



**SOUVENIR**

Sherbrooke Exhibition,



1905



SOUVENIR SHERBROOKE EXHIBITION  
1905

Canadian  
pamphlets



VIEW OF SHERBROOKE.

## CITY OF SHERBROOKE.



THERE are few cities of 14,000 inhabitants in Canada or elsewhere, for that matter, that can equal Sherbrooke, Quebec, either in attractiveness of location or in the progressiveness of its people. From a railroad standpoint, it is excellently located, being on the main line of the Grand Trunk Railway System, and on the line of the Canadian Pacific Railway. It is the western terminus of the Quebec Central Railway, and the northern terminus of the Boston & Maine Railway.

Sherbrooke is one of the most prosperous, enterprising and generally up-to-date communities of the Province of Quebec, and richly deserves its title of "The Capital of the Eastern Townships." Sherbrooke will stand the closest scrutiny. A walk through the busy and well-kept streets, lined with mercantile establishments or beautiful residences, as the case may be, is as good a way as any to get in touch with the bright-faced, industrious, wide-awake people of the town. A tour of the shops, mills and factories but strengthens the favorable impression that the introduction produces, while a peep into the home-life of the people discloses an atmosphere pervaded by a spirit of generous, yet dignified hospitality. Railroads do not select a city, to centre in without good reason. Why Sherbrooke is so well equipped with transportation facilities is not hard to fathom. The amplitude of water-power, affording an economical and satisfactory ground-work for industrial development is one reason, the varied character of the industries within the township limits is another, while the productiveness of the contiguous territory is still another and a powerful one. It is difficult to decide whether Sherbrooke is most attractive in summer or in winter, as its location and surroundings are so pleasingly picturesque that the changing seasons seem to add but new charms to the old ones. At any season the climate is peculiarly salubrious. The winters are bracing and the summers soft and mellow. Sherbrooke is situated upon the banks of the Magog and St. Francis rivers, a fact that furnishes not only the foundation for grand scenic qualities, but one that also provides the source of the power that drives the rapidly growing industrial machinery of the town. These rivers thread a country-side of great agricultural and mineral wealth, which is tributary to Sherbrooke, the town drawing greatly from these sources, and this accounts for the fact that while the city, in point of population, is a comparatively small one, it has railroad facilities that many a larger community cannot boast of.

The Board of Trade, with a membership of over 100, is working in harmony with the City Council in upbuilding Sherbrooke. Through this co-operation a great deal has already been done towards fostering the business welfare of the community. New enterprises have been attracted through remission of taxation and payment of bonuses, coupled with the natural advantages afforded by the city. The water power from which Sherbrooke derives its strength as a manufacturing centre is secured from the Magog river, which tumbles through the town in a series of falls, the force of which has been conserved by a number of dams. These falls extend for a distance of about three-fourths of a mile, starting at what is locally described as the "Upper Dam" and terminating at the point where the waters of the Magog mingle with those of the St. Francis. The principal manufacturing plants are located on the banks of the Magog, within the above described limits. It is estimated that the water-power available from these falls aggregate 4,200 horse power, of which a considerable proportion has never yet been used. Sherbrooke possesses an efficient police department and a well-equipped fire department; and in this connection it may be stated that the city has been free from either fires or great crimes. It has been the aim of the city fathers to keep the town up-to-date in every respect, and a niggardly policy has never been pursued in considering needed improvements.

The Sherbrooke Street Railway furnishes the people of the city with adequate local transportation, the belt-line of this company running through the business and residential portion of the place, and passing the railroad stations. In addition there is also a line to the exhibition-grounds and Victoria Park, in East Sherbrooke. The total length of the system comprises about seven miles. The belt-line was opened in 1897, while the line to Victoria Park was opened in 1898. The cars are thoroughly modern in every respect, being equipped with seventy horse-power motors. The electric power is generated by one of the numerous falls on the River Magog.

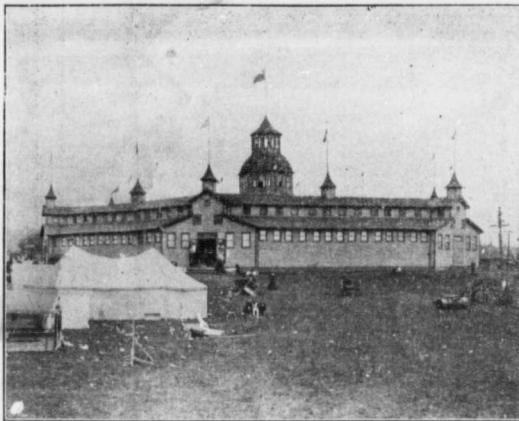
One of the important features of Sherbrooke is the annual exhibition, given under the auspices of the Eastern Townships Agricultural Association. The annual fête, which is usually scheduled for the latter days of August, is looked forward to with great interest by the people of the surrounding country, as well as from the States.

It may not be generally known that the city of Sherbrooke is in the heart of an extensive though only partially developed mineral section, the mines producing copper, asbestos, chrome, iron and lime, while there are valuable quarries of flagstone and granite. The principal copper mines in the neighborhood of the town are those of the Eustis Mining Company, and the Nichols Chemical Company, the properties of which are but eight miles distant. The asbestos mines are located on the line of the Quebec Central and also on the Grand Trunk, these properties giving employment to some 5,000 men. A large number of iron mines have been opened up in recent years, and for the purpose of enabling mine owners to reduce the lower grades of ore extensive concentrating works have been established. Shipment of lime over all the railroad lines form an important item in the freight traffic of the various roads.

Even the casual visitor is certain to be impressed, not only by the substantial public buildings and business structures, but also by the large number of beautiful private residences that are so freely scattered throughout the residential section. A glance up Dufferin Avenue, at any season of the year, opens up a beautiful vista, the double row of noble, arching elms setting off that highway in an admirable manner. On this street as in many others, are numbers of splendid houses. Sherbrooke is a beautiful city in many respects; shade-trees give to the town a wholesome aspect at any season of the year, while in the summer the beautiful gardens and well-kept lawns are a source of never-failing enjoyment to citizens and visitors alike. Victoria Park is in the eastern section of the city, and is a natural wilderness of unsurpassed beauty, containing some sixty acres. Racine Park overlooks the silvery St. Francis river. Almost opposite the parade-ground is Portland Square.

There is a great deal to attract the sportsman in the surroundings of Sherbrooke, and in addition to its claim to recognition in other directions, the city is a vacation centre of no mean importance. In the adjacent country there is much to interest the tourist as well as those who enjoy good hunting and fishing. Among the most important of these points are Lake Massawippi and Little Lake Magog. Sherbrooke is provided with excellent hotel accommodation. A new and beautiful Court House is nearly completed.

## The Eastern Townships Agricultural Association.



MAIN BUILDING.

half-mile track, large main building for general exhibits, a poultry building, recently enlarged, ample stall accommodation for horses and cattle, a large machinery hall, dining hall, offices, amusement halls, etc.

On the grounds and buildings the Association has expended upwards of \$75,000, and it is practically free from debt. Its success is due to the fact that it has been managed upon strict business principles. From its inception, many of the prominent business men of the City and Directors from the Townships have devoted weeks annually to promote the success of this Association. Among those who took active interest in its organization were such well-known Townships men as the late Hon. John Henry Pope, the late Hon. Senator Cochrane, the late Hon. J. G. Robertson, the late Hon. C. C. Colby, Mr. Justice Hall, then M. P. for Sherbrooke, the Hon. George Baker, the Hon. Sydney Fisher, Minister of Agriculture, Messrs. Sewell Foster, of Knowlton, C. C. Cleveland, of Danville, F. P. Buck, J. R. Woodward, of Sherbrooke, Col. Patten, of Brome, and others. The Association has an established annual grant from the Provincial Government of \$5,000, and from the City \$2,000. The Exhibitions of the Association are held during the first week of September. These Exhibitions are now looked forward to each year by thousands and thousands throughout the Eastern Townships, who come by rail and in teams, while special trains over the Boston & Maine and Quebec Central bring daily during Exhibition week immense crowds from all New England points. The attendance has reached from eighteen to twenty-five thousand a day. Visitors can see in the grand parade of horses and cattle a sight not excelled in any place in America, in the fine show of hackneys, standard bred, and heavy draught horses, in the magnificent herds of Shorthorns and Jerseys, Polled Angus, Herefords and Guernseys, working oxen, and the stylish teams of driving horses, double and single, that daily pass before the grand stand. This Institution which is more familiarly known as "Canada's Great Eastern Exhibition," has, with the magnificent surrounding country, the liberal rates given by railway companies, the active and enthusiastic devotion of business men and the Eastern Townships farmers, who have a thorough belief in its usefulness and success, helped greatly to establish Sherbrooke as a live and prosperous city. The President of the Association is Mr. Alex. Ames, Manager and Secretary, Mr. W. M. Tomlinson, Chairman of the Executive Committee, Mr. C. A. French.



VIEW OF SAINT FRANCIS RIVER.



RESIDENCE OF MR. J. D. KENNEDY.

J. D. KENNEDY,

Insurance Agent,

Sherbrooke, P. Q.

Representing the following Insurance  
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London & Lancashire Fire Insurance Co.  
North America Fire Insurance Co.  
Scottish Union & National Fire Insurance Co.  
Norwich Union Fire Insurance Co.  
Montmagny Mutual Fire Insurance Co.  
La Provinciale Mutual Fire Insurance Co.  
La Foncière Mutual Fire Insurance Co.  
Equitable Mutual Fire Insurance Co.  
Richmond, Drummond & Yamaska Fire Co.  
London Mutual Fire Insurance Co.  
Equitable Life Insurance Society.  
Lloyd's Plate Glass Insurance Co.  
Employers Liability Assurance Corporation  
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Security to Policy Holders.

Representing a Total Capital of

LIFE,	\$415,000,000	FIRE,	\$125,000,000
ACCIDENT,	250,000	PLATE GLASS,	100,000

**LOAN CO.**

Investment Loan and Savings Co. of Toronto.  
Capital, \$3,000,000.



OLIVIER'S GROCERY STORE, COR. KING AND WELLINGTON STREETS, SHERBROOKE.

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Picture Frames, Engravings, Mirrors,  
Wall Papers, Paints, Oils, Brushes, Artists' Supplies.  
Mirrors Resilvered and made to look like new.

135 Wellington Street, - Sherbrooke

## The Electrical Repair & Supply Co.

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and Installation, Electrical Heating and Cooling devices

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SHERBROOKE, QUE.

## A. E. KINKEAD & Co.

WHOLESALE AND RETAIL

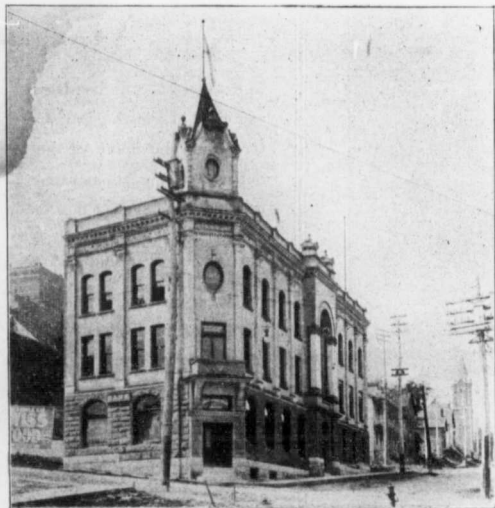
☙ Tobacconists, ☙

113 WELLINGTON ST.,

SHERBROOKE, QUE.



## SUN LIFE BUILDING



C. C. KNIGHT, Local Manager.

## Daily Programme.



### SATURDAY, SEPT. 2nd.

Grounds and Buildings open from 7 a. m. to 6 p. m., to Exhibitors and their Assistants only. All Exhibits in the Industrial and Manufactures Departments must be in place on Saturday morning.



### MONDAY, SEPT. 4th.

#### Horse Show Day.

7.00 a.m.—All departments in full operation. Main Building, Horticultural and Dairy Hall and Stock Building open to the Public. Museums, Theatres, Tent Shows, etc., in full operation.

1.00 p.m.—Opening of Great Specialty Performance in front of Grand Stand, Judging of Single and Double Carriage Horses, Roadsters, Ladies' Drivers, Cobs and Ponies, Saddle Horses and Hunters over hurdles in front of Grand Stand.

1.00 p.m.—Commencement of judging in all classes. Horses and Cattle will be judged in different rings in the following order:—

**HORSES**—Ring No. 1—Thoroughbred, Standard, Carriage and Coach Horses, Hackneys and Roadsters.

Ring No. 2—Clydes and Shires, Percherons and Normans, Draught Horses, General Purpose and Canadian Horses.

**CATTLE**—Ring No. 1—Durham, Hereford and Aberdeen Angus.

Ring No. 2—1st, Ayrshires and Holsteins; 2nd, Jerseys, Guernseys, Canadian and Swiss.

Ring No. 3—Grade Cattle.

In all classes above mentioned the judging will be continued without interruption until completed.

**BOUCHER & LACROIX,** 163 to 167 WELLINGTON STREET.

**Sherbrooke, Que.**

*Largest Clothing and Shoe Dealers in the Eastern Townships.*

## High Grade CLOTHING

Never surpassed for  
Quality, Style and Fit.  
Perfection attained by  
experts' ideas.

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## Rigby Rain Coats

That are waterproof.

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## Royal Purple Line Shoes

Will make your feet easy.



The greatest care has been exercised in selecting the patterns and the make of our Suits. We take a particular pride in showing the newest designs of the season, made by most experienced tailors in the country. No matter what your size is you can get fitted here.

**BOUCHER & LACROIX,**

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FINE GOODS FACTORY,  
MONTREAL.

STAPLE GOODS FACTORY  
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# The Ames, Holden Co.

OF MONTREAL LIMITED,

LARGEST MANUFACTURERS OF

## Boots and Shoes in Canada.

BRANCHES:

ST. JOHN, N.B., TORONTO, ONT., WINNIPEG, MAN., VANCOUVER, B.C.

The Ames Holden brand of Shoes are made with a special regard to their quality. Nothing is wanting in our Factories to produce footwear that will give absolute satisfaction.

One of the strong features of our goods is their durability.

### ROYAL PURPLE.

These lines are positively the best value and most stylish Ladies' Goodyear welts ever offered to the trade.

### TRU-FIT LINES.

The retailer who handles these will be in the front rank.

### MEN'S STAPLE ARTISANS.

This shoe has a record as a seller. Every boot made to wear. We guarantee the quality always to be maintained.

SOLE SELLING AGENTS FOR THE CELEBRATED

## GRANBY RUBBERS

If you want Rubbers remember GRANBY and send to us for a catalogue. They are the finest and most up-to-date Rubbers, both in style, finish and durability, in the market. You make no mistake in buying GRANBYS.

THEY WEAR LIKE IRON

*Full range of our goods, as well as Granby Rubbers, carried by  
MESSRS. BOUCHRR & LACROIX, of Sherbrooke.*



## TUESDAY, SEPT. 5th.

*Exhibitors and Judging Day—Civic Holiday.*

8.00 a.m.—Grounds and Buildings open to the public. Manufactures, Fine Arts, and all other Departments in full running order.

Continuation of Judging in all unfinished classes.

2.30 p.m.—Grand Specialty Performance on Platform before Grand Stand.

RACING.

No. 1—2.30 Trot,                      Purse \$250.00

No. 2—2.35 Pace,                      "        250.00

5.25 p.m.—Balloon Ascension and Parachute Leap by Prof. Wolcott.



## *Tuesday Evening.*

7.30—Grand Illumination of the Grounds.

8.00—Full programme of attractions in front of Grand Stand, including

**THE 53rd REGIMENT OF SHERBROOKE**

IN THEIR PHYSICAL DRILL.

Magnificent display of

## "Fireworks"

concluding with the grand scenic representation of

"THE BATTLE OF TRAFALGAR."



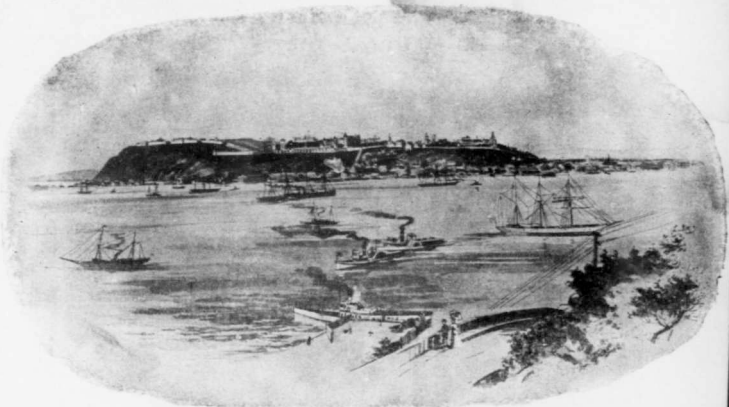
# SHERBROOKE'S FAVORITE CIGAR

Made from the finest quality of Havana Tobacco,  
and recognized as the best.



THE SHERBROOKE CIGAR CO.,

SHERBROOKE, QUE., MAKERS.



VIEW OF QUEBEC—FROM LEVIS.

# QUEBEC CENTRAL RAILWAY

FAVORITE TOURIST AND SPORTSMEN'S ROUTE BETWEEN

**QUEBEC, NEW YORK, BOSTON, PORTLAND, and INTERMEDIATE POINTS**

Pullman, Palace, Buffet and Sleeping Cars are run  
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SHERBROOKE, QUE.

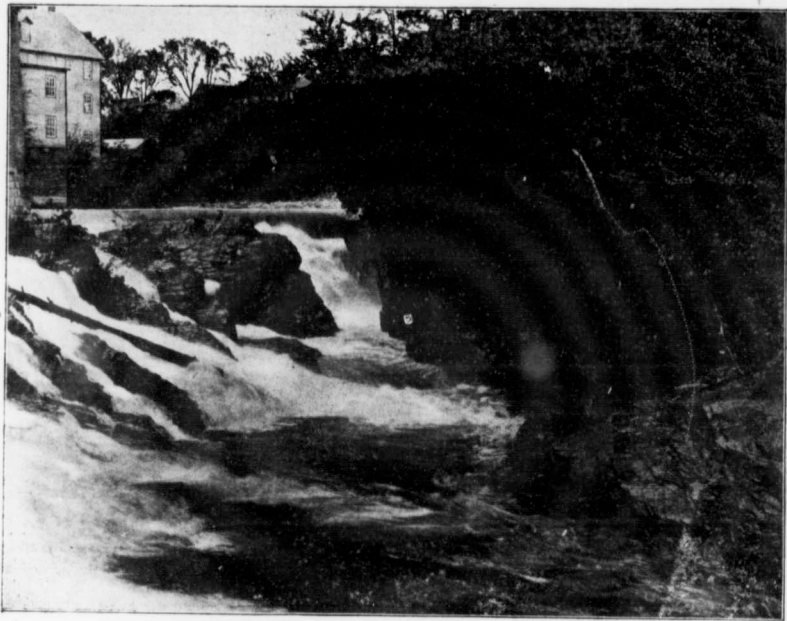
BOSTON, MASS.

SHERBROOKE, QUE.

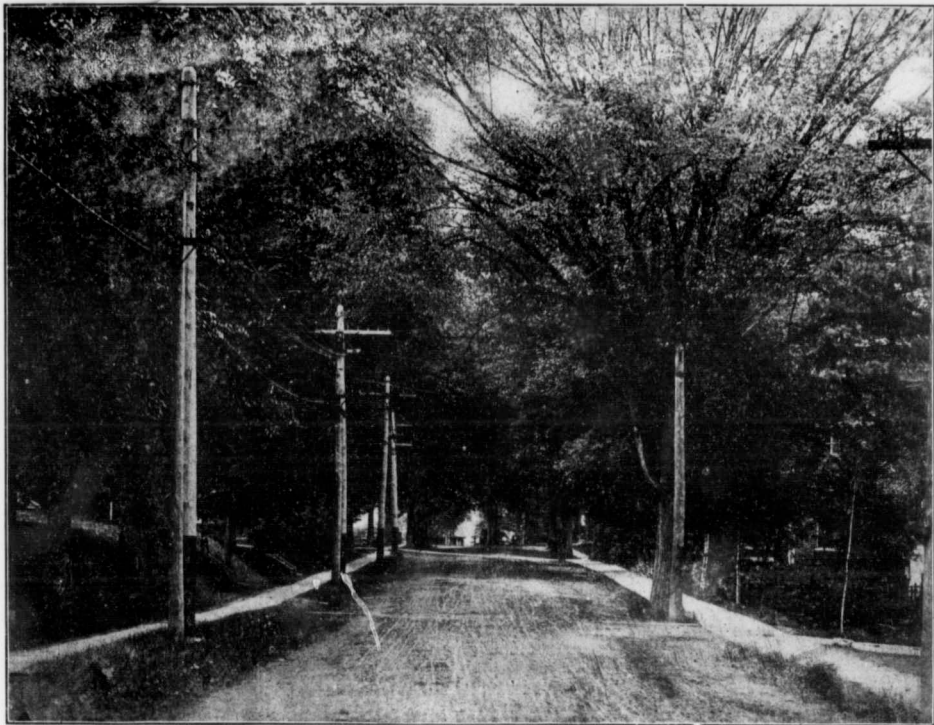
BOTTLING WORKS,

J. H. BRYANT,





MAGOG RIVER FALLS—UNDER WOLFE STREET BRIDGE.



DUFFERIN AVENUE—LOOKING NORTH

## CANADIAN PIANOS

THE NEW SCALE WILLIAMS, Oshawa, Ont.  
MORRIS, Listowel, Ont.  
ORGANS to Order, any kind in the world.

The HENRY F. MILLER PIANO is second to nothing in the world. Examine it if you are a judge.

If you buy a CLINTON you will be pleased with your deal the rest of your life.

While you are at the Fair see if you can find a piano that will beat the NEW SCALE WILLIAMS.

Try the BELL of New York.

What about the MORRIS Piano, have you ever had a look at their latest? Look it over.

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## SEWING MACHINES

We do a Wholesale and Retail  
business in this line.

Call or write for circulars.

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*American and Canadian.*

*Wholesale and Retail.*

"WHITE," Cleveland, Ohio.

"ELDRIGE," Belvidere, Ill.

"RAYMOND," Guelph, Ont.

## AMERICAN PIANOS

—SUCH AS—

HENRY F. MILLER, Boston, Mass.  
BELL PIANO, New York.  
CLINTON, Boston, Mass.



ABSOLUTELY ONE PRICE TO ALL.  
CASH WILL TELL HOW LOW YOU CAN BUY.

## E. X. SOMERS,

57 Strathcona Square, opposite New Court House, SHELBURNE, Q.





METROPOLE BUILDING OF MR. LOUIS A. CODERE.



## WEDNESDAY, SEPT. 6th

*Farmers and Guests Day.*

8.00 a.m. All departments open and in running order. An excellent opportunity to visit the Horses, Cattle, Poultry and other Live Stock, the Main Building with its interesting exhibits, and Horticultural and Dairy Buildings and other attractions about the grounds.

10.00 a.m.—Continuation of judging in all unfinished classes in the order and position mentioned in programme for Monday.

1.30 p.m.—Grand Parade of Stock before Grand Stand, headed by bands.

Grand Specialty Performance before the Grand Stand by the entire corps of artists.

### RACING.

No. 3—2.25 Pace } .....Purse \$257.00  
 2.22 Trot }

### MANUFACTURERS AND MERCHANTS PURSE

No. 4—2.13 Trot and Pace, Purse \$300.00  
 No. 5—Open Flat Race, " 200.00

Thrilling Balloon Ascension.

### Wednesday Evening.

7.30—Grand Illumination of the grounds.

8.00—Full programme of attractions in front of Grand Stand by the entire Company of Special Artists, supplemented by grand programme of special night attractions.

Ampie provision has been made for a special illumination and numerous calcium lights will be brought into play and their brilliant and many colored rays thrown upon the performers.

Magnificent display of Fireworks, including innumerable designs and set pieces. Scenic representation "The Battle of Trafalgar."



NUTTER'S ALES

AND

Cream Porter

SOLD

**Everywhere**

FROM

**Ocean to Ocean**

SILVER SPRING BREWERY, Limited

SHERBROOKE, QUEBEC.



RESIDENCE OF MR. S. C. NUTTER—EAST SHERBROOKE.



## THURSDAY, SEPT. 7th.

### *American Visitors' Day.*

8.00 a.m.—All departments open and in full swing.

10.00 a.m.—Completion of judging in all unfinished classes.

1.30 p.m.—Second Grand Parade of Horses and Cattle around the track, headed by bands.

#### RACING.

No. 6—2.28 Pace { ..... Purse, \$250.00  
2.24 Trot {

No. 7—2.22 Pace { ..... Purse, \$300.00  
2.19 Trot {

No. 8—Flat Race,  $\frac{1}{4}$  mile, open,  
Purse, \$200.00

3.00 p.m.—Thrilling double Balloon Ascension by Prof. Wolcot and Miss Lillian Temple, who will make a double ascension on a mammoth balloon and separate parachute descents.

### *Thursday Evening.*

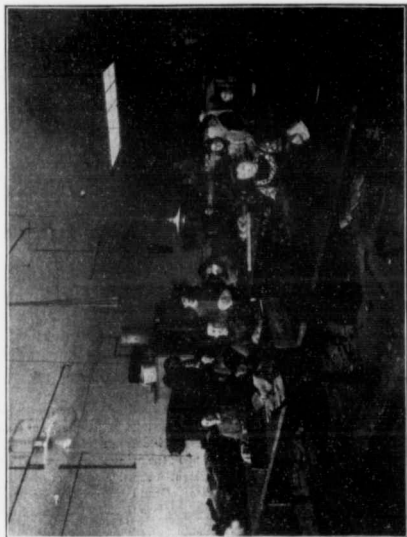
7.30—Grand Illumination of grounds.

8.00—Grand Programme of Attractions by the Exhibition Company of Special Artists. The platform and grand stand will be specially illuminated and numerous calcium lights directed upon the many attractions, so that the performance will present successive tableaux of wonderful and startling feats. Grand pyrotechnic display, introducing thousands of Rockets, Roman Candles, Shells Turbillions, Mortars, etc.

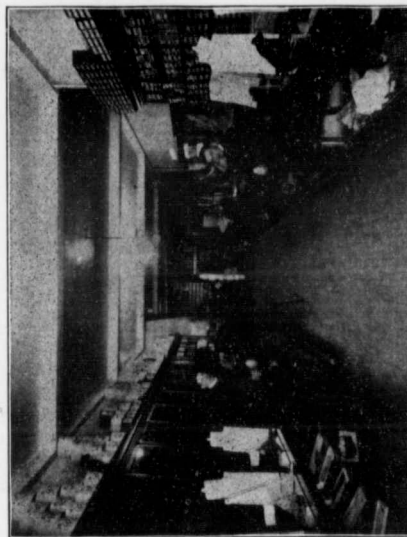
Scenic spectacular "The Battle of Trafalgar."



## Two Views in L. A. Codere's



MANUFACTURING DEPT.



RETAIL DEPT.

Metropole Building, Sherbrooke.

# L. A. CODERE

❁ FUR Manufacturer ❁

Wholesale and Retail.

**Quality, Style and Price**

Are the three essential points to the up-to-date buyer.

Our long experience in this line of business enables us to select the choicest raw material.

Our Manufacturing Department is under the personal supervision of the proprietor, who is skilled in the manufacturing of Furs.

Our Prices are the lowest possible.

WE HAVE ALSO A FULL LINE OF

**Gents' Furnishings.**

*A Visit and Inspection of our Establishment is Solicited.*



**FRIDAY, SEPTEMBER 8th.**

*Ladies' and Grand Gala Day.*

The attention of the public is drawn to the fact that the programme on this day is even more full and varied than on any of the preceding days of the Fair. Every attraction advertised will be faithfully carried out, the Fair continuing in full swing until 6 o'clock p. m.

RACING.

No. 9—2.18	Pace	} . . . . . Purse, \$300.00
2.15	Trot	
No. 10—Free-for-All,	} \$350.00	
Hotel Keeper's Purse,		
	Trot or Pace,	
No. 11—Handicap Hurdle Race,	\$200.00	

Last appearance of the Grand Company of Specialty Artists in their full programme.

5.00 p. m.—Thrilling Double Balloon Ascension and Parachute Race by Prof. Wolcott and Miss Temple in two balloons. Every effort will be made to have this double ascension and race come off sharp on time, so that all visitors may have an opportunity to witness this grand event before leaving the grounds.

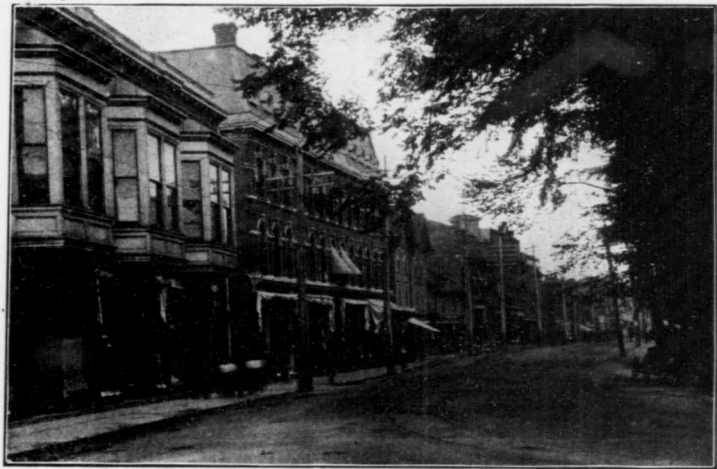


**SATURDAY, SEPT. 9th.**

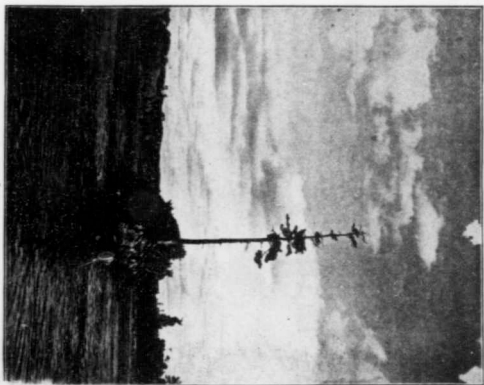
*Closing Day.*

9.00 a. m.—Payment of prizes at the Secretary's Office  
Completion of all unfinished races and amusements.  
Removal of all stock and exhibits from the grounds.





WELLINGTON STREET, SHERBROOKE.



PINE TREE, ST. FRANCIS RIVER.



GENDRON, DENAULT & CO.

D. McMANAMY & CO.

GENDRON, DENAULT & CO.  
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Wholesale Dealers in

Provisions, Grain, Flour, Ground Oatmeal, Pork, Lard,  
Butter and Eggs, Coarse and Fine Salt, Sugar, Molasses,  
Canned Goods, Chewing and Smoking Tobacco,  
and the Best Brands of Soap.

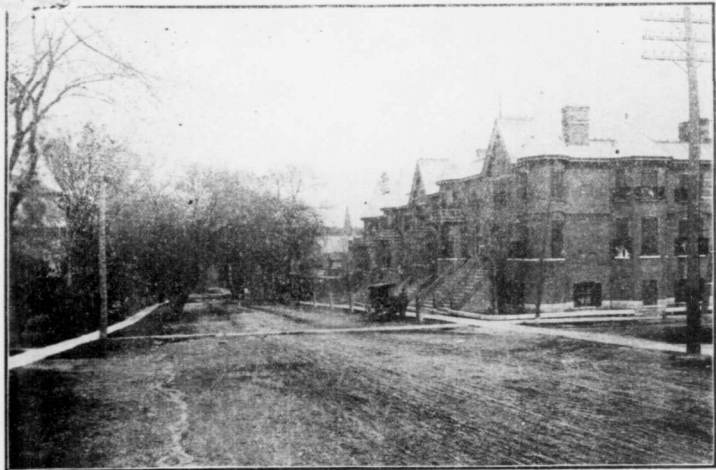
*A full assortment of Spices,  
American and Canadian Coal Oil, etc.*

D. McMANAMY & Co.

WHOLESALE  
WINE MERCHANTS,  
SHERBROOKE, QUE.

Dominion Agents for the famous

"SARATOGA COCKTAIL"

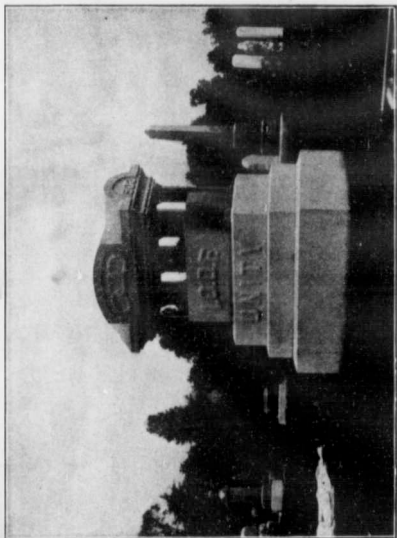


MONTREAL STREET, SHRRBROOKE.



RESIDENCE OF MR. J. S. MITCHELL.



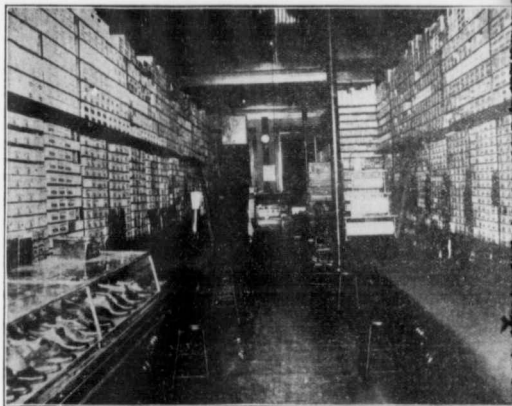


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MARBLE & GRANITE DEALERS**

Barrie, and Aberdeen, Scotland, Granite  
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Office 192, Yard 200, Wellington Street,

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H. H. MORENCY, SHOE DEALER (Opposite Clement Theatre) SHERBROOKE

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**SHERBROOKE, P. Q.**

Groceries and Provisions,

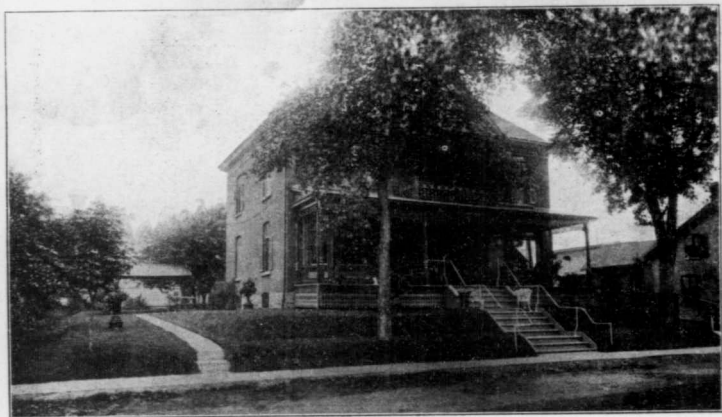
Wine and Spirit Merchant.

Fresh Fish & Oysters Weekly

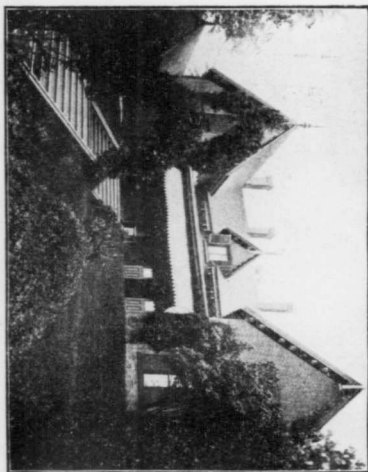
Bell Telephone 187

3 per cent off for Cash.

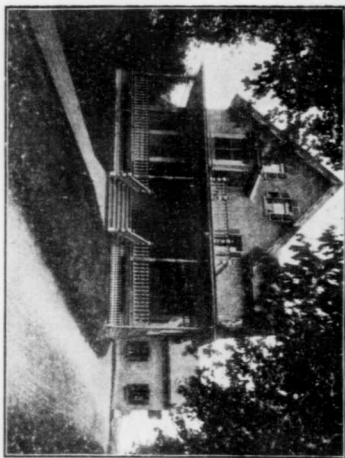
Peoples 1



RESIDENCE OF DR. L. C. BACHAND—BROOKS STREET.



RESIDENCE OF MR. F. GRUNDY—QUEEN ST.



RESIDENCE OF MR. J. H. WALSH—

