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Show business world and the Archambault (final chapter)

Chapter 4

Rosaire Archambault, 98th promotion, Laurier d'or 2006, René Didier (127th)



Mister Rosaire Archambault, son of Joseph Archambault and Clérinda Dupuis, was born in Saint-Paul-l'Ermitte, (Lanaudière, Québec) on October 5, 1917. Last Fall we celebrated his 88th birthday.

Surrounded by his older daughter Marie, and his son, Rosaire Jr, he accepted to meet us in his Outremont (Montréal) flat. We wanted to depict a man who dedicated his life to music without being a musician and without having – according to what he is saying – any talent for that field. He says joking: “If my son herewith had accepted to show me, I could have learned ballet dancing”.

Despite his illness – he has to undergo dialysis treatments many times a week – his weakness and his fragility, the man is still sharp and quick-witted. He is very welcoming, generous and eager to share, with a smile, his time, his experiences and his sense of humour.

Studies at the L'Assomption College

A little younger than 13 years old, Rosaire Archambault makes his entrance at the Collège. The year is 1930, and the economic crisis is devastating, even in the town of L'Assomption (Lanaudière, Québec). Because of that, the 98th Promotion of the Collège will lose many of its members along the way. Six years later, when he goes into retreat to make his decision regarding his future, Rosaire hesitates between medicine and dentistry. He remembers that his spiritual counsellor at the time, Father Donat Martineau, had a more pragmatic view on the matter: “You should study Commerce and Administration”.

He had his reasons: his uncle Edmond (54th Promotion), unique owner of the musical store Edmond Archambault Inc., is single; his brother Pierre already works for this booming business, and his uncle could offer him an interesting position. It's a unique opportunity that Rosaire should not undervalue. His future could be bright.

For Rosaire, the decision is not so easy. He will need his last two years of studies to convince himself it's the right thing to do.

Besides all that, uncle Edmond is a tough cookie. He almost ruined Rosaire's projects. In September 1938, on the eve of the beginning of his studies at the École des HEC*, located at the time on the North side of Viger Street, between Saint-Hubert et Berri (Montréal), a few blocks away from the store, Rosaire asks for a meeting with uncle Edmond.

Right away, Rosaire tells his uncle that he intends to study Commerce. Not impressed in the least, uncle Edmond says: “*What for?*”

– *So I could find a job in administration in a business.*

– *If that is what you want, good luck in your studies, son.*”

The interview is over. Rosaire is very disappointed. He regrets having followed the advice of his spiritual counsellor, and he almost changes his mind.

University and fledgling steps into the business world

Three years later, at the end of the year 1940-1941, it's graduation time at the HEC. Rosaire is granted a B.A. in Commerce. Holding the precious document in his hands, he rushes to the store to give the good news to his uncle. Proud of his success, Rosaire hands him the valuable diploma. He hopes to obtain the job that he so dreamt of. Still seated at his desk, Edmond looks at the diploma and gives it back to his nephew, saying: “Very good! All you have to do now is to find a job in a good business. Good luck!”

Rosaire leaves the premises shattered, beaten and discouraged. He has no choice but to look elsewhere.

* Hautes études commerciales (prestigious superior school of Commerce and Administration).



Rosaire Archambault,
finissant des HEC en 1941.

A few weeks later, boasting that he is the nephew of Edmond Archambault, the famous shop owner, that has such an excellent reputation, Rosaire finds a job at Northern Electric, one of the suppliers of the store. – In 1941, it sold electric appliances: stoves, ice-boxes, sweeping machines, radios, gramophones, etc. –. But as

he has no professional experience, he starts at the lowest grade, in the shipping department. It is quite humiliating for a young graduate of the HEC, but Rosaire needs to work to eat. He submits himself to his fate.

In 1943, having quit this first job and after a few months of discouragement, he pushes his pride aside and asks to speak to uncle Edmond yet again. Without any detours, he asks him for a position in the store. More receptive this time around, Edmond agrees to welcome him on-board, but as a humble clerk only, as the tradition goes. Slowly Rosaire learns about the business and works in every department: music sheets, sale of instruments, sale of records, accounting, and personnel administration.

A Welcome Sign of Confidence

At the end of 1944 or at the beginning of 1945, Rosaire is called to the big boss office. Uncle Edmond has new plans for him: *«You worked everywhere in the store, you know our products inside and out. So, from now on, son, you will take care of publicity and marketing.*

– But, uncle, I know nothing about ‘marketing’!

– So you’ll learn. Manage as you want!

After a few weeks of analysing the marketing of products, Rosaire launches an advertisement campaign in many French Canadian newspapers. Little by little, it works. After having looked at the mail, Rosaire organizes things so that the envelopes land on uncle Edmond’s desk.

Overwhelmed by the mail, the latter calls Rosaire to his office and asks him, pointing to the heap of letters: *“I keep receiving envelopes since a few weeks. Can you explain this, son?”*

– These are orders that came in since I put ads in the major French Canadian newspapers of the province”.

It’s a well-known fact, music is universal. Proud to have conquered the French Canadians, Rosaire decides to pursue the English market in Québec, Canada and the United States. He advertises in the major newspapers the products sold by Edmond Archambault Inc. The orders are multiplying. Rosaire takes care of them before sending them to Edmond’s office. Again, the interrogation by his uncle: *“What is it again with the envelopes?”*

– These are orders from the English markets. You know, uncle, our products are as good for English people as they are for French Canadians”.

Opening to the world: the key to expansion

In 1945, the Second World War which destroyed Europe comes to an end. Already equipped of a visionary mind, Rosaire convinces uncle Edmond that, in order to protect their status, they need to hurry and contact the ancient European editors that start over and the new ones who want to make a living in the music world. It is a complex and delicate mission that Edmond should have led. But, born in 1872, he is 74 years old, and his health is not that good. He would not have the strength to undertake this trip and the task ahead. That is why, at the beginning of 1947, with Edmond’s benediction, Rosaire packs his suitcases and embarks on his European journey, which should be quite long.

He meets, among others, the directors of Pathé-Marconi, for whom Archambault store is the exclusive merchant for the records sold in Québec. Before the War, Edmond Archambault had signed a contract, according to which he had to import and sell 10,000 records yearly. Any client in Québec, wanting to buy a record by Pathé-Marconi had to make a stop at the store of the Sainte-Catherine Street, (Montréal) which limited the market considerably. During the War, the records market had collapsed. To keep the exclusivity agreement, Pathé demands that Archambault order 150,000 records per year. Rosaire sees a good opportunity in this deal. He is not shy, and does have to make a

decision quickly. As the communications between the two continents is difficult, he doesn't ask for his uncle's advice. He accepts Pathé's proposal and envisions a system of distribution and wholesale for the store (which was specialised in detail sales). That decision made of Archambault Musique (official name adopted in 1983) a true success story.

But Rosaire must return to Québec right away. Uncle Edmond's health is deteriorating fast. He dies in his estate of Saint-Paul-l'Ermite, on July 8, 1947. In his will, the old uncle bequeaths his business, the store building and his belongings to his three nephews: Rosaire, his brother Pierre and their cousin Edmond. All three work at the store. Rosaire remembers that not long before his death, his uncle had cheered him up with these words: "You will go far, son". Aware of his nephew's potential and talent for entrepreneurship, he puts him in charge of the business.

At thirty years old, just married and his wife expecting a first child, Rosaire becomes the head of a flourishing family business that just celebrated its 40th birthday and that has a bright future ahead. The province of Québec doesn't know it yet, but a baby boom is just starting to happen as well as the democratization of music and culture. New technological developments in the electronics and the musical broadcasting and artistic fields will soon affect everyone's lives. For the Edmond Archambault Inc. store, a new era is taking off with Rosaire Archambault in the cockpit.

From Edmond Archambault Inc. to Archambault Musique

In the artistic circles and in the population in general, music always had a prime place in Québec. Since the beginning of the colony, music was present. It was military music, folk or popular music, religious music, classical music. But to listen to music, you had to play music yourself or to know a music player. And to play music you needed an ear for music or sheet music. Edmond, after studying three years at Collège de L'Assomption, had learned to play organ and piano. At the age of sixteen, he interrupted his studies and quitted his native village of Saint-Paul-l'Ermite to head for the big city. In 1896, at the age of twenty-four, with 130\$ in his pockets, he rented a small business desk to sell sheet music to earn his living and pay for his piano lessons. A few years later, he installed his sale desk in the Hurteau

piano store. During the 1st world war, Edmond bought the business of his landlord and launched out into sale of music instruments.

Around 1928, the business was incorporated under the name Edmond Archambault Inc. In 1930, the store moved into a new seven story building located at 500 Sainte-Catherine Street east, at the corner of Berri Street (Montréal). From the beginning, Edmond supported the National Council of Montreal, making available gratuitously class-rooms and office spaces. Later, a small concert hall was installed in the building.

In 1940, Edmond Archambault created the Archambault Award. Since 1965, the Montréal Symphony Orchestra took over the organization of the Award.

In 1947, Edmond Archambault died and his nephew Rosaire Archambault became the head of the music store Edmond Archambault Inc., which had then an enviable reputation. The market for musical instruments, from flutes to pipe-organs, including drums and grand pianos, and also the market for learning tools of those instruments, were flourishing and competition in North America was fierce. With the end of the 2nd world war, the sale of sheet music, which for many years was the only viable business of the company, was in exponential growth. As years went by, new business sectors were developed such as perforated rolls for mechanical pianos, metallic cylinders for musical boxes, harmoniums, phonographs, turntables, high-fidelity sound systems and records, initially 78 rpm. and later 33 rpm, also called long-playing.



In order to meet his obligations to Pathé, Rosaire Archambault must set up and enlarge his network of retail and wholesale dealers, establish contacts with broadcasters, radio stations and disc-jockeys. As a result, sales of records jumped to more than 500,000 per year. In the beginning of the fifties, that was enormous.

Yet Rosaire was not satisfied with a local success. The large European and American editors and producers of foreign records were in general not interested by Quebec artists. With the exception of Félix Leclerc, whose sheet music and songs were edited in France, the local artists' only means of getting known were the stages, the bars and the radio. And their compositions and interpretations were not edited. In 1952, Rosaire had created the Alouette record production label, which was offering long-playing records of folk and traditional music at low prices. In 1959, he launched Select, a second record production label, featuring, among others, Jacques Blanchet, Hervé Brousseau, Pierre Pétel, Jean-Pierre Ferland and Raymond Lévesque. This label also included classical, religious, popular and educative music. The contracts negotiated with those artists concerned the editing of the songs and the music as well as the recording.

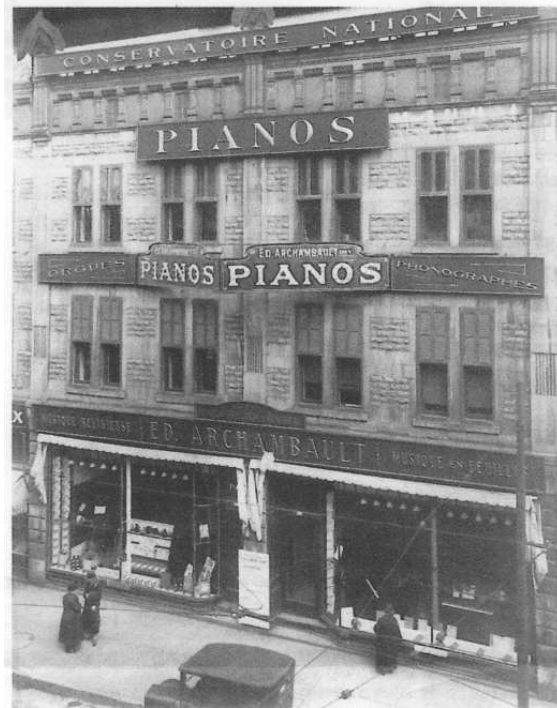


Une pièce du magasin Archambault Musique où sont présentés les plus récents modèles de phonographes et de radios de l'époque.

In going after the market of recorded Quebec songs and music, Rosaire showed vision, audacity and courage. Moreover, he became precursor and promoter of the Québec francophone culture in America. Archambault-Select will become one of the most important record production and distribution companies in Canada. There after, realizing the potential of this production, the large companies, such as Capitol, Columbia, RCA Victor and London will take over, bringing Archambault to withdraw from this market in the middle of the seventies.

Of course, when you are in the edition business you must deal with the delicate and sometimes litigious question of copy-rights. Rosaire Archambault was well known for his fair treatment of copy-rights in Québec. During many years, he sat on the boards of directors of the Canadian Association of Composers, Authors and

Editors (CAPAC) and of the Canadian Society of Mechanical Reproduction Rights (SDRM Canada).



The qualities of a great man

One of Rosaire's greatest qualities, according to all the people who were close to him, was his rectitude and his integrity in all facets of his life, at home, at work and in his leisure time, including on the golf course. Another aspect of his personality which was revealed by his children: Rosaire was a man of action and a winner. When his children were young, he would play with them even if it inevitably ended up in a squabble, which drove the mother to despair. With his children, Rosaire had established rules of conduct. He was neither severe nor dictatorial. He was simply constant in his demands, generous and respectful with his near relations and his associates. Rosaire was liked, even loved by his employees. When he became head of the company, he adopted a steady and transparent leadership. He knew how to obtain from everyone trust and fidelity; a few employees worked for the company during fifty years and one during sixty years.

As part of his duty as president and general manager of Archambault Musique, Mr. Archambault travelled frequently to Europe, mainly to France. His numerous sojourns gave him the opportunity to appreciate good wines and then to pull the right strings to improve the quality of wines sold in Québec. From 1979, he entered into partnership with a Quebecor and a Frenchman to



M. Archambault pose fièrement dans le magasin.

found Société Clément. The society fought against the conservatism of Quebec liquor board and made representations to the somewhat surfeited buyers of the public company on behalf of the French producers of wines and liquors. After almost twenty years of sustained efforts to convince civil servants of the Liquor Board, the latter started to import higher quality wines at affordable prices, among others Pisse-dru and Lichette. Therefore, on December 16 1996, on the occasion of the 75th anniversary of the Quebec Liquor Board, the Board conferred him "the title of Pioneer of the alcoholic beverages industry in Québec, in recognition of his years of

hard work, his innovative ideas and his outstanding merit."

The balance-sheet of a lifetime

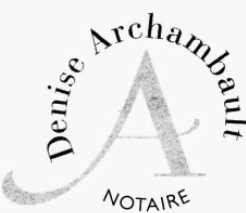
In a one page curriculum vitae, one finds out that Rosaire has devoted more than 50 years of his professional life promoting music of all kinds in Québec.

He was first to set up a large record distribution network across the whole of Québec, and he was the first to permit the young emerging authors-composers-interpreters to have a place among the stars of the francophone song. If Québec has become known as nursery of musical talents, it is largely because of him. Furthermore, from a prosperous retail store, he has built and developed what has become one of the ten largest companies of its kind in North America. And the Quebecor group, present owner of this commercial empire, has asked and obtained permission to continue to operate under the banner of Archambault Musique.

In 1965, the Commerce magazine chose Rosaire Archambault as man of the month for October, and the School of Commerce of Université de Montréal (HEC), which was then celebrating its 75th anniversary of foundation, awarded to Rosaire the Medal of Merit HEC.

In 2006, the Association of Alumni of Collège de L'Assomption awarded to Rosaire Archambault his Golden Laurel to honour this exceptional manager.





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Report of telephonic interviews with Mr Raymond Chaudier and Mr René Guybord, both of them ex-employees at Archambault Music

The interviews took place in the evening of February 28th, 2006.

Set up and "liminary" precautions; these interviews aimed at giving a portrait of the man who was Rosaire Archambault. Mr Chaudier was, for many years (51 years), the financial controller of the business. He was the first fellow-worker of Rosaire senior. Mr Guybord worked at Archambault Music for more than 60 years. He was the department director for the musical instruments other than piano, which, in the business, was for a long period a separate department. He was also in charge of the musical sheets, edited for the instruments other than piano, and for the learning method and the exercise books. He was also in charge of the stock of musical sheets, to which employees were calling upon when the sales counter was short of material. Also, for

the instruments, Mr Guybord was answering to Mr Edmond II, the nephew; though for the musical sheets, he was answering to Rosaire II. Both of them shared with us information which helped us to get into the privacy of the business, well beyond of its short story. As the informations are overlapping, we are giving a synthesis of it.

At his death, Edmond Archambault, the founder, left his assets to his three nephews, Pierre, Rosaire, and Edmond II, without specifying the liabilities that they had to share and to whom it should be attributed to. Furthermore, the nephews would have to make sure to give a possible position in the enterprise to their male children or children to be born. After a certain time of wavering and adjusting, by common consent, it was decided that Rosaire would take care of the book-keeping, distribution contracts as well as disc editing and sheets of





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music. Rosaire would be also in charge of pianos division, fabrication and sale, and Edmond would take care of the sale of the other musical instruments. Up to the coming of their children, this set up was preserved. After that, becoming a crab's nest, the "organigram" of the directors had been redone many times over, in order to save the business, but also according to the founder's will.

At the beginning of the 50's, the musical sheets stayed very popular and the disc, which with the end of the war, rediscover its main raw material, knew a prodigious rising. So much so that for 20 years, by controlling the main part of the financial business, Rosaire found himself at the direction of the locomotive of the "Archambault" train. By assuming the control over the book-keeping, the receivables and paying account for all the departments, Rosaire had a more global vision and a more precise knowledge of the market's trend. Through the years he gained a strong influence over his two other associates and even on those who were joining the business. So then for a certain time they would be five: Pierre, his younger brother, Rosaire I, Edmond II, the cousin of the two preceding ones, Rosaire II, the son of Rosaire I and Edmond III, the son of Edmond II. For many years, Rosaire will have to handle this complex situation where you find all mixed up: business, family, personal interests and ambitions, trying to get the most of it all. At the sale of the business to Quebecor, in the mid 90's, they were only two of the family left: Rosaire II and Edmond III. Rosaire I, while setting the example, succeeded to convince those who did quit to sell their share to those who stayed.

According to our speakers, Rosaire was an exemplary employer and a man of great value. What came out among other things was his integrity, his honesty, his

openness and his generosity. Devoted to his employees, if he had to take some disciplinary measures, the employees who had to "parade" in his office were generally more motivated afterwards. He was strict, even demanding, but ever so just, fair and respectful of everyone. He took a real pleasure at going over each departments of the store in order to motivate each person in charge. For many years, while assuming his development, he continued the founder's work by helping the musical Conservatory, by supporting the Archambault Award and by lending graciously a piano concert to the maestro Wilfrid Pelletier. Some of his employees developed a real admiration for their employer. Mr. Chaudier, who spoke of him as a friend, was paying him a visit every Sunday morning. A Leader with a spirit, Rosaire Archambault secured the survival of the business, its growth, its opening out and he contributed largely to promote the spreading of the francophone music within the Québec province and also throughout the world.

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Thank you so much

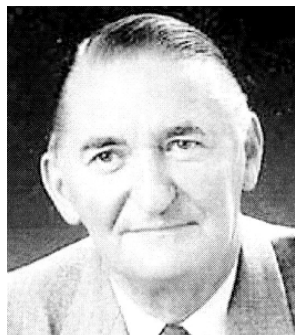
We very sincerely thank Mrs. Lucienne Tong, daughter of Léon Joseph Clovis Piché and Yvette Archambault who put many hours at the translation of articles published in the English version of our newsletter. For many years, Lucy was one of our most regular readers to follow the Archambault realizations. On our part and especially in the name of those who are reading the English version of our newsletter, we thank you very sincerely.

Summary of his field of action

Beside his family life and his professional activities, Rosaire Archambault had a very active para-professional life. In turns, between 1949 and 1990, he was:

- President of The Association des diplômés des HEC;
- President of the Club Richelieu Montréal Inc.
- President of the Board of the Association des anciens et des anciennes du Collège de L'Assomption between 1985-1986 and president ex-officio in 1986-1987. It was under his presidency that he elaborated the idea to start a financial Campaign for the construction of a theatre to replace the old academic hall at the College, today, the Théâtre Hector-Charland;
- President of the Board of the Club de golf Laval-sur-le-Lac
- President of the Composers' Association
- Author and Editor of Canada Ltée (CAPAC);
- Vice-chair of the Société des Droits de Reproductions Mécaniques Canada Ltée (SDRM Canada);

- Treasurer of the friends of Charles Goulet Inc;
- Member of the Board of the Association des Anciens du Collège de L'Assomption in 1954;
- Member of the Board of the Port de Montréal;
- Member of the Board of the Société Versabec;
- Member of the commission of the Commission scolaire de Montréal;
- Member of the Board at the birth of Collège de Rosemont;
- Member of the Golf Club of Laval-sur-le-Lac and of Club Saint-Denis.



Rosaire Archambault died in Montréal on May 15th, 2006. He was the husband of late Mariette Bernier. He leaves in grief his children Marie, late Louise, Rosaire and Monique.



Board of Directors 2007 of Les Archambault d'Amérique

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Board's associated members, publications

Pierre, Chief editor; Jacques, Revision; Diane, Layout; Roger, Monique, Christine, Jacques O., Clément and Jean-Marc Ryan, Translators.

Old photos

At present, our archivist is preparing a document illustrating photos of former houses or old buildings having belonged, having been occupied or having been built by the Archambault families.

If you know of such buildings, take photos of them, inquire about the dates of occupation, construction and or property and send them to us by post, or by e-mail. If you have photos of old houses of your family, please do not hesitate and send them with the details which you possess.

A building is considered ancient if it has approached hundred of years or more.

pierresearchambaultarchiviste@hotmail.com



Did you know that...

... Le 23 septembre 2006 se sont unis par les liens du mariage à l'église Saint-Joachim de Châteauguay, Simon Archambault, fils de Marcel et de Diane Lalonde, et Marie-Élaine Tremblay, fille d'Yvon et de Suzanne Caya.



Simon est le petit-fils de Jean-Paul, membre du conseil d'administration, et de Pierrette Laberge.

Félicitations aux nouveaux mariés.

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Madeleine Archambault



Fille de Doriva¹ et d'Éva Saint-Jacques, Madeleine est née à L'Ange-Gardien (Rouville). Elle est la deuxième de la famille, son frère Marc étant son aîné de 9 ans. Éva, mère de famille attentionnée, se passionne pour la musique, goût qu'elle transmettra à sa fille.

Madeleine fait ses études à l'école Saint-Marc de Rosemont, tout en suivant des cours de musique, piano et chant. Éva meurt alors que Madeleine n'est âgée que de 13 ans. Doriva se chargera seul de l'éducation de sa fille qui lui témoignera sa reconnaissance en l'hébergeant chez elle jusqu'à son second mariage, à l'âge de 70 ans. À Richelieu, Madeleine rencontre Luc Messier qu'elle épousera le 9 juin 1949. Leur famille compte aujourd'hui six enfants, dont quatre filles et deux garçons. Tout en s'occupant de ses enfants, Madeleine trouve le moyen de s'engager auprès des enfants malades.

Luc est administrateur chez les Pilotes du Saint-Laurent, ce qui amène le couple à s'établir dans la région de Trois-Rivières où ils habiteront pendant quinze ans. C'est à cet endroit que Madeleine, toujours préoccupée par le bien-être de son entourage, découvre l'Albatros, mouvement faisant la promotion de la qualité de vie et qui, grâce à ses bénévoles, accompagne les malades en phase terminale et leur famille lorsque le diagnostic des médecins est prononcé. Dès lors et pendant 20 ans, d'abord à Trois-Rivières puis à Granby, Madeleine consacrera le meilleur d'elle-même à l'écoute et au soulagement des malades en phase terminale et au soutien de leur famille. Femme de grand cœur et ouverte aux autres, Madeleine avoue recevoir autant qu'elle donne au moment de ses interventions.

La cellule Albatros de Granby rendait en 2006 un hommage bien mérité à Madeleine, pour ces 20 années consacrées à l'accompagnement, c'est-à-dire au partage d'une amitié sincère avec des personnes accablées par la souffrance.

Son action dans le mouvement Albatros ne lui suffisant pas, elle engage son mari Luc dans la même démarche au moment où celui-ci prend sa retraite.

Nous sommes heureux de compter dans nos rangs des personnes aussi sensibles aux souffrances des autres, tant dans leur famille immédiate, dont ils nous parlent avec beaucoup d'émotion, que dans leur communauté.

Félicitations, Madeleine et Luc, en cette 56^e année de votre union. Les Archambault d'Amérique sont fiers de vous.

1. Notice sur Doriva, bulletin 65, avril 2004, p. 16.



*Family tree
of
Madeleine Archambault*

Jacques France around the year 1629 Françoise Tourault

Laurent Montréal 01/07/1660 Catherine Marchand

Laurent Pointe-aux-Trembles, Montréal 10/21/1686 Anne Courtemanche

Jean-Baptiste Pointe-aux-Trembles, Montréal 04/30/1725 Marie Joseph Millet

Louis Pascal Sault-aux-Récollets 01/12/1767 Marie Marguerite Boudreau-Graveline

Joseph Saint-Hilaire 09/22/1800 Charlotte Rémy Bellefleur

Joseph Saint-Jean-Baptiste, Rouville 02/10/1829 Sophie Frégeau dit Laplanche

Frédéric Saint-Jean-Baptiste, Rouville 02/11/1861 Céline Meunier Lapierre

Henry L'Ange-Gardien, Rouville 06/18/1895 Euphémie Zorine Coiteux

Dorisa Saint-Hyacinthe 09/03/1919 Éva Saint-Jacques

Madeleine Richelieu 06/09/1949 Luc Messier

A sunny General Assembly



It was on a nice warm and sunny day, one that the Archambaults had wished for, as they embarked on the l'Escale, a boat permanently moored at its dock at Saint-Marc-sur-Richelieu, next to l'Auberge Handfield, answering an invitation from their Association asking them to attend the annual general meeting.

No one would be sea sick, as the theatre-boat is stationary, otherwise it may rock it's passengers gently from the number of waves created by yachts slicing through the water of this magnificent river.

At 11:20 hours, on the main deck, accompanied by the noise of yachts and sometimes motors, the President declared the meeting open. A welcome was offered to all and in particular, to those who joined us for the first time. Following, was a resume of the activities of the Association during the past year and a presentation to the participants of the activity projects for 2007-2008, among them was a meeting at the Museum of Pointe-à-Callière regarding the 350th Anniversary of the digging of the first well by our ancestor Archambault.



During the *election*, two members agreed to be part of the Administrative Committee: Thérèse (renewed term) and Monique (first term).

After the meeting, all were invited to the dining hall at the lower deck. And it was after the pleasure of seeing each other again that the Archambaults departed satisfied that they had spent an agreeable time.



Photos Daniel Archambault

Thank you

Three new persons are joining our newsletter team, Monique Archambault, Clément Archambault and Jean-Marc Ryan.

We are happy to welcome them and we appreciate their implication.

Welcome to new members

Aline Archambault

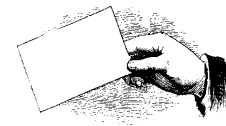
Petite-Rivière-Saint-François

Jean Archambault

Lemoyne

Daniel Archambault

Henryville



Did you know that...

The Archambault had come in 3rd for the number of descendants in 1729. Contrarily to what we thought that it had not been the Tremblay who come in first position (but they had ranked the 69th family), rather, it had been the Guyon family with 2,150 descendants.

(Birth of a population-The French had settled in Canada in the 18th century-Hubert Charbonneau and Coll.)

Les palmes académiques à l'un des nôtres



Le Consul général de France M. François Alabrune et Donia.

Nous offrons nos plus sincères félicitations à Donia Loignon, membre du conseil d'administration de notre association et mari de Jocelyne Archambault. M. Loignon s'est vu attribuer, le 19 février dernier par le Consul général de France à Québec, les insignes de Chevalier de l'ordre des palmes académiques en guise de reconnaissance pour une carrière exceptionnelle en enseignement du français et pour sa contribution à la vie française en Amérique.

Notre collaborateur a été président de l'Association québécoise des professeurs de français pendant quatre ans et de la section de Montréal de cette association pendant plus de 10 ans.

Monsieur le Consul a tenu à souligner l'engagement de Donia en didactique du français, soit par son enseignement au niveau universitaire, soit par ses publications (livres, articles) et son activité dans sa communauté.

Jocelyne, secrétaire de notre association.

We would like to emphasize two of our member's generosity, Robert from Cincinnati and Robert from Terrebonne (Lanaudière, Québec) who at the renewal of their membership sent a donation to the Association.

This is greatly appreciated and encourages the members of the Board, who voluntarily are giving many hours to the Association to continue to give a service of quality.

Accept our grateful thanks.

Spécialisés en santé et sécurité du travail depuis plus de 20 ans



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Service juridique de ARCHAMBAULT GROUPE CONSEIL INC.

*The Archambault the great leaders of the first Bières & Découvertes Festival
(Beers & Discovering), known as the Oktoberfest of the Québec's people*

They are three, one sister and two brothers in their twenties, Catherine, Samuel and Justin Archambault who are an inspiration source for the young and for the elderly people as well. They are the great leaders of the first Bières & Découvertes Festival, the Oktoberfest of the Québec's people held in Mascouche, the result of a long-term work which had become an instantaneous success.



They knew how to share their complementarities, their forces and to create a perfect synergy during a year and half that it took them to do this. What is particularly notable is they had the intelligence to channel the beautiful inheritance that they received from their parents. They used it to their advantage by perpetuating it and carry it as far as they could, not only for their personal plan but also in the creation of this festival. This festival entirely carried their signature and their main colors. During the weekend, in front of the beautiful site of l'Étang-du-Grand-Coteau and in front of thousands of people, Catherine cried: "The familial land at Mascouche is home where everybody gathers!" This is what the Archambault wanted to convey. "We want to create an atmosphere to relive the moments that the oldest lived and give them to the young people, allow the young to expand their minds, to be in contact with nature and its products that it offers. They will remember the smell of the sausage, to have eaten a big "pretzel" and to have heard the music of Bavarian", said Samuel and Justin.

Although they went their separate ways, they have been unanimous to represent this beautiful family inheritance and its values ... They followed with the exhibitions by using the example of their jeweler artistic mother who had an entrepreneurial mind. She, who taught us resourcefulness, also taught us on how to make money with a few things. With a collusive smile, they said: "When we were not even 10 years old, she made us gather some lilies of the valley and made us wrap them. Then, she took us to the florists and closed the door- while she stayed outside - after telling us - to find means to sell them the fruit of our work", said Catherine. They remembered the pride of a 5 year old Justin who realized that thanks to his work he was able to purchase the Bruins cap that he so much wanted! Then, they busted into laughter by remembering "The episode of the sale of lemonade on Île-des-Moulins where we got up at 5 a.m. to go to the central market in Montréal to buy lemons to squeeze, then count the money hidden under the table which they had collected on the island", laughed Justin. "And also to sell some, exclaimed Catherine". "And when they watched their mother makes cakes and explain to how to transform these raw materials into a succulent dessert; it was a real show! She taught us how things are made, and to have contact with nature which will always remain with us".

Taste of discovery

... their father, a helicopter pilot who whetted their sense of curiosity, the taste to discover, and expand their mind, and on the world, getting close to people of various ethnic groups. "Our remarkable outing remains with our first Vietnamese soup in a restaurant of Montréal!" Among others things he also showed them how to make their money profit from their fruit of their labor.



These Mascouche people

Holder of a BAC in administration - international management, Catherine took a training period at Unibroue. She looked after the advertising of events, of the columns on beer, gave recipes to people, without anybody even asking her. Outstanding communicator, she took the responsibility of the finances, of the communications and of the exhibitors in Mascouche. The one who was once President of her school in her sixth year and at the Léopold-Gravel high school is employed in energy effectiveness at the Metropolitan Gas. The market setting and the visual comprehension of the festival were Samuel's work. He was also representative of the volunteers and wrote different chronicles. Industrial designer in a flourishing company, which sometimes takes him to China, he was President of the Léopold-Gravel school and named Mr. Personality of the Year. He attributes the instantaneous success of the people of Mascouche's Festival to the fact that they took the time to prepare things well.

Justin, an autodidact especially in computer science and a free-lance worker had exploited his qualities on sales at a very young age by selling DC's that he taped and giving a list to the students of his school. Additionally, what to say of the installation of microchips in his friends – and of the adults – “Play Station” giving them permission to read the games taped on the DC. Do not forget the episode where he had convinced the MP3 readers of China to resell them here so he could make a

profit when he was only 14 years old? Dazzling successes! It is love which made this traveling pigeon discover the “beer gardens” that he wanted to recreate in Mascouche which he took responsibility for the administration, for the logistic, for the finances, of the negotiation with the suppliers. At present, he is studying the international trade at the Concordia University. The impressive courses and values of these three young people are the reasons why and where the Bières & Découvertes, the Oktoberfest of the Québec people in Mascouche comes from.



Samuel, Catherine and Justin are the children of Richard and Paulette Archambault¹.



Texte Diane Legault, Journal *Le trait d'union*, 2006.
1. Pierre Archambault, *Dictionnaire généalogique des Archambault d'Amérique*, vol. 7, p. 83.
www.bieresetdecouvertes.com/

The Archambault family and the Labbat's brewery

There are some indirect historical links that have united the Archambault family with the Labatt family. As a matter of fact, when Jacques Archambault had become a widower in 1663, he had married Marie Denot de la Martinière three years later. She had been the widow of Mathieu Labatt, the French ancestor of his descendants responsible for the breweries of Ontario during the 19th century. Of this marriage, Jacques Archambault had become Marie's fourth husband, of which we have now a copy of the contract that had been signed in Trois-Rivières at the study of notary Ameau.

The History of the beer in Québec

The beer which is a universal and a very ancient drink is probably the most former beverage ever made by man. It is very popular and it is the most alcoholic drink sold in the world. In Québec, the annual consumption of different kinds of beer is about 233 bottles per inhabitant per year.

In the 17th century, the expansion of cities and the improvement of the means of transportation favored the development of the big breweries. The colonists' first generations kept the taste of beer of which their parents and grandparents had never been deprived of in France. It stated in an extract of the Jesuits' *Relations* of 1636 that the ratio of a pint of beer had been offered to every farm laborers. In 1668, the Intendant Jean Talon decided to build a brewery in Québec. At its opening, in 1671, the industry reached a 4 000 barrel capacity.

Micro-breweries

For about fifteen years now, one assisted with the revival of micro-breweries in Québec. This phenomenon is also carefully observed worldwide. The commercial fight between the biggest breweries of Québec (Labatt, Molson, and Sleeman) is less changeable. Let us note that, the widower, our ancestor Jacques Archambault signed a marriage contract with Marie Denot de la Martinière on June 6th, 1666 in Trois-Rivières. Marie was the widow of Mathieu Labat, a victim that died from an arrow shot by an Iroquois.

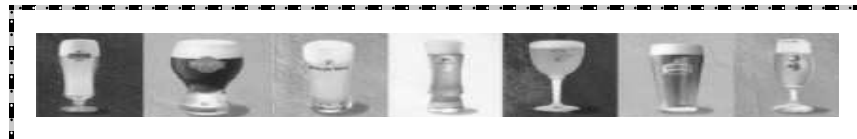
This fight does not prevent Isabelle Archambault from hoping to take up her own company of beer mixture in Montérégie or in Estrie. Isabelle, who was a student in technology of the transformation of the food at the Institute of Farm-Produce Technology of Saint-Hyacinthe, received a scholarship to follow her training in the micro-brewery. At present Isabelle Archambault is experimenting with her first recipe, a pumpkin beer called Cinderella. One can imagine it is like being in a fairy tale.

In the Beer breweries and Company which is located at 4350-4352 Saint-Denis Street in Montréal, one can savor a hundred of varieties of beers. This brewery is located in the building of Louis Archambault. The building, designed by the Architect Joseph-Egide-Césaire Daoust, and constructed in 1931 accommodated The French Canadian Craftsmen's Society founded by Louis Archambault, and also the famous Press Club. In 1990, the building situated in the heart of Plateau-Mont Royal took the Patrimony prize of Montréal.



Immeuble Archambault
facade Art déco des années 30.

Photo Jacques Archambault



Rendez-vous 2008

All the wells dug by our ancestor Jacques Archambault were almost identical, of the same dimensions and built in the same conditions. They were five feet in diameter and the well-digger guaranteed at least two feet of stable water, with winch, ropes, etc.

Next year, we are celebrating the 350th anniversary of that very well dug by our ancestor and on the same year, the 25th anniversary of the Association.



Drawing rebuilt by our archivist Pierre Archambault from an outline by Thomas J. Laforest, *Our French Canadian Ancestors*.