

# Sherbrooke Daily Record

Sherbrooke, Que.

Saturday, Nov. 14, 1964

## Sherbrooke Chamber of Commerce



### Observes

1889

75th Anniversary

1964

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Saturday, November 14th

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# Your Chamber of Commerce

**U FOR UNDERSTANDING**  
The mingling on a common ground of men of all creeds and racial extractions brings about harmonious co-operation in the whole community.

**A FOR ADVERTISING**  
Your community needs an alert organization to attract new citizens and new industries, and to make its advantages well known.

**F FOR FIRE PREVENTIONS**  
Close co-operation with the Fire Department brings lower premium rates to the whole community through a good fire record and the absence of hazards.

**K FOR KNOWLEDGE**  
Fact-finding surveys of your locality and its potential resources are important phases of its activities.

**P FOR PUBLIC RELATIONS**  
Even the smallest town needs a constant ambassador of goodwill to the general public, the stranger within its gates and the world at large.

**V FOR VISITORS**  
The tourist industry is "Big Business" and an energetic organization can bring new wealth to your community.

**B FOR BUILDER**  
Building better business conditions based on individual enterprises calls for constant effort.

**G FOR GOODWILL**  
Its activities promote friendly relationships among business competitors, between the town and the farming community, between employer and employee and among competitive cities.

**L FOR LOYALTY**  
Devoted to your community's welfare, it is a centre around which men can rally in pooling their energies for the common good.

**Q FOR QUESTIONS**  
Whatever your problem — opportunities, regulations, marketing methods, distribution difficulties — your organization has the answers or knows where to find them.

**W FOR WELFARE**  
Community chest, Red Cross, and many other such campaigns are invariably directed and spearheaded by the business men of your organization.

**C FOR CIVIC PRIDE**  
Civic achievements, attained through organized effort, make your town a better place in which to live and to make a living.

**H FOR HEALTH AND SAFETY**  
Organized effort can promote hospital and health services as well as the development of traffic control and wise safety rules.

**M FOR MEMBERSHIP**  
Membership in this community organization where the diverse interests of the community are fused in common effort, is both a privilege and a duty.

**R FOR ROADS**  
Maintenance and extension of highways, good roads, traffic control and safety measures are encouraged.

**X MARKS THE SPOT**  
Organized, consistent effort can do more than anything else to put your community "on the map" and to keep it there.

**D FOR DOER**  
Exhibitions, campaigns, civic improvements, community activities, developing new opportunities — whatever it is, organized business men find the tools and DO the job.

**I FOR INDUSTRIES**  
Constant watch must be maintained to encourage the expansion of industries already established and to attract sound new ones.

**N FOR NATIONAL HEADQUARTERS**  
Boards and Chambers unite in the Canadian Chamber of Commerce, a clearing-house for ideas and help in local activities.

**S FOR SERVICE**  
It is geared to serve its members in every way possible and to advance the common purposes of its members.

**Y FOR YOUTH**  
It places proper emphasis on the training of the business leaders of tomorrow by promoting the development of better facilities for the education, health and recreation of young people.

**E FOR ECONOMIC DEVELOPMENT**  
The farmer, the merchant, the professional man, the employer, the employee — all must be prosperous if your community is to progress. Each must be interested in the welfare of all.

**J FOR JOBS**  
More jobs, improved working conditions and the promotion of better relations between employer and employee are among the aims of your organization.

**O FOR OPPORTUNITY**  
Your community must keep awake to the future and develop every opportunity to put men and money to work.

**T FOR TAXES**  
It works to see that full value is received for each tax dollar spent and that the town's finances are in a sound position.

**Z FOR ZEAL**  
The zeal of community leaders, the greatest potential force for good in the Dominion, has developed Boards of Trade and Chambers of Commerce from A to Z.

In appreciation for the work done during the past 75 years  
by the Sherbrooke Chamber of Commerce:

Yvon Fournier Inc.  
PLUMBING & HEATING  
Member: Yvon Fournier

Electrolux (Canada) Ltd.  
VACUUM CLEANERS  
Member: Larry Bergeron

Harold J. McConnell  
OPTOMETRIST  
Member: Harold J. McConnell

Raoul Martineau Inc.  
MOVERS  
Member: Leonard Jacques

Fern Gagne  
MEN'S CLOTHING and FURNISHINGS  
Representative for Warren K. Cook  
Member: Fern Gagne

Angelo Jelmini Inc.  
STRUCTURAL STEEL  
Member: Angelo Jelmini

Donahue Electric Ltd.  
ELECTRICAL CONTRACTOR  
Member: Guy Donahue

P. E. Genest Enrg.  
OFFICE SUPPLIES  
Member: Paul-Emile Genest

Harbour Products Reg'd  
RESTAURANT and HOTEL SUPPLIES  
Member: H. Bourgeois

Genest-Nadeau Ltee  
WHOLESALE GROCERS  
Member: Alphonse Genest

Leo Thibault Assurance  
GENERAL INSURANCE  
Member: Leo Thibault

A. R. Wilson Ltd.  
PLUMBING & HEATING  
Member: A. Felteau

H. H. Woollerton Ltd.  
CUSTOM BROKERS  
Member: Howard Woollerton

Levesque Ltee  
FURNITURE  
Member: Guy Levesque

# A message from the

The Sherbrooke Chamber of Commerce is presently celebrating its 75th anniversary and, quite naturally, we are planning a birthday party. We hope that as many as can possibly do so join us; everyone loves a party and we have planned this evening on a "Happy Birthday" note - cake, candles and the trimmings (and a time limit on speeches!).

For the congratulatory messages and good wishes, a sincere "thank you" to all.

However, anniversaries mark the passing of time and in our festivities we should be thankful of the past, grateful for the present and hopeful for the future.

It has been said, "where there is no vision the people perish", and these words hold as true today as they have through the centuries. To my mind they were in the thoughts of those men who, 75 years ago, laid the foundations of what is now known as the Sherbrooke Chamber of Commerce.

Elsewhere in this issue the names of those founding fathers and forward thinking people, their purpose, their aims and desires are enumerated and, while there may have been personal interests involved, it was the vision of what could be and must be in the spirit of unity for the betterment of the community as a whole that prompted this undertaking. These were men of different tongues but united in a given purpose.

We do well to pause at this anniversary time and pay tribute to these individuals because we have indeed "a goodly heritage" and a continuing spirit of mutual understanding of truly bilingual and bicultural content.

Unfortunately, a continuous record is not available of all their endeavours and

achievements but posterity should record their initiative, aims and ambitions, undertaken on a voluntary basis with no proof of monetary remuneration and obviously without regard for race, creed, tongue or political affiliation.

In this spirit of unity we continue today.

The more recent history of the Sherbrooke Chamber of Commerce speaks for itself; the unflinching devotion of all those actively associated in the aims and objectives of the Chamber could not have done other than obtain the high repute and public recognition which is presently ours to enjoy but which (rightfully so) places a definite responsibility on each and every member, director and executive officer in maintaining and furthering the objectives that the Sherbrooke Chamber of Commerce stands for.

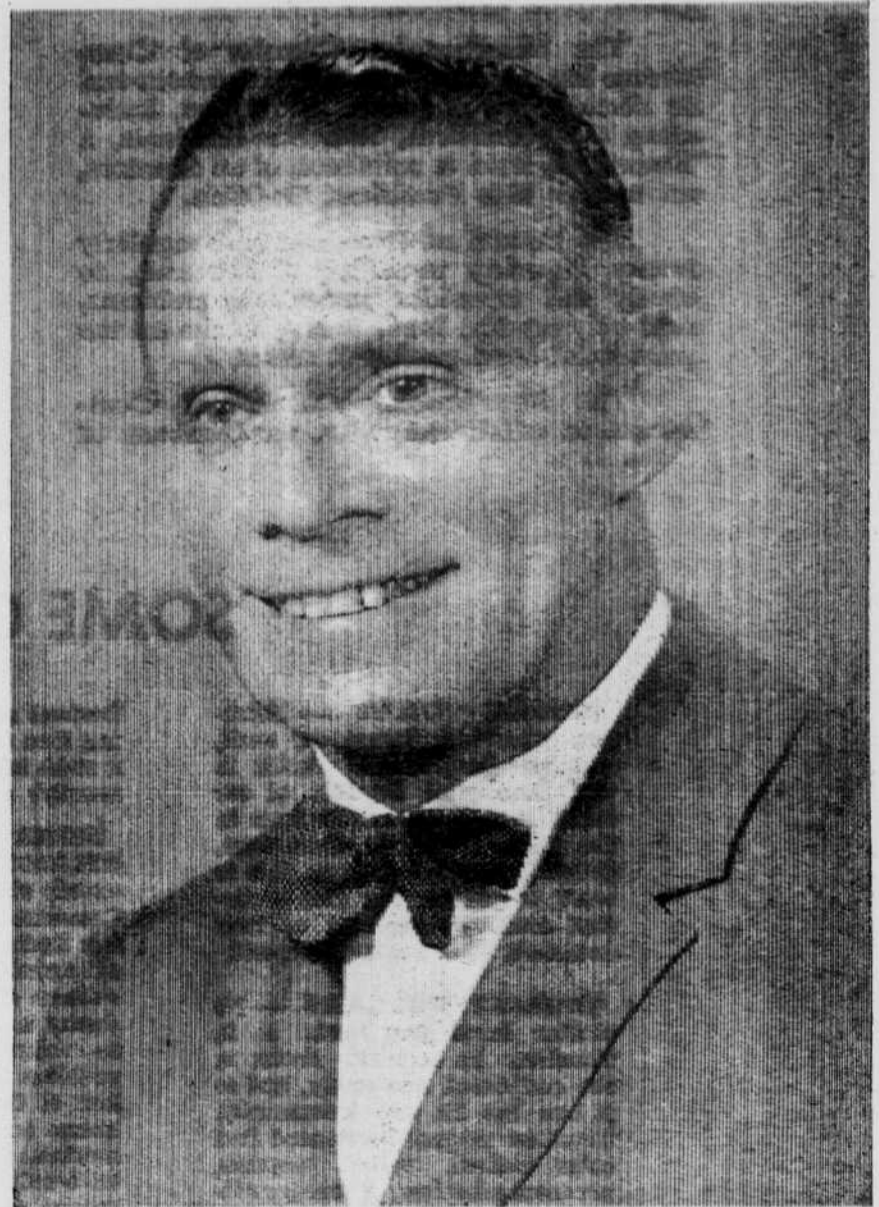
As President of the Chamber, I am encouraged in my responsibilities by the continued loyal support given me by the Board of Governors, the Executive Committee and fellow Directors, both French and English speaking, who, week by week, give of their time and abilities for the continued success of our community effort.

We are in hopes that our efforts will not only benefit our own city and area, but, in co-operation with other regional, provincial, national and international chambers, bring about the spirit of unity and understanding so vital to all in this present day and generation.

Our vision must be broad, our unity complete.

In any event, Happy Birthday — Many Happy Returns!

# president



ERNEST F. GRIGSBY

## Sherbrooke Chamber of Commerce



G. GUILLEMETTE  
immediate past president  
chairman, legal affairs  
committee  
chairman, economic council  
study committee  
chairman, building  
committee  
chairman, board of  
governors



HENRI J. M. BAUDOT  
secretary-manager

75 years of contributing to the progress of Sherbrooke.

Yvan Lemire Electric Ltee  
ELECTRICAL CONTRACTOR  
Member: Yvan Lemire

G. T. Armstrong & Sons Ltd.  
Division of M. Loeb Ltd.  
WHOLESALE GROCERS  
Members: L. R. Martineau  
Don Lebovitz

Silhouette Au Salon Du Corset  
CORSET SHOP  
Member: Leonard Morin

Unicrete Ready-Mix Inc.  
Member: Noel Hotte

Bertrand Degre  
CATERING SERVICE  
Member: Bertrand Degre

Therrien & Frere Inc.  
ORNAMENTAL IRON WORK  
Member: Lorenzo Therrien

J. O. Dufour Ltee  
GLASS  
Members: Paul Dufour  
Lucien Dufour

Marquis Tire Shop Reg'd  
TIRES  
Member: Gerard Marquis

Crankshaft Grinding & Diesel  
Service Inc.  
Motor Builders and Motor Parts Wholesalers  
Member: T. P. Hanson

Pharmacie Gilles Savard Enrg.  
DRUG STORE  
Member: Gilles Savard, L., Ph.

# What is the Sherbrooke Chamber of Commerce ?

The Chamber of Commerce is a voluntary association of the leading citizens of our city, forming a group dedicated to the progress and development of the community.

The Chamber constantly strives to promote the commercial, industrial and civic development of the City.

The Sherbrooke Chamber of Commerce was founded in 1889 and is one of the oldest Chambers of Commerce in the province of Quebec.

The Sherbrooke Chamber of Commerce has presently some 550 members and is directed by a Board of Directors, including the President, two Vice-Presidents, a Treasurer, and a minimum of ten directors, as well as the President Ex-Officio.

The Board of Directors meets regularly every Monday morning at 8.00 a.m., to study and consider present-day problems, not only on the local scene, but also on the provincial and national scenes.

The Sherbrooke Chamber of Commerce is affiliated with the Chambers of

By HENRI J. M. BAUDOT  
(Secretary-manager, Sherbrooke Chamber of Commerce)

Commerce of the Province of Quebec, a federation that includes over 238 Chambers of Commerce in the province. It is also affiliated with the Canadian Chamber of Commerce, which is in effect the official spokesman of all Chambers of Commerce from coast to coast in our country.

The Chamber accomplishes the bulk of its work through its various committees, which members are invited to join according to their individual desires, their hopes and their capacities. Following is a list of committees presently at work in the Sherbrooke Chamber of Commerce, with the names of their respective chairmen:

- Municipal Affairs, Romeo Cloutier.
- Commercial Affairs, Eddy Echenberg.
- Industrial Affairs, Gerry A. Bernard.
- Legal Affairs, Gontran Guillemette.
- Provincial Affairs, Ernest F. Grigsby.
- Claude Genest.
- National Affairs, Arthur Wright.

- Airport, Romeo Cloutier.
- Autoroute, Paul McKenna.
- Finances, Gaston Audet.
- Bulletin, Henri J. M. Baudot.
- Education, Michel Normandin.
- Tourism, Paul Mattman.
- Economic Council, Study Committee, Gontran Guillemette.
- Waterworks, Timothy J. Wagg.
- Town Planning, Denis Tremblay.
- Health and Welfare, Dr. Blaise Drapeau.
- Membership Recruiting, Gaston Audet.
- Programme, Ernest F. Grigsby.
- Meetings organization, Howard H. Woollerton.
- Membership Classified Directory, Clarence G. Blake.
- Golf Tournament, Gaston Audet.
- Bilingualism & Biculturalism, Denis Tremblay.
- 75th Anniversary, Arthur Wright.
- Building Committee, Gontran Guillemette.
- Board of Governors, Gontran Guillemette.

## SOME OF THE THINGS IT DOES

**RETAIL SALES** — Retailers, whether large or small, are an important factor in the financial health of our town. As a UNITED team in the Chamber of Commerce, fellow merchants are able to work together for the protection and promotion of their common business interests.

**TOURIST DOLLARS** — No matter how you look at it, Tourism is a vital factor in the national economy, and so it can be in any community. Tourists mean increased food sales, retail sales, services, accommodation, transportation and entertainment. The Chamber is continually exerting effort to promote the attractions of the community in an effort to realize the full value of tourism as a potential community builder.

**NEW INDUSTRIES CREATE NEW JOBS** — Recognizing the value of new industry, the Chamber of Commerce takes a sensible approach to industrial expansion through a study of the community in light of industry's need, from which is developed a sound sales approach to attract the location of new industry. The Chamber also serves existing

business and industry, helping them to grow and remain a stable influence on the community's economy.

**BETTER URBAN - RURAL RELATIONSHIP** — This is exactly what the Chamber of Commerce is doing by bringing together the businessmen of agriculture and the businessmen of commerce and industry in a climate fostered to understand each other's problems. Through the Chamber of Commerce, we increase our local agricultural markets, carry out programs to benefit the youth in agriculture and increase agricultural standards and productivity.

**EDUCATION, SAFETY, PARKING, RECREATION, TOWN PLANNING** — Projects in these areas are effectively developed by the Chamber of Commerce in close relationship with other agencies of the community, making our town a better place in which to work and live.

**MUNICIPAL AFFAIRS** — The Chamber keeps in close touch with all phases of city government, zoning, planning, capital improvements

and promotes projects which improve the liveability of our community.

**ACROSS CANADA** — Every local Chamber, regardless of size, through membership in The Canadian Chamber of Commerce — a Federation of over 850 Chambers like ours — has a voice in Federal Affairs and National Policies which ultimately has some effect on our community.

**POLICIES** — Each Fall, The Canadian Chamber of Commerce meets with the Federal Cabinet and presents policies that have been developed at the Annual Meeting of the Chamber. After the Cabinet Meeting, appointments are made to meet with every Department of Government individually. In addition, briefs are prepared and submitted to Royal Commissions, special committees of the Commons and Senate as well as Ministers and Department Officials. Similar arrangements are followed by provincial Chambers of Commerce with each provincial government.

**PRIVATE COMPETITIVE ENTERPRISE** — Politically

non-partisan, the Chamber's economic views are widely publicised by various means. Numerous booklets and publications pertaining to these views are available on request.

**INDEPENDENCE OF SPIRIT** — We hold the view that no one must be destitute, hungry or lack medical attention in this country. We do insist that all such measures be consistent with what the country can afford.

The high level of taxation required to support a Welfare State, which is being considered in varying degrees by all political parties, inevitably limits the amount of income left to the individual to spend according to his wishes.

The huge sums of money demanded from business affect research and expansion plans which, in turn, curtails new job opportunities. In the case of manufacturing, this drain of tax monies to support a Government program of extensive social benefits tends to place the company in a non-competitive position.

We are celebrating our 75th Anniversary and invite you to join the Sherbrooke Chamber of Commerce and celebrate with us.

Belanger, St. Jacques, Sirois & Cie

CHARTERED ACCOUNTANTS

Member: Yvon Sirois



Decoration Moderne Enrg.

INTERIOR DECORATORS

Member: François Boudreau



Bemis Associates of Canada Ltd.

Manufacturers of Vinyl Coated Fabrics

Member: John W. Evans

Fashion Craft Ltd.

MEN'S WEAR

Member: Philippe Dion



R. M. Ferrand, Member

Representative of the Provincial Bank of Canada



Echenberg's

LADIES' WEAR

Member: Eddy Echenberg



Metropolitan Stores Ltd.

DEPT. STORE

Member: Gaston Fargues

Eastern Township Tent & Awning

TENTS And AWNINGS

Member: Albert Garneau



Sherbrooke Laundry & Dry Cleaners Ltd.

LAUNDRY and DRY CLEANING

Member: N. S. Lothrop



Imprimerie Gauvin & Frère

PRINTERS

Member: Raymond Gauvin

31 men,  
a vision,  
their city,  
many dreams,  
and Sherbrooke's  
Board of Trade is born



**THE SHERBROOKE BOARD OF TRADE, 1898** — This illustration from a joint publication by the Sherbrooke Board of Trade and the city council, *SHERBROOKE ILLUSTRATED*, shows members of the Board for the year of publication, 1898. In the centre is president W. R. Webster. Others are: - 2. J. A. Wiggett, 3. N. N. Walley, 4. W. B. Neil, 5. W. A. Morehouse, 6. T. A. Bourque, 7. W. H. Wilson, 8. G. G. Bryant, 9. W. Gaboury, 10. G. A. LeBaron, 11. J. O. Denault, vice-president, and 12. Jas. S. Mitchell.

# 75 years later, 550 men still work, plan

"We the undersigned residents of the City of Sherbrooke, in the Province of Quebec, which said city has a population of upwards of eight thousand, do hereby certify that we have associated ourselves together as a Board of Trade:—That the name assumed by the said association, and by which it shall be known is 'The Sherbrooke Board of Trade':—That the said association is situated and its business is transacted in the said City of Sherbrooke:—That Frank C. Thompson of the City of Sherbrooke has been by us appointed Secretary to the said Board of Trade.

"In witness thereof we have hereunto set our hands and affixed our seals at the said City of Sherbrooke this thirteenth day of December in the year eighteen hundred and eighty-nine."

With this document, the vision seen by 31 of Sherbrooke's leading businessmen went to Ottawa for registration as The Sherbrooke Board of Trade.

Bureaucracy intervened, however, and the document was returned by the under secretary of state, S. A. Latellier who pointed out that none of the signers had attached their seals, and asked that an affidavit be included establishing that Sherbrooke had a population of not less than 2,500.

This was evidently done; Mr. Latellier in a letter still in the possession of the Sherbrooke Chamber of Commerce, dated Jan. 20, 1890, declared that he now had "the honour to transmit to you, herewith, the receipt you will please acknowledge, Certificate of incorporation of the Sherbrooke Board of Trade."

The Sherbrooke Board of Trade became the Sherbrooke Chamber of Commerce July 15, 1931, when the Governor General-in-Council by an Order-in-Council, changed the name in accordance with a petition made at a general meeting in March of that year.

In the past 75 years, the membership has grown from the original 31 to the present 550.

Through periods of greater and lesser activity, the Board of Trade and the Chamber of Commerce have accomplished, and assisted in the accomplishment, of many of the things that make our city the very attractive place that it is.

### CHARTER MEMBERS

The 31 original signers of the petition in 1889 which eventually resulted in the incorporation of the Sherbrooke Board of

Trade, and the charter members of the board were:

- F. P. Buck, manufacturer.
- Walter Blue, clothing manufacturer.
- Gustavus Lucke, hardware merchant.
- T. J. Tuck, druggist.
- James S. Mitchell, hardware merchant.
- H. C. Wilson, merchant.
- D. McManamy, inspector, wines and liquors.
- W. J. Millward, glass and crockery.
- J. R. McBain, drugs and stationery.
- Wm. Farwell, bank manager.
- J. H. Morehouse, publisher.
- G. H. Bradford, publisher.
- J. Landsberg, merchant.
- W. R. Webster, cigar manufacturer.
- E. Winn Farwell, miller and grain merchant.

- H. E. Macfarlane, miller and grain merchant.
  - G. A. LeBaron, merchant.
  - Wm. Murray, merchant.
  - Thomas W. Fuller, merchant.
  - A. W. Olivier, merchant.
  - James Tracey, merchant tailor.
  - H. Fortier.
  - J. H. Gendron, merchant.
  - P. Olivier, merchant.
  - A. L. McDonald.
  - J. A. Chicoyne, advocate and publisher.
  - A. H. Foss, hardware merchant.
  - A. G. Lomas, manufacturer.
  - Andrew Paton, manufacturer.
  - W. S. Dresser, insurance.
  - H. Samuel, merchant.
- The professions of the members listed here are as they were listed in the original petition for incorporation.
- Andrew Paton was the first president.

We are justly proud of our Chamber of Commerce's 75 years of Community Service.

**Aime Cote Ready-Mix Ltd.**  
READY-MIX CONCRETE  
334 Queen St. — Lennoxville, Que.  
Member: Aime Cote

**D. M. Rene**  
OFFICE SUPPLIES  
Member: D. M. Rene

**Goulet, St. Pierre, Bertrand  
Charron & Savoie**  
CONSULTING ENGINEERS  
Member: Jean Charron

★  
**Quebec Hospital Service  
Association**  
BLUE CROSS INSURANCE  
Member: George Lafontaine

★  
**Pat's Kentucky Fried**  
RESTAURANT and TAKE-OUT SERVICE  
Lennoxville and Sherbrooke, Que.  
Member: Douglas Patrick

★  
**Henri Girard Ltee**  
TRUCKS  
Member: Yvan Girard

★  
**Elite Business Equipment Inc.**  
Your Remington-Rand Business Equipment Center  
Member: Fernand Roch

★  
**Chenier Picard**  
NOTARY  
Member: Chenier Picard

★  
**Henry Ward Inc.**  
GENERAL INSURANCE  
Member: Henry Ward

★  
**Duquette Specialities Ltd.**  
ARTESIAN WELLS

**LEADING YOUR  
Chamber of Commerce  
are these public-spirited men**



← J. HECTOR SIMONEAU  
vice-president



← GERALD A. BERNARD  
director  
chairman, industrial  
affairs committee



← CLARENCE G. BLAKE  
director  
chairman, membership  
classified directory



← Dr. BLAISE DRAPEAU  
director  
chairman, health and  
welfare committee



← PAUL MATTMAN  
director  
chairman, tourism  
committee



← DENIS TREMBLAY  
director  
chairman, bilingualism and  
biculturalism committee



← TIMOTHY J. WAGG  
director  
chairman, waterworks  
committee

*May the Sherbrooke Chamber of Commerce continue to grow and expand:*

**Cyr Automobile Ltee**  
CARS — SALES and SERVICE  
Member: Gilles Cyr



**Canadian Tire Corporation  
Associate Store**  
Sporting Goods — Automobile Parts & Accessories  
Member: T. S. Mechan



**Save Oil Matic System**  
COMBUSTION — HEATING  
Member: Paul-Henri Gingras

**Art Crawford**  
TRANSPORT  
Member: Art Crawford



**Tot's Town Ltd.**  
CHILDREN'S WEAR  
Member: I. Echenberg



**Gingras Ltee**  
CABINET MAKERS  
Member: Marcel Gingras



**Lions Fuels Inc.**  
FUEL OIL  
Member: Paul E. Bourque

**Larochelle, Savard & Gosselin**  
CHARTERED ACCOUNTANTS  
Members: Marcel Savard  
Gerard Larochelle  
Gerald Gosselin



**Pour Vous Messieurs**  
MEN'S WEAR  
Member: Lionel Bilodeau



**J. A. Robert Ltd.**  
FURRIERS and EXCLUSIVE LINGERIE  
Member: Rene Robert



← EDDY ECHENBERG  
vice-president  
chairman, commercial  
affairs committee



← GASTON AUDET  
treasurer  
chairman, finance  
committee,  
chairman, membership  
recruiting



← ROMEO CLOUTIER  
director  
chairman, municipal  
affairs committee  
chairman, airport committee



← ROLAND DESJARDINS  
director



← PAUL MCKENNA  
director  
chairman, autoroute  
committee



← MICHEL NORMANDIN  
director  
chairman, education  
committee



← H. H. WOOLLERTON  
director  
chairman, meetings  
organization



← ARTHUR WRIGHT  
director  
chairman 75th anniversary

Invite your friends to join the Sherbrooke Chamber of Commerce during their 75th Anniversary.

**Laliberte & Cross Service**

TV SALES and SERVICE

Member: Fern Laliberte



**H. C. Wilson & Sons Ltd.**

FURNITURE and MUSIC STORE

Member: Jeff M. Wilson



**De Luxe Automobile Ltd.**

AUTOMOBILE SALES and SERVICE

Member: Philippe Desaulniers

**Fabi & Fils Ltee**

GENERAL CONTRACTORS

Members: Robert Chariol  
Paul Andreau



**Gauthier Fleuriste Enrg.**

FLORIST

Member: Robert Gauthier



**Voyage Escapade Travel**

TRAVEL AGENCY

Member: J. H. G. Boulanger



**L. O. Noel Inc.**

LUMBER

Member: Desmond Kennedy

**Newton Construction Co. Ltd.**

Member: Victor Newton



**'Alsco Sherbrooke Aluminum**

DOORS and WINDOWS

Member: Lionel Racine



**Transvision (Sherbrooke) Inc.**

TELEVISION

Member: Octave Leblanc

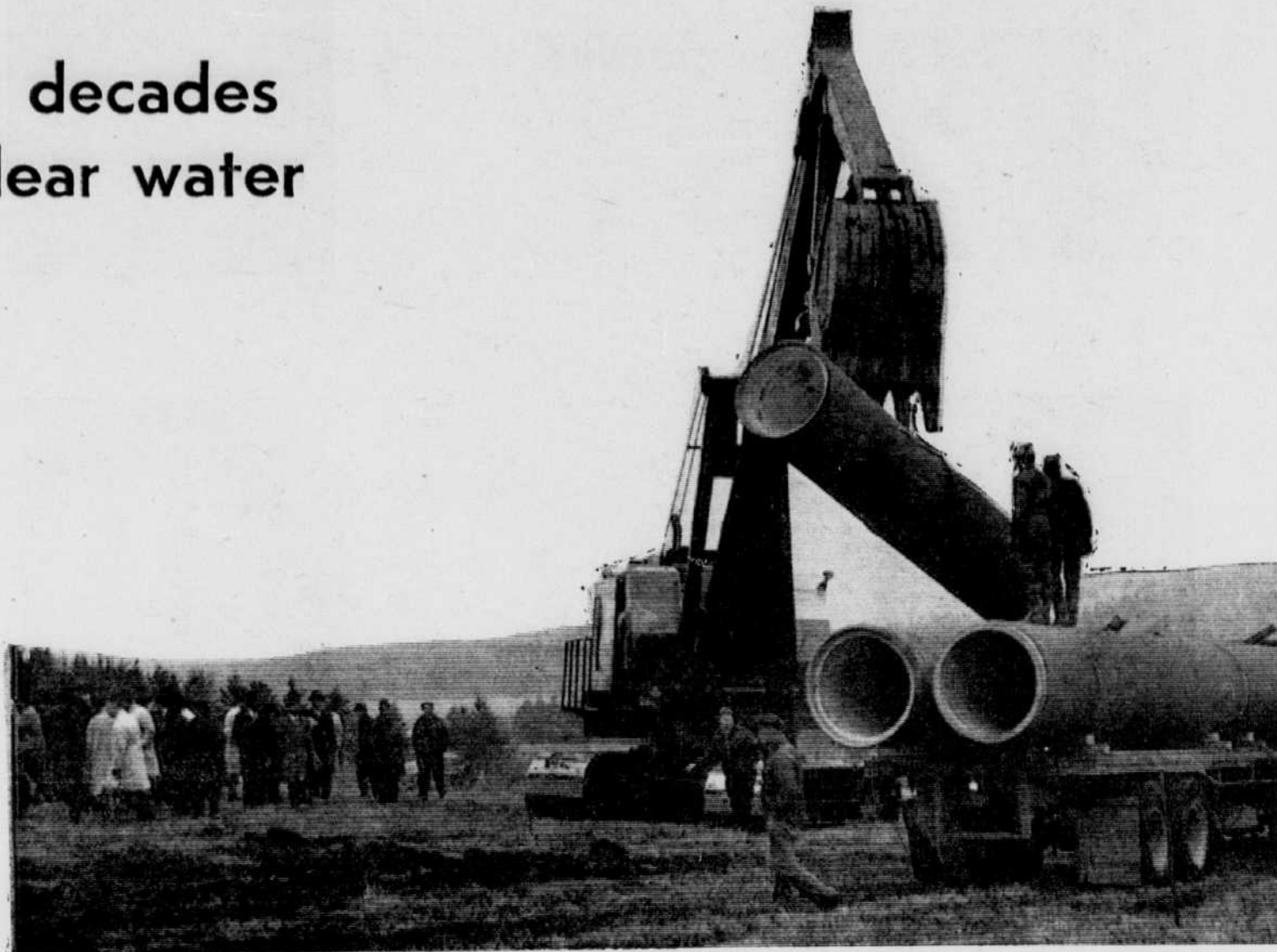
# Work for decades for cool, clear water

In the field of waterworks which covers mainly the adequate supply of drinking water for the City of Sherbrooke, consciousness of the problems and study of possible solutions run over decades, since records show that the problem was already being studied way back in the thirties.

The Sherbrooke Chamber devoted time and effort in order to assist the City in finding the best way of securing adequate water supply.

It is now most gratifying to note the undertaking of the construction of a main water line which will draw water from Lake Memphremagog and deliver it to the city pumping station.

1965 will mark an important step in the history of the City relative to this problem which concerns one and all.



**PIPELINE BEGINS** — The problem of Sherbrooke's poor water supply, a problem that had first received attention in the 1930s, was solved this year when city council contracted for the construction of a pipeline to Lake Memphremagog. This recent photo shows the start of that pipeline. (Record photo by Gerry Lemay).

## *Industrial promotion, another activity of your Chamber*

After a careful study of this important matter, consultations went on between Chamber representatives and the members of the city council, with a view of setting up a new industrial commission which would work as a consulting body with a permanent secretary.

Since experience proved this solution to be somewhat too ideal, the Chamber submitted another brief dealing with industrial promotion to the civic authorities in 1963.

The Chamber continues to keep a very keen interest in the development of the City of Sherbrooke including the promotion of new industries and the expansion of existing industries.

It would be unfair not to mention the efforts carried out by some active Chamber members in assisting the Walter M. Lowney to build a magnificent new plant and establish their main production in Sherbrooke. The plant was officially opened in 1962 and covers a floor area of approximately 450,000 square feet.

*As members of your local Chamber of Commerce we extend a warm welcome to join our organization.*

Sherbrooke Trust Company

TRUST COMPANY

Members: Robert Jussaume  
P. M. Robins



Beaudry Electric Enrg.

ELECTRICAL CONTRACTORS

Member: Leon Beaudry



Les Ateliers Belanger Enrg.

INTERIOR DECORATORS

Member: J. H. Belanger

W. H. Adam Ltd.

FUEL OIL

Member: Len Adam



Cie de Spirt Inc.

TERRAZZO

Member: Paul Garon



Sherbrooke Express Inc.

TRANSPORT

Member: Edgar Chartier



Romeo Dry Cleaning

DRY CLEANERS

Member: Romeo Cloutier, F

Quebec Central Railway  
Company

TRANSPORTATION

Members: F. S. Champagne  
C. G. Blake



J. S. Mitchell & Co. Ltd.

Hardware and Building Products — Fuel Oil

Members: W. W. McCoy  
G. G. Markey  
Leonard Curtis



Irenee L. Lemieux

MEN'S WEAR

Member: Irene L. Lemieux



EASTERN TOWNSHIPS AUTOROUTE — This view shows construction of the Eastern Townships Autoroute near Cherry River. (Record photo by Doug Gerrish)

## ...and the autoroute

In 1957, delegates of the Sherbrooke Chamber took an active part in a special study dealing with the highway network requirements of the province of Quebec, this study being organized by the Province of Quebec Chamber of Commerce.

Further to the provincial convention of all Chambers of Commerce of this province, convention held in Sherbrooke in September 1959, contacts and meetings were held between delegates of the Granby and Sherbrooke Chambers of Commerce.

These initial steps led to

the formation of a first committee composed of ten members grouping representatives of civic authorities and Chambers' delegates from Granby, Magog, and Sherbrooke, later joined by representatives of Waterloo, Cowansville and Farnham, to form the Committee of Fifteen as it was then known.

As the project took on a more precise form, a large number of small municipalities met with the committee in Granby in the spring of 1960 and finally a unanimous decision was reached on a proposed course for the proposed autoroute to connect Montreal and Sherbrooke.

The whole project was prepared and submitted to Premier Jean Lesage, in September 1960.

In 1961, the committee which had then adopted the name of Eastern Townships Autoroute Committee, submitted a second brief to the government, relative to the financing of the proposed autoroute. Its recommendation was that the future autoroute be a toll road.

This important project is now on the verge of completion and its unofficial opening, which had first been scheduled for the summer of 1965 may well be advanced to December 1964.

*We are justly proud of our Chamber of Commerce and its 75 years of existence.*

**F. W. Woolworth Co. Ltd.**

DEPT. STORE

Member: Georges Lacaille



**Audet, Tremblay & Audet**

ARCHITECTS

Members: Jean-Paul Audet  
Louis N. Audet  
Denis Tremblay



**R. E. Stewart Construction Corp.**

GENERAL CONTRACTORS

Member: Roland Beaudoin

**Zeller's Ltd.**

DEPT. STORE

Member: Fernand Picard



**J. A. Pigeon Engr.**

LEATHER GOODS

Member: Ubald Pigeon



**United Auto Parts Inc.**

AUTOMOBILE PARTS and ACCESSORIES

Member: John R. Flynn



**Allatt's Bakery Limited**

BAKERS

Member: R. F. Allatt

**Larochelle & Freres Ltee**

BAKERS

Members: Gerard Larochelle  
Marius Larochelle



**Sparkling Products Ltd.**

SPORTSWEAR

Member: David Breckenridge



**Combustive Sherbrooke Ltd.**

OIL EQUIPMENT MANUFACTURERS

Member: Patrick Dube



St. Francis bridge under construction

## CITY'S GROWTH TANGLES TRAFFIC

After some long and tedious study, a special committee formed within the Sherbrooke Chamber submitted a brief on traffic and circulation to the municipal authorities in March 1962.

Among some 13 recommendations which were included in this brief, some important ones have already been carried out, such as the municipal parking lot on Wellington street south, and the construction of bridges over the St. Francis and Magog rivers together with the necessary access roads.

It goes without saying that the topography of the City of Sherbrooke makes it all the more difficult to find suitable solutions to the more pressing problems of traffic and circulation.

## CHAMBER AND COUNCIL CO-OPERATE TO SMOOTH THE FLOW

### More C of C achievements

#### Town Planning

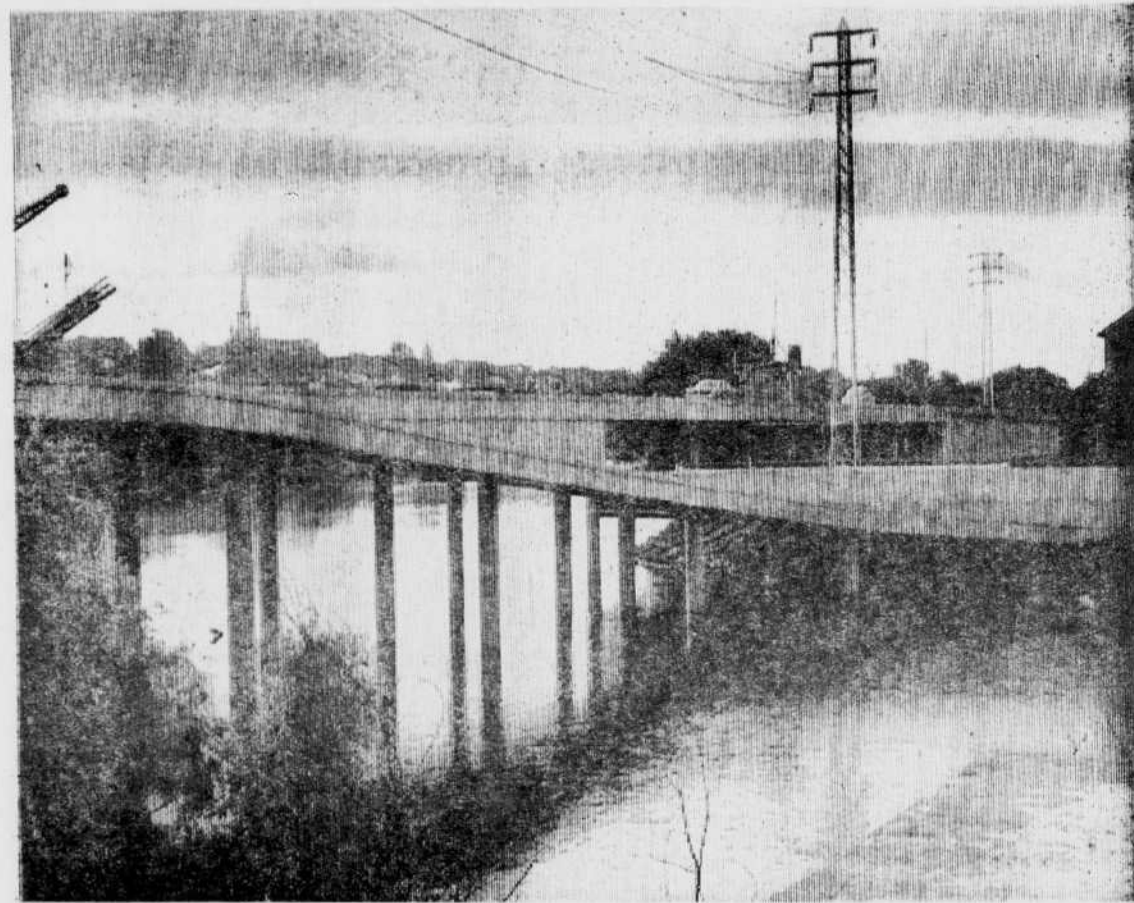
Since 1954 at least, the Sherbrooke Chamber had been studying the advisability of recommending the preparation of a master urban plan for the City of Sherbrooke.

Representations were subsequently made to the civic authorities and in 1956, the City of Sherbrooke hired Jean C. LaHaye, Town Planner.

The master urban plan was finally submitted and adopted by the City of Sherbrooke in 1960 and has been of great help to the City in planning its future development.

#### Tourism

The Sherbrooke Chamber has always shown a sustained interest in the field of tourism and has just recently presented a well-documented brief to the members of the City Council, recommending the establishment of a complete tourism department, with a view of preparing an elaborate program of tourism promotion, which is all the more timely when one considers the forthcoming opening of the Eastern Townships autoroute and the World Exhibition of 1967.



Big Forks bridge under construction

Join your local Chamber of Commerce and help with the prosperity of Sherbrooke.

Louis' Luncheonette Reg'd

RESTAURANT

Member: Louis Balawyder



William Lavallee Construction  
Ltd.

GENERAL CONTRACTORS

Member: Art Wright



W. S. Dresser & Company

GENERAL INSURANCE

Member: C. F. Simms

Dumont Express Ltee

TRANSPORT

Member: Yvon Roy



Manoir de l'Estrie

HOTEL

Member: Eugene Gingras



Marcoux Construction

GENERAL CONTRACTORS

Members: Hercule Marcoux  
Ronald Marcoux



Thompson & Alix Ltd.

WHOLESALE GROCERS

Member: Paul Blais

Ampro Oxygen & Welding  
Supplies Ltd.

WELDING SUPPLIES

Member: William E. Dowbiggin



Bureau Medical St. Vincent de  
Paul Hospital

Member: Dr. Louis Philippe Lejeune



Etienne Morel Inc.

JEWELLER

Member: Etienne Morel

THROUGH THE  
EFFORTS OF  
SHERBROOKE'S  
CHAMBER  
OF  
COMMERCE,  
THE CITY  
BOASTS  
AN AIRPORT



REGULAR AIR SERVICE — Shown is one of the nine-passenger aircraft that Statewide Airlines of Berlin, New Hampshire, plans to fly regularly between Sherbrooke and Berlin.

(Record photo by Gerry Lemay)

# Now, regular air service near

In 1955, the Sherbrooke Chamber united its efforts to those of the Sherbrooke city council in supporting representation to the federal government for the construction of a municipal airport.

Construction of a 6,000 foot runway was eventually completed and the Department of Transport has taken the necessary steps to have this airport adequately equipped with the recommended scientific equipment needed to assist air navigation.

Continued efforts made both by the civic authorities and the Sherbrooke Chamber, with a view of securing a regular air service for the city of Sherbrooke did appear for a long time to be a hopeless cause.

However, just recently, serious interest has been shown by an American airline company which has now made a project of connecting Sherbrooke and Berlin, N.H., with the future possibility of extending its service to a wider scope, to include Quebec

City, and Montreal on the Canadian side, and possibly Boston and New York on the American side.

Steps have been taken and a submission made to the federal transport board.

On the other hand, the Sherbrooke municipal authorities will very shortly proceed with the construction of an airport terminal building, which will include all modern facilities.

There is thus now reasonable hope to see the Sherbrooke municipal airport become a real asset to this community.

*Join your local Chamber of Commerce now and you can help build a more prosperous future for your City.*

**The Royal Trust Company**  
TRUST COMPANY

Members: Herbert Simons  
Rene Hebert



**Page-Sangster Printing Co. Ltd.**  
PRINTERS and OFFICE EQUIPMENT

Members: Fred J. Sangster  
F. Gordon LeBaron



**McDonald, Currie & Co.**  
CHARTERED ACCOUNTANTS

Members: Don F. Watson  
Laurent Lambert

**Marcel Kirouac Ltee**  
FUEL OIL

Member: Marcel Kirouac



**Clark's Pharmacy Reg'd**  
DRUGS

Lennoxville, Que.

Member: Donald Patrick



**Sherbrooke Transit Inc.**  
TRANSPORT

Members: Alphonse Laramee  
Henri Labonne



**P. A. Dauncey Ltd.**  
FOUNDRY

Member: P. A. Dauncey

**Canadian Imperial Bank of Commerce**

Members: J. A. F. Gaudette  
Paul Leger  
J. A. Gary  
W. T. Jenks



**British American Oil Co. Ltd.**

PETROLEUM

Members: Norman Chartier  
Jacques Guerin



**Bryants Inc.**  
SOFT DRINKS

Members: John Bryant  
Gerry Curphey

December 13, 1889

# The Sherbrooke Board of Trade is formed

*We the undersigned residents of the City of Sherbrooke, in the Province of Quebec, which said City has a population of upwards of Eight thousand, do hereby certify that we have associated ourselves together as a Board of Trade:— That the name assumed by the said Association and by which it shall be known is "The Sherbrooke Board of Trade":— That the said Association is situated and its business is transacted in the said City of Sherbrooke:— That Frank C. Thompson of the City of Sherbrooke has been by us appointed Secretary to the said Board of Trade.*

*In Witness whereof we have hereunto set our hands and affixed our Seals at this said City of Sherbrooke this thirteenth day of December in the year Eighteen hundred and eighty-nine. —*

HISTORIC DOCUMENT — This petition, dated Dec. 13, 1889, is the one which led to the registration in Ottawa of the Sherbrooke Board of Trade under the provisions of the Boards of Trade Act, Jan. 10, 1890. At a general meeting March 10, 1931, it was decided that the name of the organization should be changed to the Sherbrooke Chamber of Commerce. The list of the charter members, in 1889, of the Board of Trade contains family names familiar and prominent today in Sherbrooke. The charter members were F. P. Buck, Walter Blue, Gustavus Lucke, J. S. Mitchell, H. C. Wilson, D. McManamy, W. J. Milward, J. R. McBain, W. Farwell, H. E. McFarlane, G. A. LeBaron, Wm. Murray, T. W. Fuller, A. W. Olivier, James Tracey, H. Fortier, J. H. Gendron, P. Olivier, A. L. McDonald, J. A. Chicoyne, A. H. Foss, A. G. Lomas, A. Paton, W. S. Dresser and H. Samuel.

*This is our 75th Anniversary Year, and we take great pride in the accomplishments we have realized in the past, and hope to continue in the future.*

**Walter M. Lowney Co. Ltd.**

HEAD OFFICE

Members: Edmond Littler  
Keith I. Ellson  
Pierre Bachand  
Robert Patterson



**Domtar Pulp & Paper Ltd.**

Windsor, Que. — East Angus, Que.

Members: L. A. Goguen F. C. Mackenzie  
G. Durand



**Canadian Ingersoll-Rand Co. Ltd.**

Members: John H. Daly  
E. T. Harbert  
W. Hawley Griffith



**Domil Limited**

Members: Gerald S. Conger  
D. S. Wheeler  
J. D. Perrault  
C. Beaulieu

**Sherbrooke Machineries Limited**

Members: J. Grundy  
G. G. Vallee  
W. H. McGregor  
M. E. Cook



**Paton Manufacturing Co. Ltd.**

Woolen and Worsted Manufacturers



**S. W. Hooper Company Ltd.**

Members: N. Hansen  
J. Knudsen



**Union Screen Plate of Canada Ltd.**

Lennoxville, Que.

Members: E. W. Gilbey  
Keith Lane  
Howard A. Sawyer

**Dominion Textile Company Ltd.**

Members: Gordon McD. Shaw  
W. S. Aird  
P. R. Corcoran



**Richmond Pulp & Paper of Canada Ltd.**

Members: A. M. Swan  
L. J. Emond  
Martin Martel  
Victor Robert



**Thomson Electrical Works Ltd.**

Member: Joan York



**American Biltrite Rubber (Canada) Ltd.**

Members: C. E. Joslin  
J. D. Joslin  
Forrest G. Lord  
W. Mutchler