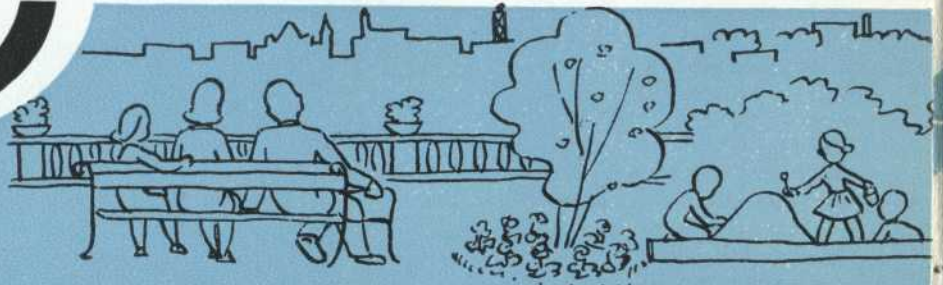
Sherbrooke's hotels are renowned for their service, accommodations and cuisine, upholding a proud prestige recognized throughout the province. For the tourist, many excellent motels offer splendid accommodations in the city limits and beyond, with several open all year round. Recognized restaurants cater to the discriminating tastes of traveller and citizen alike.

"CONVENTION CITY" — Sherbrooke is proud to play host each year to many organizations and groups from all over the province, from all parts of Canada, and the New England States, who select the city for their convention site, thanks to the outstanding facilities and accommodations obtainable.

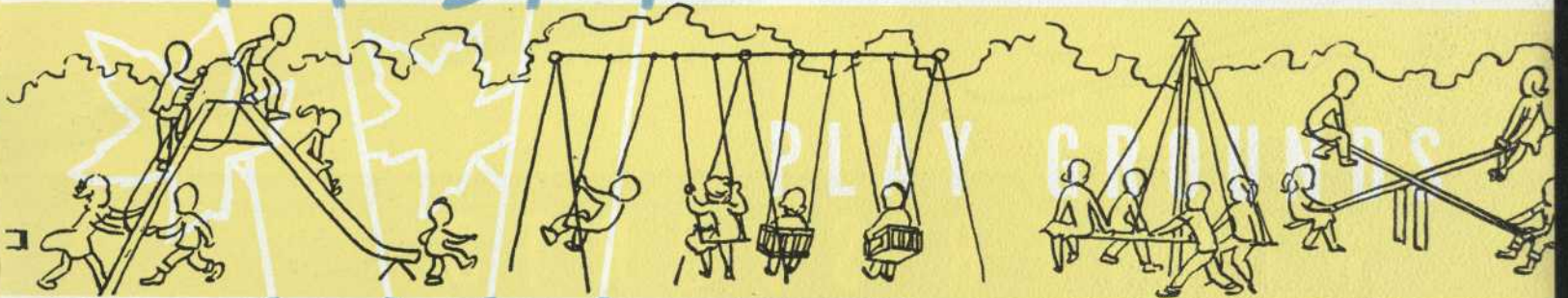
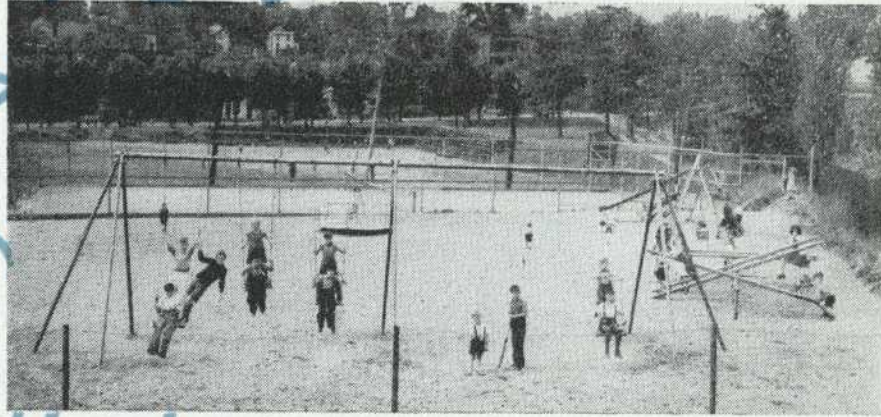
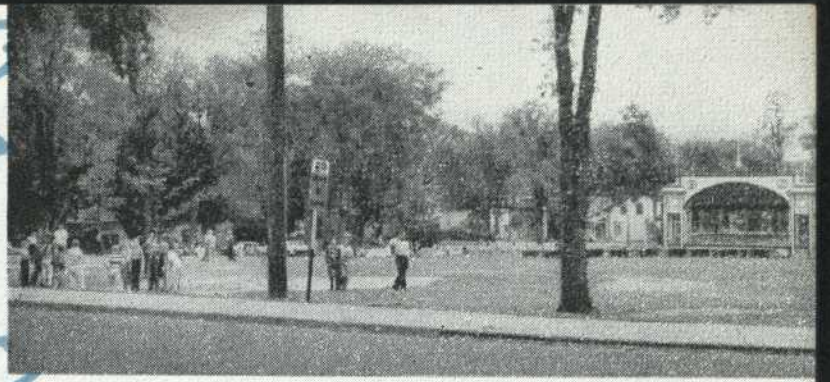




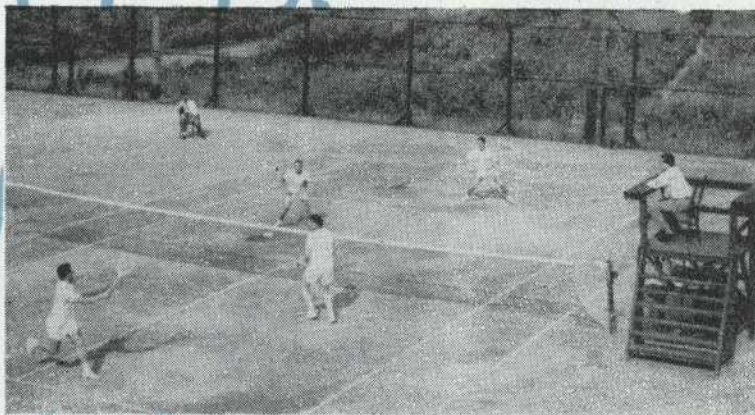
RESIDENCES



Citizens of Sherbrooke are justifiably proud of their city, and spend much time and money to improve and beautify their property, all of which adds to the attractiveness and overall beauty of "The Queen City" and its clean, inviting surroundings. Shown here are some of the many beautiful homes which enhance the importance of Sherbrooke as "the city of lovely homes".



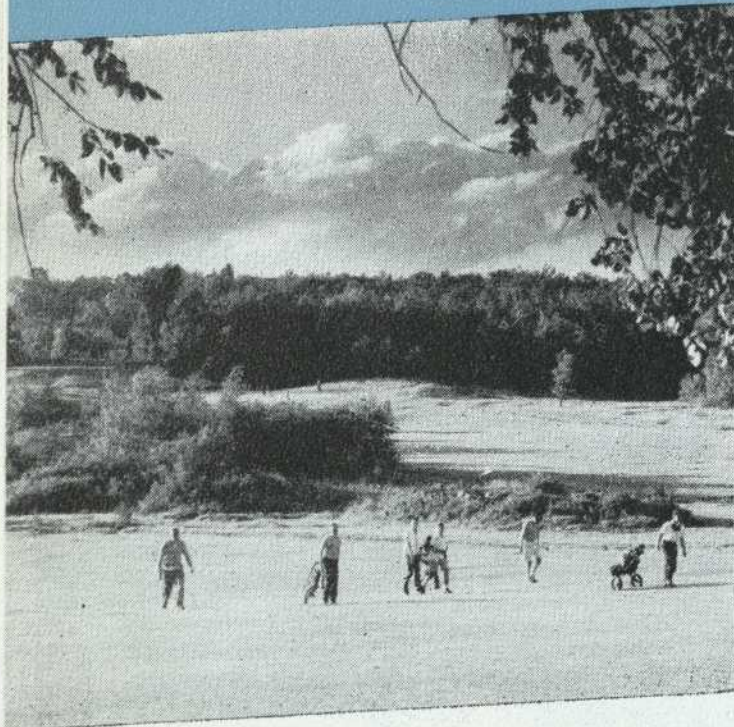
RECREATION in Sherbrooke is of paramount importance and concern to the civic authorities, who continually strive to provide new improvements to the various city parks (19), the community playgrounds (12) the tennis courts (19) and several swimming-pools, assuring clean, wholesome recreational facilities for its citizens, young and old. Not the least of the city's attractions is the Sherbrooke Zoo, where a number of wild and domestic animals are kept in natural habitat.

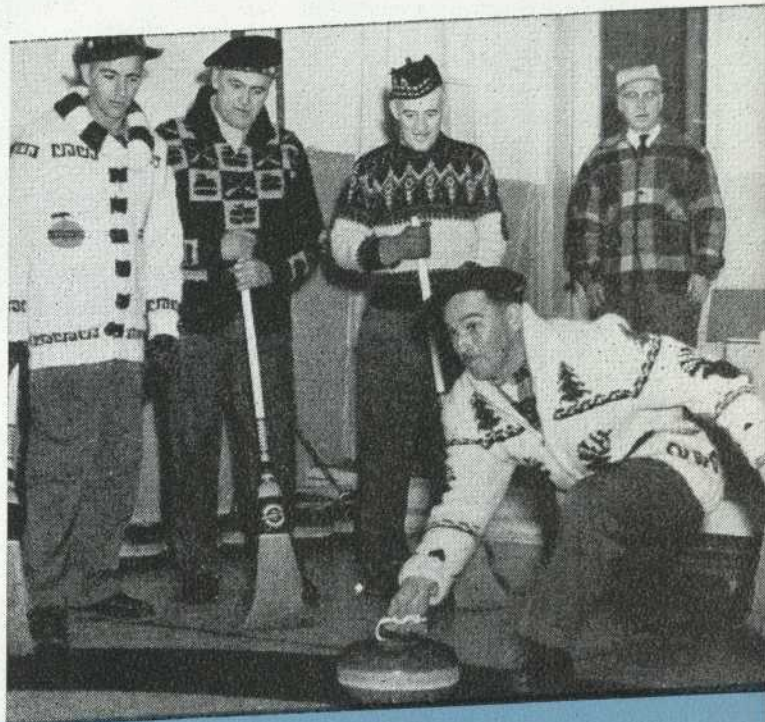


WINTER WONDERLAND . . . and sports centre of the Eastern Townships . . . that is another proud title claimed by Sherbrooke and the surrounding region . . . where winter is really a combination of fun and big business. Not only have several commercial enterprises capitalized on the ever-growing winter sports popularity, with ski lodges, tows, and the many ski clubs contributing to a recognized importance of the Sherbrooke region in the winter season (majestic Mount Orford is less than 20 miles away . . . Hillcrest at North Hatley, 10 miles distant) but in the city itself there is every facility for skiing, skating, hockey, curling, tobogganing, etc., with many outdoor rinks, excellent curling clubs, and the Sherbrooke Arena offering their many facilities. For the artist and the camera fan winter scenes are unexcelled.

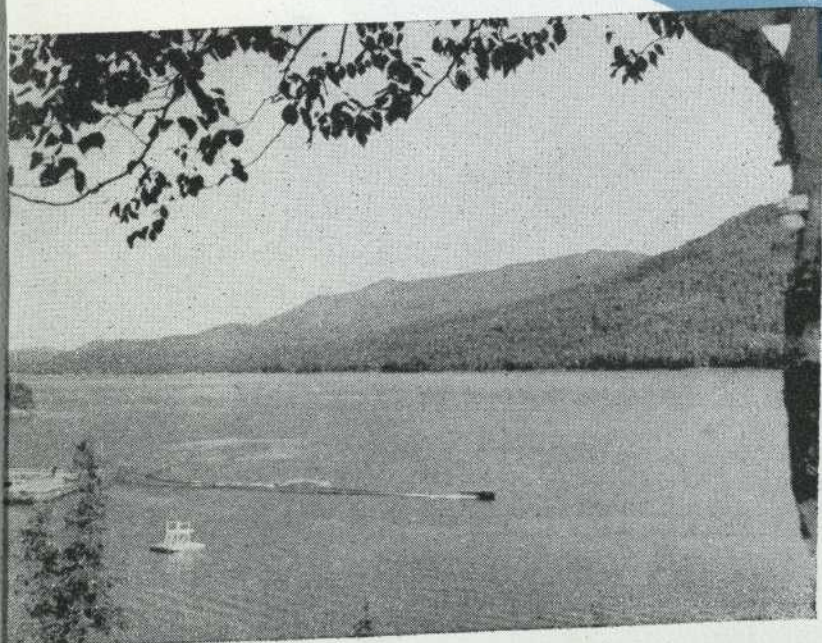


WINTER SPORTS



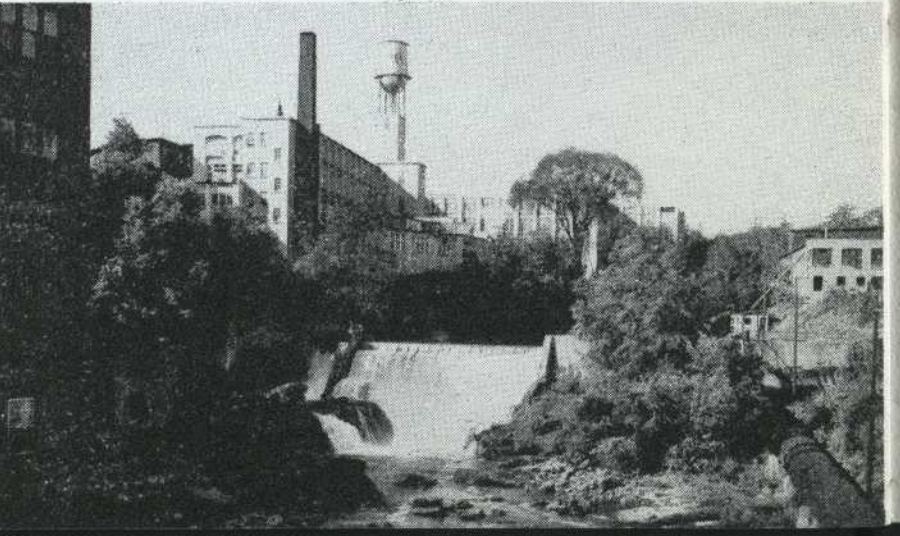
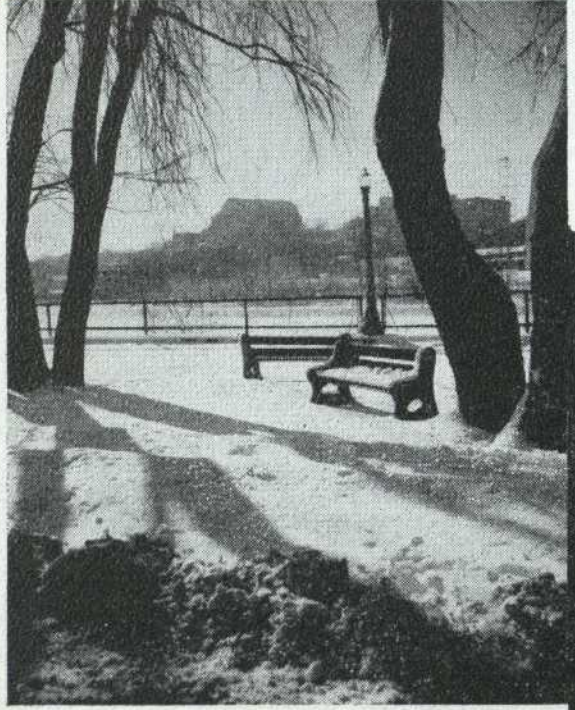
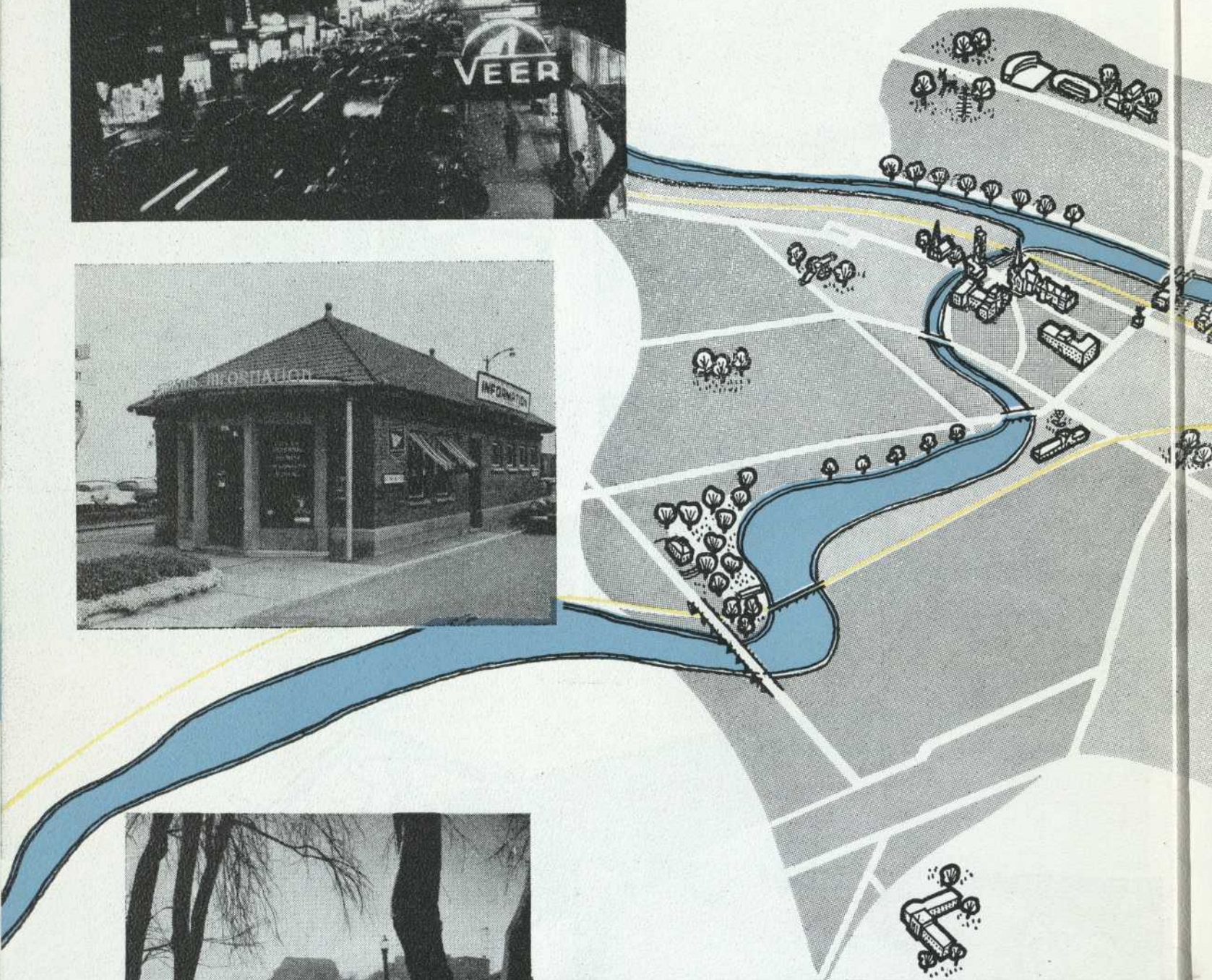
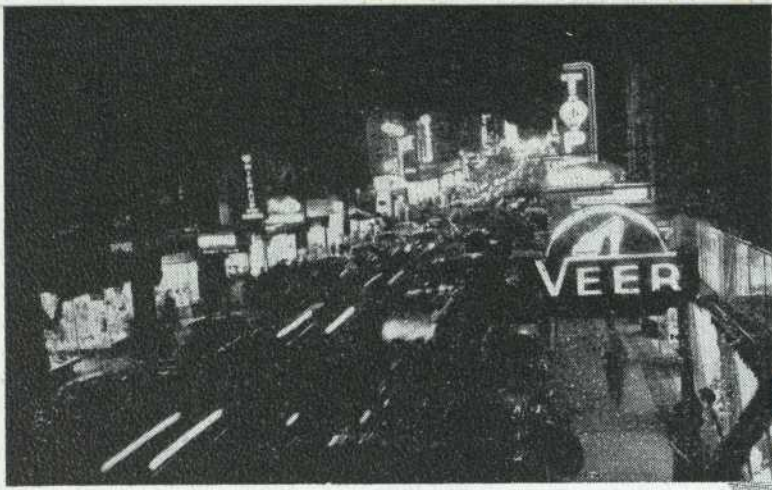


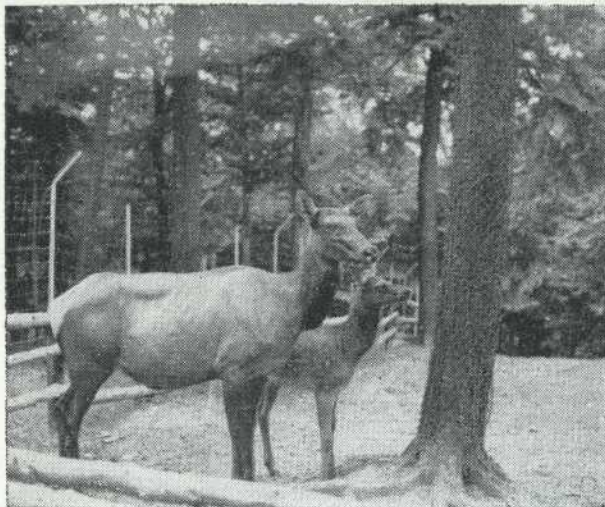
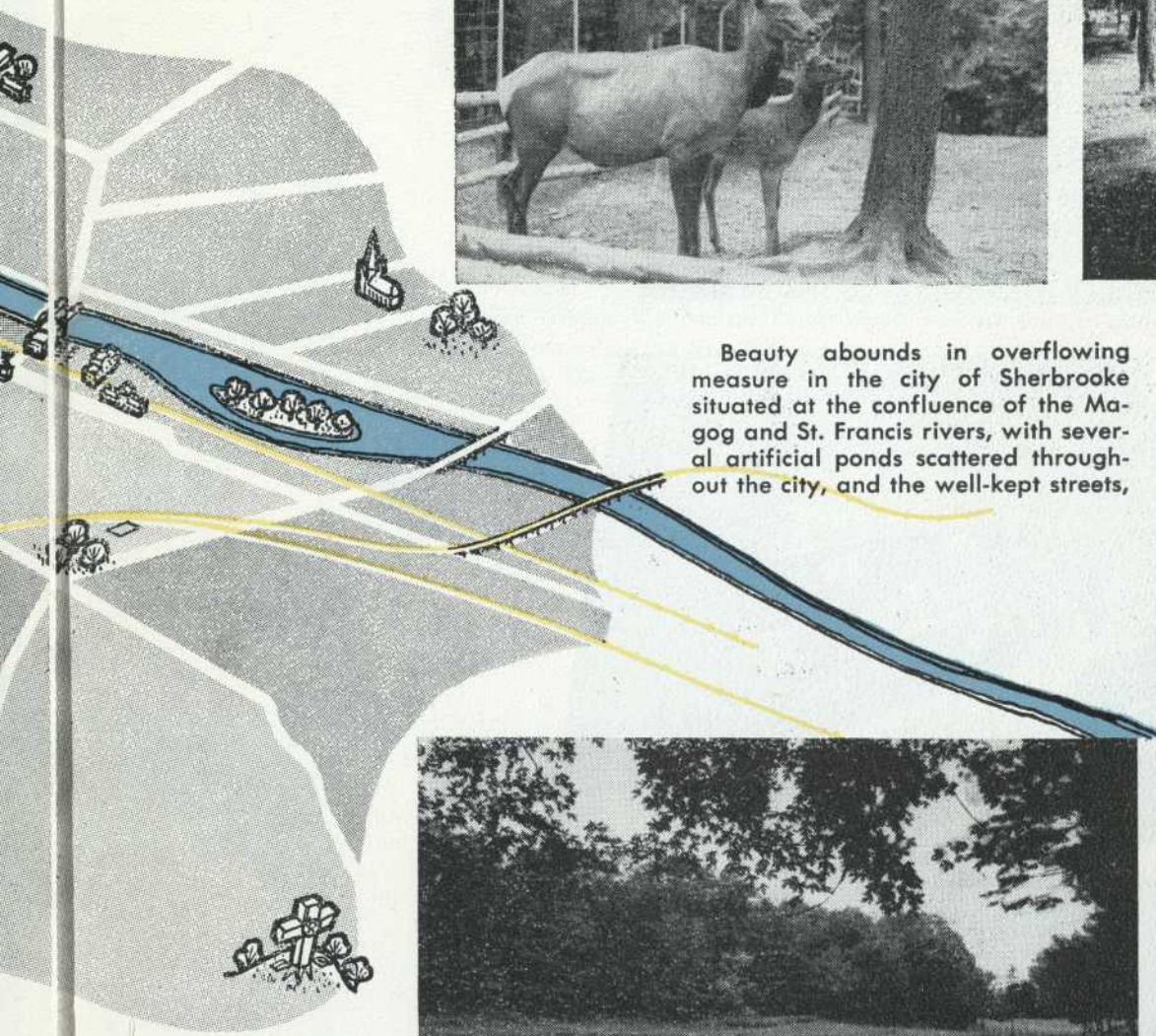
SUMMER SPORTS



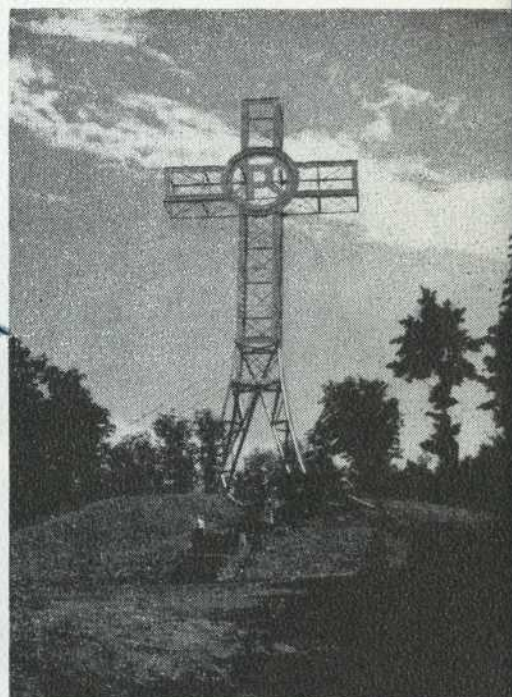
During the glorious summer months, the city of Sherbrooke and surrounding region is a sportsmen's and tourists paradise, with its many sparkling lakes beckoning to the fisherman and the pleasure-seeker, its green-clad hills and majestic mountains luring visitors from far and near as enchanting scenes unfold from every hand during their visit to this "beauty spot of the province". Not only water sports and mountain climbing attract summer visitors and provide citizens with unexcelled recreational facilities, but also there are numerous splendid golf courses, riding trails, etc. Historic sites are dotted throughout the area, and to add to all the rest, county fairs and the big Sherbrooke Exhibition add to the lure of regional attractions.

SCENERY





Beauty abounds in overflowing measure in the city of Sherbrooke situated at the confluence of the Magog and St. Francis rivers, with several artificial ponds scattered throughout the city, and the well-kept streets,



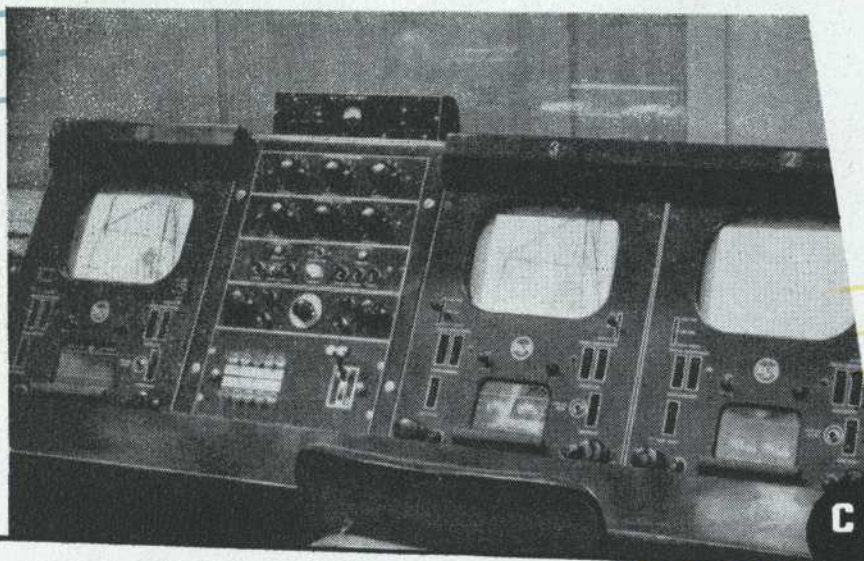
private homes and city parks aptly emphasising the title of "Queen City of the Eastern Townships". To list but a few, there are : Victoria Park, with its Sherbrooke Zoo, Jacques Cartier Park with its swimming pool, play areas, spacious clubhouse and verdant grounds, Howard's Pond at Howardene, residence of Senator C. B. Howard, and many others annually attracting crowds of citizens and visitors alike. The Sherbrooke Tourist Bureau, located near the Canadian National railroad station in downtown Sherbrooke, assures visitors a competent and efficient information service with maps and helpful facts given to all who inquire, not only of the city but of the surrounding area.



INFORMATION



CHLT



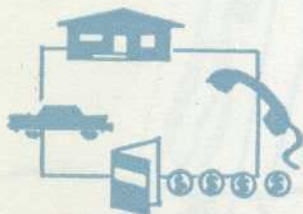
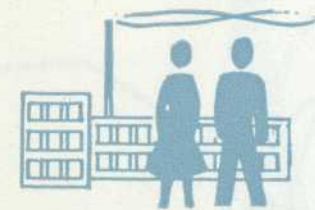
CHLT
TV

Thanks to its two daily newspapers, LA TRIBUNE (circulation 35,000 copies ABC) largest French daily south of the St. Lawrence, and the SHERBROOKE DAILY RECORD, only English daily in the Eastern Townships, plus three weekly newspapers, Le Messenger St. Michel, a church paper, and the Sherbrooke Telegram and Coaticook Observer, community weeklies, in addition to the city's two radio stations, CHLT (French) at 5,000 watts, and CKTS (English) at 1,000 watts, on the air 18 hours a day, along with the powerful television station, CHLT-TV (300,000 watts) operating from studios in La Tribune Building and transmitters atop Mount Orford, covering $\frac{2}{3}$ of the province of Quebec, telecasting over 80 hours a week, Sherbrooke is the home of one of the most complete information centres in all of Canada!



SHERBROOKE...

THE "QUEEN CITY" OF SHERBROOKE, situated at the confluence of the Magog and St. Francis Rivers, 96 miles from Montreal, and only 25 miles from the International Border at Rock Island, Que. — Derby Line, Vt., has a total area of some 25 square miles, and is most strategically located with ample rail and highway communications to well-deserve the appellation of "The Hub of the Eastern Townships", and as the largest city in the south-east section of the province, is quite aptly called "The Queen City of the Eastern Townships".



With this dual title, the City of Sherbrooke proudly upholds her place as the commercial and industrial centre of this rich and populous area, in which farming and dairying is of major importance and, where also incidentally is located the world's largest asbestos mines, to say nothing of copper and gold, and the more recent discovery of titanium and uranium deposits which gives mining in the region a boost into new prominence.

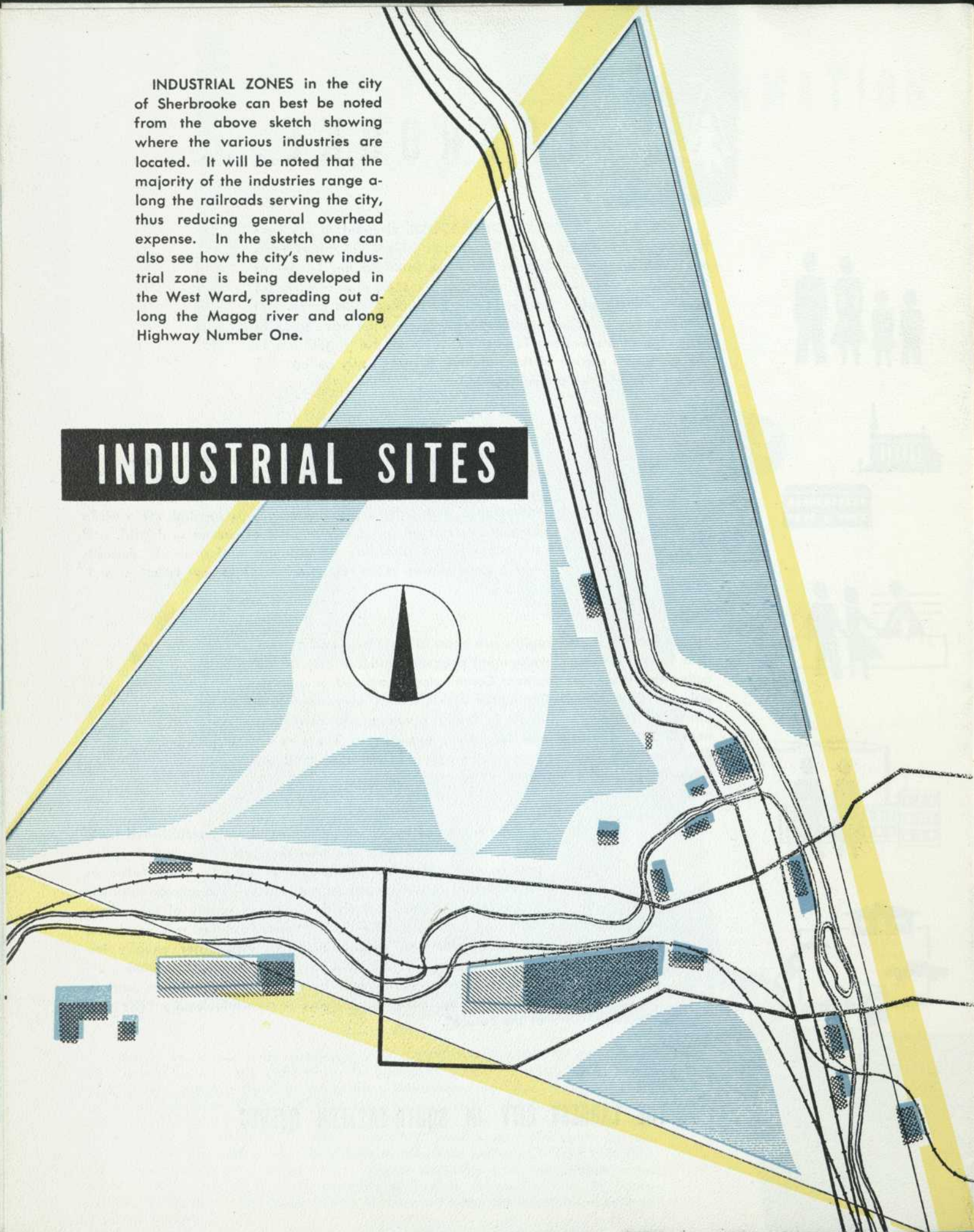
Industries in the region are most diversified, and thanks to a Town Planning development program and the help of an active Industrial Development Commission composed of municipal and Chamber of Commerce officials, this very important phase of the city's growth is being given special attention with unlimited possibilities for future expansion. The City of Sherbrooke, in fact, now possesses over 125 acres of land set aside for industrial purposes.

By reason of the many industries already established here, and with more and more inquiries received annually from prospective new industries, Sherbrooke is gaining wide fame as an industrial centre second to none, with its many advantages so important to the labor field: a ready supply of labor both male and female, excellent educational facilities, rail, road and air communications, unlimited power, and other equally important factors, SHERBROOKE IS STEADILY PROGRESSING . . . growing greater each year, increasing in population, and in recognition by those who foresee it as undoubtedly "The City of the Future".

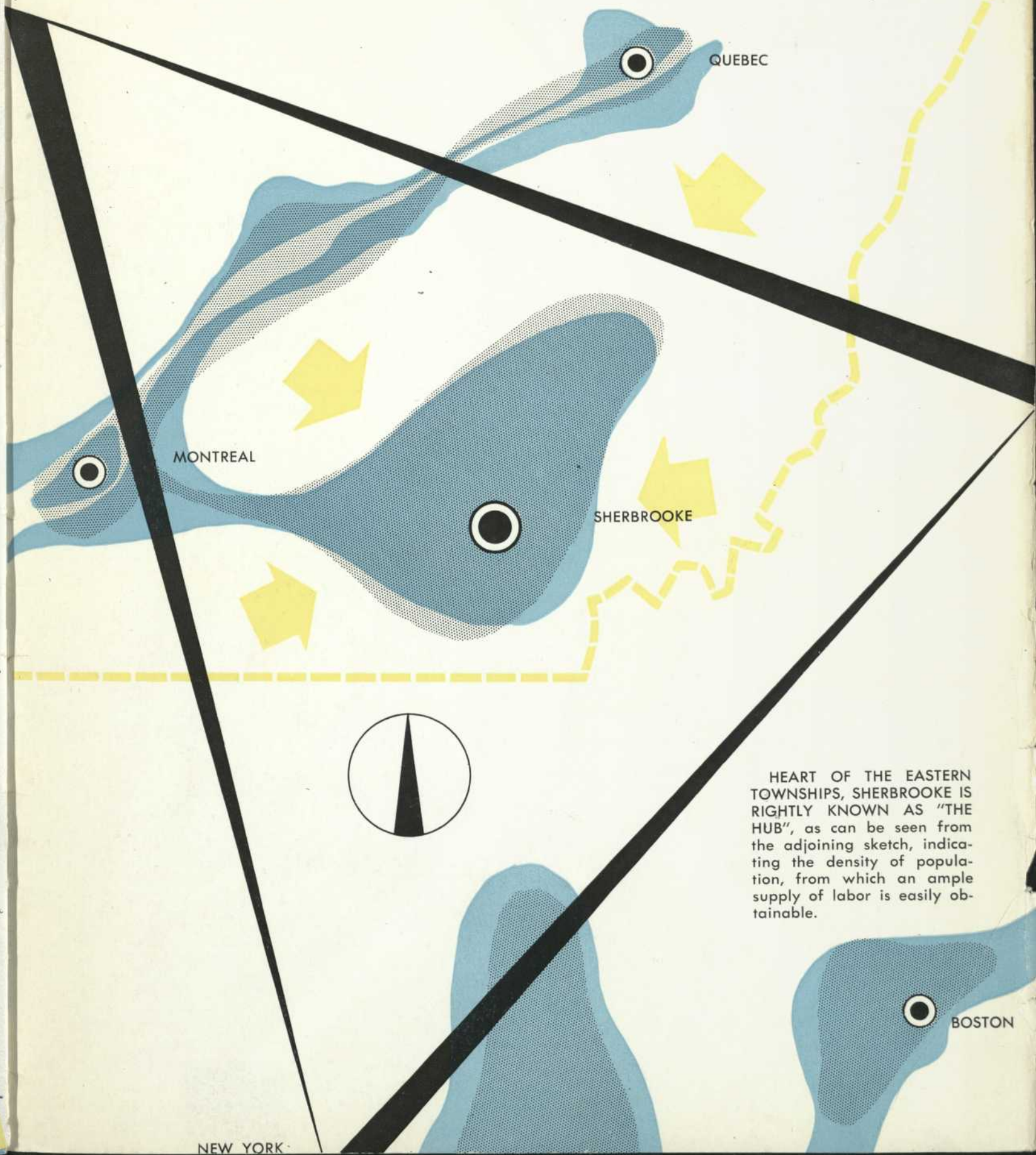
...THE LARGEST CITY IN SOUTH-EASTERN QUEBEC

INDUSTRIAL ZONES in the city of Sherbrooke can best be noted from the above sketch showing where the various industries are located. It will be noted that the majority of the industries range along the railroads serving the city, thus reducing general overhead expense. In the sketch one can also see how the city's new industrial zone is being developed in the West Ward, spreading out along the Magog river and along Highway Number One.

INDUSTRIAL SITES



POPULATION DENSITY



QUEBEC

MONTREAL

SHERBROOKE

BOSTON

NEW YORK

HEART OF THE EASTERN TOWNSHIPS, SHERBROOKE IS RIGHTLY KNOWN AS "THE HUB", as can be seen from the adjoining sketch, indicating the density of population, from which an ample supply of labor is easily obtainable.

QUEBEC



DISTANCES
From Sherbrooke to :

Montreal	96 miles
Quebec	130 "
Toronto	450 "
Halifax	650 "
St. John, N.B.	375 "
New York	540 "
Boston	270 "
Portland, Me	200 "

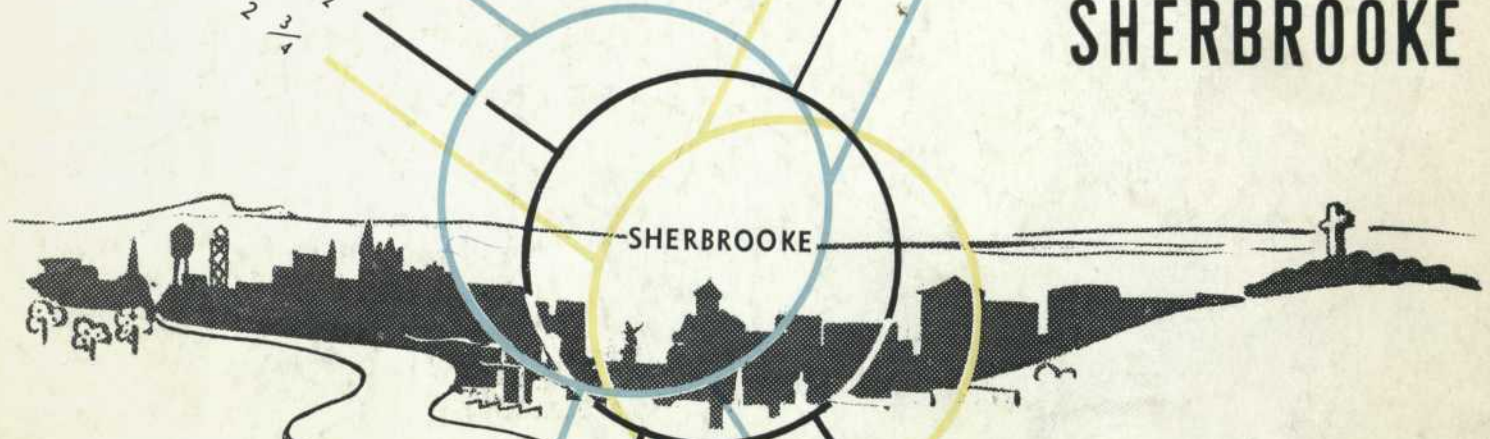
—o—
And it's only 30 miles from Sherbrooke to Derby Line, Vt., USA.



MONTREAL



DISTANCES FROM SHERBROOKE



SHERBROOKE

2 1/2
2 1/2
2 3/4

4 1/4
4 1/4
3 1/2

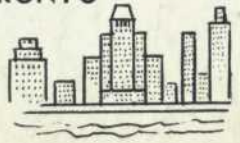
12 —
8 3/4 —
10 —

15 —
13 1/2 —
10 —



Figures between each city show the number of travelling hours, depending upon the type of transport.

TORONTO



NEW YORK

