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LePage Bakeries

Charlotte Michaud

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12-17-1979

## Letter to Charlotte Michaud from Regis LePage

Regis LePage

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# Lepage Bakeries

60 Second Street, Auburn, Maine 04210

Regis A. Lepage

December 17, 1979

Ms. Charlotte Michaud  
44 Janebar Circle  
Framingham, Ma 01701

Dear Charlotte,

You requested in your letter more material -- I certainly can furnish it as I could write a book about the Lepage "clan." I will try to answer item by item.

My mother's maiden name was Vitaline Giguere, born on Orleans Island. Her brother was Férus (I don't even know how to spell it). He was the father of Juliette Giguere and he worked practically all his life for my father. He retired and bought a so-called candy store that kept him in a good financial position for the rest of his born days. I agree with you, Juliette Giguere had an exciting life. I do not know how many things she went into but to have had the energy of that woman and still at her age, which I think is 76, being active is absolutely unbelievable.

Regarding the Dupont Bakery, we could have had it for nothing as we bought all their production for 3 or 4 years before they wanted to call it quits. But in all justice we owed them a debt of gratitude -- to them and to the father that had helped my father. We made it pleasant for them to retire on a pension. Our accountants maneuvered the sale agreement so that there were no taxes of any kind. I know it was not necessary for us to do what we did but the family could not have lived with themselves to see them destitute.

Next item, my sisters: I had 9 sisters. The oldest one, Bertha, after graduating from high school took over the bookkeeping at the bakery and Rose Lambert who was the bookkeeper married Raoul Gosselin. He was the son of Mr. Gosselin that was a partner at F. X. Marcotte Furniture Store with Gélas Marcotte and F. X. Marcotte. Raoul opened



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up a furniture store in Brunswick and he is still living, being in his 80s. His son is Henry Gosselin the Editor of the Church World and a top-notch one as you know. Mrs. Gosselin, Raoul's wife died a few years ago.

My second sister, Adrienna, worked at different jobs, but during her high school like all of them helped father at the bakery. After having had a few jobs she, Adrienna, became an R.N. and practiced until she met Wilbur Bisson of Waterville and they moved to New York where Wilbur was a foreman at the Bulova Watch factory in Woodside, L.I. 15 years later they went to Waterville and opened up The Jewel Box, a jewelry store until he retired.

Juliette after high school went into nursing and practiced her profession until she married Marius Cloutier. When Bertha went into the convent of Les Petites Franciscaines de Marie, Marguerite replaced her, Germaine came to work at the bakery and so did Dolores. They kept the bakery going while I was studying for my Masters Degree in Business at Boston University. They stayed in the business with me. Marguerite married John Poulin who became our Sales Manager, Dolores married Maurice Cloutier who became our Production Manager and we were all part of the organization. John Poulin and Maurice Cloutier are now deceased and my three sisters are retired, naturally.

Georgette, after graduating from Bates College taught school in the public school system of Lewiston. She followed courses in French at Middlebury and switched from teaching Mathematics to French from which she retired a few years ago.

I had two other sisters, Grace and Marie who were sickly. Grace lived with Germaine and Georgette who had remained single, Marie married Donat Deschenes and moved to California.

My Aunt Anne Marie Giguere came to live with us when she was 18. She was a second mother to us and she lived to a ripe old age of 91. She was not Juliette Giguere's mother. She never married.



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Now, my wife's maiden name is Corinne Odette Croteau the daughter of Dr. Thomas Croteau and Carmela Lapointe. As "on est pas prophète dans son pays," after practicing in Lewiston a year or two he was invited to open up an office in Chisholm as the International Paper mill felt that the French-Canadian descent didn't have proper medical care. He lived there all his life and died at age 62. Carmela, his wife, moved to Auburn and lived to be 91. Corinne O. Lepage is an R.N. having been in charge of the Maternity Department at St. Mary's General Hospital. I met her and married her.

Regarding the 4 children, I told you about my daughters in my letter. Now, my oldest son's name is Albert Régis Lepage -- he's the President of the company as you know. My second son is Régis F. and when I say, "an Account Executive for the fast foods in New England," I mean that he visits all the Burger Kings, McDonalds, Bonanzas, etc. to whom we sell and tries to add new accounts for the company in that particular field.

We have 3 plants. Naturally, the Dupont Plant and the Lepage Plant on Park St., a brand new plant on Cedar St. built on the so-called Cloutier Field. It is a 9-acre piece of land between the railroad track and the canal on Cedar on which we built a \$3 million roll plant, they call it now a bun plant, fully automatic for again the Burger Kings, McDonalds, etc.

We found out through a "Focus" that my daughter, Dr. Françoise made for us that people were very ignorant in our territory about who owned Country Kitchen so we went back to the Lepage name and sub-titled Country Kitchen, Down East and First Light which are our bread brand names. (A "Focus" is that you have a company gather 10 or 12 women that are potential bread buyers between 25 and 30 years of age with an income of \$10,000-\$20,000 and you question them subtly to determine their preference in bread, their knowledge of the owners, their knowledge of the manufacturer and a thousand other questions. From that you make your own conclusions and you decide on your type of advertising.

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Ms. Charlotte Michaud

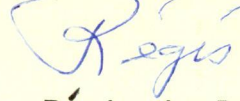
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I hope that fulfills your request. If not, "j'en ai encore dans la canisse."

Best of luck, Charlotte. Merry Christmas and a Happy New Year!

Yours,



Régis A. Lepage

RAL/gm

P.S. Tell Rose O'Brien to come to the office and pick out the pictures she wants. They're all hanging in the waiting area.

C.O.F. means "Forestiers."