



Levasseur and Carmel families

Web Capsule and Social Media



A successful entrepreneur from the Lower St. Lawrence

A Stoneware Jug That Tells a Story: L. H. Levasseur, Importer in Rivière-du-Loup



An Object from Another Era

The stoneware jug shown in the photo is far more than a decorative antique. It bears the inscription:

*L. H. Levasseur – Importateur – Vins,
Liqueurs & Épiceries – Rivière-du-Loup
Station*

This type of ceramic container was commonly used in the late 19th and early 20th centuries to store and transport liquids such as alcohol, vinegar, or bulk goods sold in general stores. Behind this object lies a rich story of family, commerce, and regional development, centered around an important figure: **Louis-Hubert Levasseur**, merchant and mayor of Fraserville (now Rivière-du-Loup, Québec).

See also this article:

<https://levasseur.org/infos/a/20230301.pdf>

Photo credit: Edgar Levasseur family collection

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Photo credit : ancestry.ca

L. H. Levasseur: A Merchant at the Heart of Local Growth

Born in 1854, Louis-Hubert Levasseur belonged to a well-established family in eastern Quebec. By the late 1800s, he operated a general store in the railway district of **Fraserville**, the former name of Rivière-du-Loup.

At that time, Fraserville was a key commercial hub. The arrival of the railway in 1859 transformed the town into an important transportation center linking the Lower St. Lawrence region to the Maritimes. Levasseur's business benefited greatly from this strategic location, supplying imported goods such as wines, spirits, and groceries to both local residents and travelers.

The jug in the photograph likely originated from this store. It would have been used to store or dispense liquids sold to customers—an everyday object that now serves as a rare witness to early commercial life.

A Mayor and Builder: Modernizing Fraserville

In addition to his commercial success, Louis-Hubert Levasseur played a significant political role. He served as **mayor of Fraserville from 1901 to 1905**.

During his tenure, he contributed to several major developments that modernized the town:



Illustration: Fraserville, around 1900

- Construction of the first town hall (1902)
- Expansion of the municipal water system
- Infrastructure improvements, including the Dion Bridge
- Participation in establishing ferry services to the North Shore

These achievements reflect a period of transformation when small Québec towns were evolving into organized urban communities. Levasseur's leadership helped position Fraserville as a growing regional center.

A FAMILY DEEPLY ROOTED IN THE HISTORY OF QUÉBEC

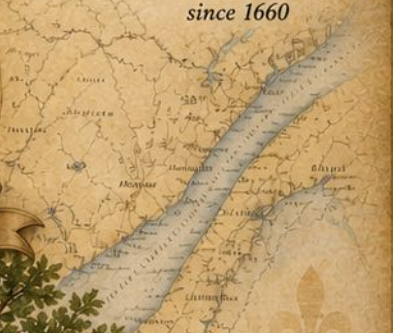
From New France to Rivière-du-Loup

New France
17th Century

A family present
in Québec
since 1660



Laurent Levasseur Marie Marchand
Pioneers of New France
around 1660



Descendants established
in various regions
of Québec
18th - 19th Centuries




A family of merchants,
entrepreneurs and
community builders



Louis-Joseph Levasseur
(1850-?)
Merchant
Mayor of Matane
for several terms



Louis-Hubert Levasseur
(1854-1932)
Merchant - Importer
Mayor of Fraserville
(Rivière-du-Loup)
1901-1905



Edgar Levasseur
(1884-1953)
Partner in the family business
Owner of the St. Louis Hotel
Mayor of Rivière-du-Loup
1923-1925




Fraserville (Rivière-du-Loup)
in the early 20th Century
The railway,
a driving force behind
economic and social
development.



This stoneware jug,
witness to a thriving
business around the
early 1900s, symbolizes
a rich family heritage
and a strong
commitment to the
community.



A visionary mayor

- First town hall (1902)
- Water system expansion
- Dion Bridge
- Ferry service to the North Shore

A lineage descending from the first pioneers of New France,
who helped shape Québec through the generations.

From Laurent Levasseur and Marie Marchand to Louis-Hubert Levasseur,
over 300 years of history, courage and dedication.



A Family of Entrepreneurs and Civic Leaders

Louis-Hubert Levasseur was part of a broader family tradition of entrepreneurship and public service.

His brother, **Louis-Joseph Levasseur**, was also a merchant and served multiple terms as mayor of Matane. The next generation continued this legacy: his son, **Edgar Levasseur**, became a business partner, hotel owner, and later mayor of Rivière-du-Loup (1923–1925).

This continuity highlights a pattern often seen in Québec history, where prominent families played central roles in both economic development and municipal governance.

The Jug: A Symbol of Early Commerce

Stoneware jugs like this one were widely used between the late 1800s and early 1900s. Their durable construction made them ideal for:

- Preserving liquids
- Transporting goods safely
- Identifying merchants through printed markings

The mention "**Rivière-du-Loup Station**" is especially significant. It emphasizes the close relationship between commerce and the railway, which was the lifeline of trade at the time.

These containers also served as early forms of branding, reinforcing the merchant's identity within the community.

A Genealogical Connection: Descendant of Laurent Levasseur and Marie Marchand

Beyond its commercial and historical significance, this object also carries genealogical importance.

The Levasseur families of North America trace their roots back to the early days of New France, notably to **Laurent Levasseur**, a pioneer from Normandy, and his wife **Marie Marchand**. Their descendants spread throughout Québec and beyond, forming a large and influential family network.

Louis-Hubert Levasseur is a descendant of this lineage, linking him directly to these early settlers. This connection adds depth to the story: the jug is not only a commercial artifact, but also part of a family heritage that spans centuries.

Conclusion: A Modest Object with a Powerful Story

At first glance, this stoneware jug may seem like a simple antique. Yet it embodies a remarkable story.

It reveals:

- The presence of a thriving general store in Fraserville
- The leadership of Louis-Hubert Levasseur as both merchant and mayor
- The importance of railway commerce in regional development
- The enduring legacy of a family descending from Laurent Levasseur and Marie Marchand

This humble object thus becomes a tangible link between past and present—It represents the importance of business in the local economy of a community and recognizes the contribution of a family in the growth and development of Quebec.

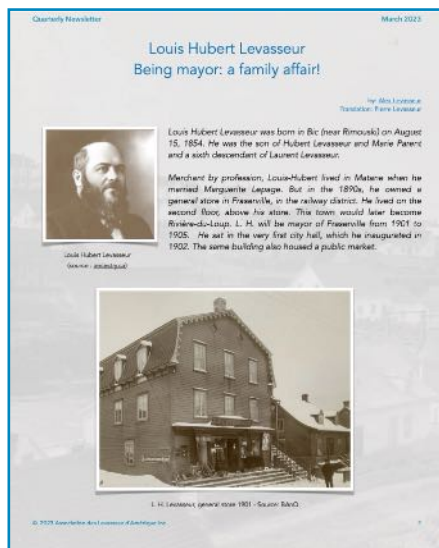
Other documents:

Birth extract from L.H. Levasseur: https://levasseur.org/capsules/annexes/LHL/LHL_baptême.jpg

Marriage of L.H. Levasseur and Marguerite Lepage: https://levasseur.org/capsules/annexes/LHL/LHL_mariage.jpg

Article from the newspaper "**L'Action Catholique**" November 11, 1946: https://levasseur.org/capsules/annexes/LHL/LHL_article2.pdf

Article from the newspaper of "**La Patrie**" April 21, 1957: https://levasseur.org/capsules/annexes/LHL/LHL_article1.pdf



To consult the complete genealogy of L.H. Levasseur, we invite you to consult this other article by Mr. Alex Levasseur, published in our March 2023 edition: <https://levasseur.org/infos/a/20230301.pdf>

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