



Levasseur and Carmel families

Web Capsule and Social Media



Toponymic chronicle

Levasseur Avenue in Mont-Joli

A tribute to a family that helped shape local history

In many towns and cities across Québec, street names quietly preserve the memory of families who contributed to the development of their communities. In Mont-Joli, **Levasseur Avenue** stands as a living reminder of the important role played by the Levasseur family in the town's economic, social, cultural, and military life throughout the 20th century. According to information drawn from the Centennial Book of the Town (1880–1980), several members of this family distinguished themselves in a variety of fields including commerce, education, music, community involvement, and military service. Historical records demonstrate that the name "**Levasseur**" was closely associated with everyday life in Mont-Joli for several decades. It therefore seems only natural that the town chose to preserve this collective memory by naming a street in their honor.

We sincerely thank **Mrs. Félicia Blanchette**, as well as the **Town of Mont-Joli**, for the valuable historical information shared regarding the history of Levasseur Avenue. These contributions greatly help preserve and promote our family and regional heritage.



"In Mont-Joli, Levasseur Avenue pays tribute to a family that left its mark on local history through its involvement in commerce, education, music, and community life during the 20th century. Figures such as Pierre, Alphonse, Georges, and Jean-Marie Levasseur contributed to the economic, cultural, and military development of the town, leaving a lasting legacy in the collective memory."

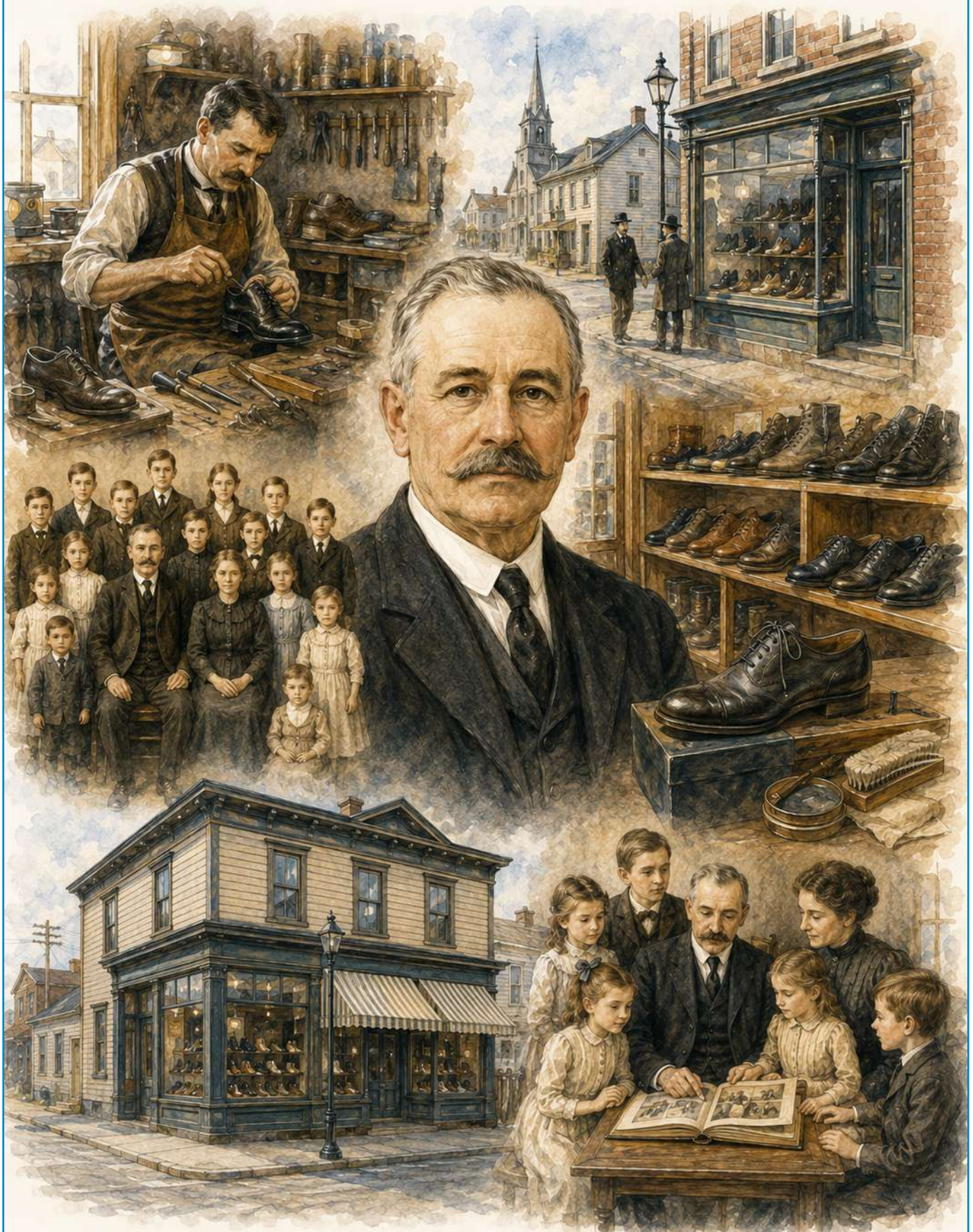


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Pierre Levasseur (1870 - 1949)



Pierre Levasseur, shoemaker (1870 - 1949)

Mort à Mont-Joli de M. Pierre Levasseur

On apprendra avec regret la mort de M. Pierre Levasseur, ancien marchand de Mont-Joli, décédé lundi soir, à sa résidence, à l'âge de 79 ans. M. Levasseur, qui était bien connu dans le monde du commerce, est décédé après une longue maladie. Il était l'époux de feu dame Malvina Roy.

Le défunt laisse dans le deuil, ses fils : M. l'abbé Charles-Eugène Levasseur, curé à Lac-St-Charles, Louisiane, MM. Alfred, Alphonse, Marcel et Benoît Levasseur; ses filles, la R.M. Marie-de-Lourdes (Eugénie), des Soeurs de Notre-Dame du Clergé, Mme Charles Miville-Deschênes (Anne-Marie), Mlles Eliane, Gertrude et Mme Alfred Côté (Laurence).

Les funérailles eurent lieu mercredi, à Mont-Joli.

Nos plus vives condoléances à la famille en deuil.

One of the earliest significant events mentioned dates back to 1903 with the opening of **Pierre Levasseur's shoemaking business**.

At the time, small local businesses played a vital role in the growth of Québec municipalities. The profession of shoemaker was

essential in a society where footwear was considered valuable and needed to be maintained and repaired. Pierre Levasseur's establishment therefore reflected an important entrepreneurial spirit in a developing region.

A few years later, in 1928, **Pierre Levasseur** also opened a shoe store. This initiative demonstrates not only continuity in the family's commercial activities, but also an ability to adapt to the town's evolving economy. Local merchants occupied a central place in the social life of citizens, and the Levasseurs appear to have contributed actively to this local dynamic.

Pierre Levasseur was born on October 31, 1870, in Le Bic, in the Rimouski region, to **Israël Levasseur** and **Olympe Bérubé**. Married to Malvina Roy on September 6, 1892, in Sainte-Flavie, he became the father of an impressive family of fifteen children. Later settling in Mont-Joli, Pierre Levasseur contributed to the community's economic and social life, notably through his business activities. He endured several family hardships, including the death of his wife in 1926. Pierre Levasseur passed away on April 17, 1949, in Mont-Joli at the age of 78 and was buried there a few days later.

Ascendants of Pierre Levasseur 1870 - 1949

Father

- **Levasseur, Israël** 1834 - 1914 (79 years old)

Grandfather

- **Levasseur, Alexandre** 1791 - 1859 (67 years old)

great-grandfather

- **Levasseur, Étienne** 1764 - 1824 (59 years old)

2th great-grandfather

- **Levasseur, Jean-Timothée** vers 1716 - 1816 (100 years old)

3th great-grandfather

- **Levasseur, Pierre** 1679 - 1738 (59 years old)

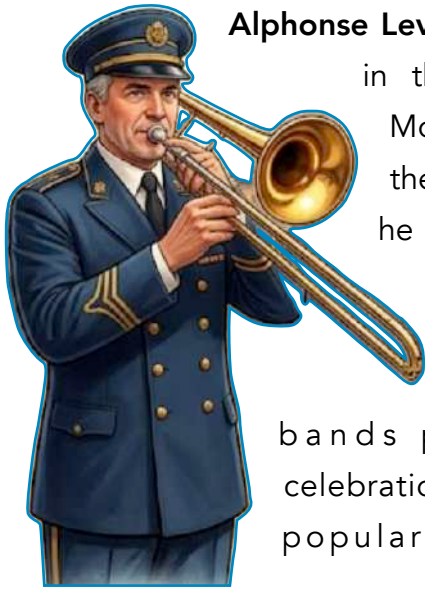
4th great-grandfather

- **Levasseur, Laurent** vers 1648 - 1726 (78 years old)
- Marie Marchand

Alphonse Levasseur (1863 - 1946)



Alphonse Levasseur, Railway Employee (1863 - 1946)



Alphonse Levasseur held an important place in the social and cultural life of Mont-Joli during the first half of the 20th century. As early as 1909, he participated in the **founding of the municipal brass band**, where he played the trombone. At that time, brass bands played a central role in religious celebrations, public ceremonies, and popular gatherings, making his involvement a significant contribution to local cultural life.

Over the years, **Alphonse Levasseur** became a recognized figure within this institution. In 1929, he was appointed president of the band council, a position he still held in 1938, demonstrating both his lasting commitment and the respect he inspired within his community.

The 1931 Canadian census also provides insight into his personal and economic situation. At 34 years old, married and the father of a family, he worked as a **"car checker"** in the railway industry, a sector essential to the regional economy. His annual income of \$1,560 reflected a relatively stable situation for the time. The document also indicates that the family lived in a ten-room wooden house and owned a radio, still considered a sign of modernity in the early 1930s. The household included his wife Arthurine and their children Claire, Jean-Marie, Madeleine, and Georgette.

These details portray a man deeply rooted in his community: a railway worker, family man, and important contributor to Mont-Joli's cultural life.

Ascendants of Alphonse Levasseur 1863 - 1946

Father

- **Levasseur, Pierre** 1870 - 1949 (78 years old)

Grandfather

- **Levasseur, Israël** 1834 - 1914 (79 years old)

Great-grandfather

- **Levasseur, Alexandre** 1791 - 1859 (67 years old)

2th great-grandfather

- **Levasseur, Étienne** 1764 - 1824 (59 years old)

3th great-grandfather

- **Levasseur, Jean-Timothée** vers 1716 - 1816 (100 years old)

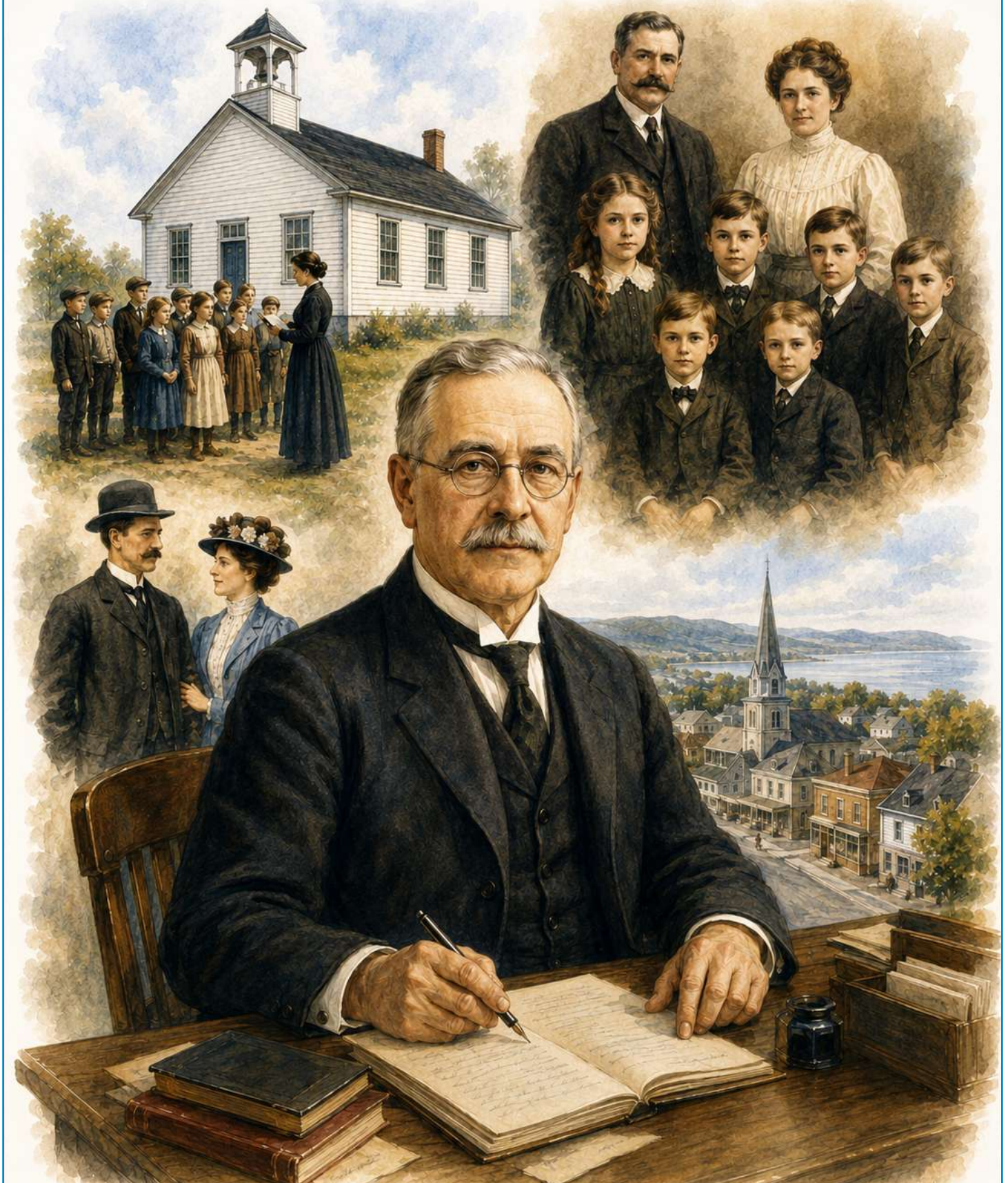
4th great-grandfather

- **Levasseur, Pierre** 1679 - 1738 (59 years old)

5th great-grandfather

- **Levasseur, Laurent** vers 1648 - 1726 (78 years old)
- Marie Marchand

Georges Levasseur (1874-1965)



Georges Levasseur, president of the school board (1874-1965)

The Levasseur family also participated actively in **public life and local administration**. In **1922, Georges Levasseur** is mentioned as **president of the school board**. This role held great importance in Québec at the time, when education was considered one of the pillars of municipal development. School boards played a central role in organizing schools, managing resources, and overseeing education. Having a Levasseur at the head of this institution once again demonstrates **the family's influence in local affairs**.

Georges Levasseur was born on December 23, 1874, in **Le Bic**, in the Rimouski region. He was the eighth child of **Israël Levasseur** (born October 5, 1834) and **Olympe Bérubé** (born March 2, 1834). He grew up in a large family with **four brothers**.

Georges Levasseur was **39 years old** when his father, **Israël Levasseur**, died on June 6, 1914. His mother, **Olympe Bérubé**, passed away on March 26, 1925, when he was **50 years old**.

On May 2, 1905, he married **Marie-Louise Ouellet** in **Le Bic**. Georges was then **30 years old**, while his wife was **22**. Their union produced **seven children**: Anne Louise, Roméo, Albert, Gérard Alphonse, Paul, Charles, and Jean Levasseur.

After settling in **Mont-Joli**, the Levasseur family became **actively involved in community life**. Several of their descendants would also **leave their mark on the region**. **Georges Levasseur** died on December 1, 1965, in **Mont-Joli** at the age of **90**. He was buried there on December 4, 1965. His wife, **Marie-Louise Ouellet**, had passed away ten years earlier, on October 7, 1955.

Ascendants of Georges Levasseur 1874 - 1965

Father

- **Levasseur, Israël** 1834 - 1914 (79 years old)

Grandfather (Anceul)

- **Levasseur, Alexandre** 1791 - 1859 (67 years old)

Great-grandfather

- **Levasseur, Étienne** 1764 - 1824 (59 years old)

2th great-grandfather Great-great-grandfather

- **Levasseur, Jean-Timothée** vers 1716 - 1816 (100 years old)

3th great-grandfather Great-great-great-grandfather

- **Levasseur, Pierre** 1679 - 1738 (59 years old)

4th great-grandfather

- **Levasseur, Laurent** vers 1648 - 1726 (78 years old)
- **Marie Marchand**

Albert Levasseur (1908 - 1964)



Albert Levasseur, Junior Chamber of Commerce (1908 - 1964)

In **1943**, **Albert Levasseur** was appointed **secretary of the Junior Chamber of Commerce**. This appointment demonstrates that the family's **community involvement continued across generations**. Participation in economic and social organizations illustrates a constant desire to **contribute to the town's development and local community life**.

Albert Levasseur was born on November 8, 1908, in **Mont-Joli**, into a well-established regional family. The son of **Georges Levasseur** and **Marie-Louise Ouellet**, he grew up with **six siblings**.



On September 3, 1934, he married **Lucille Paris** in **Mont-Joli**. The couple raised a **large family of seven children**, including **two sets of twins**: Micheline and Andrée, then Denise, Suzanne, and Jacqueline. In **1943**, **Albert Levasseur** was appointed **secretary of the Junior Chamber of Commerce**.

Albert Levasseur experienced several **important family milestones**, including the death of his mother in **1955**. He died in **Montréal** on November 7, 1964, at the age of **56**, and was buried in **Mont-Joli** a few days later. His wife, **Lucille Paris**, survived him by **nearly forty years**, until **2003**.

Ascendants of Albert Levasseur 1908 - 1964

Father

- **Levasseur, Georges** 1874 - 1965 (90 years old)

Grandfather

- **Levasseur, Israël** 1834 - 1914 (79 years old)

Great-grandfather

- **Levasseur, Alexandre** 1791 - 1859 (67 years old)

2th great-grandfather

- **Levasseur, Étienne** 1764 - 1824 (59 years old)

3th great-grandfather

- **Levasseur, Jean-Timothée** vers 1716 - 1816 (100 years old)

4th great-grandfather

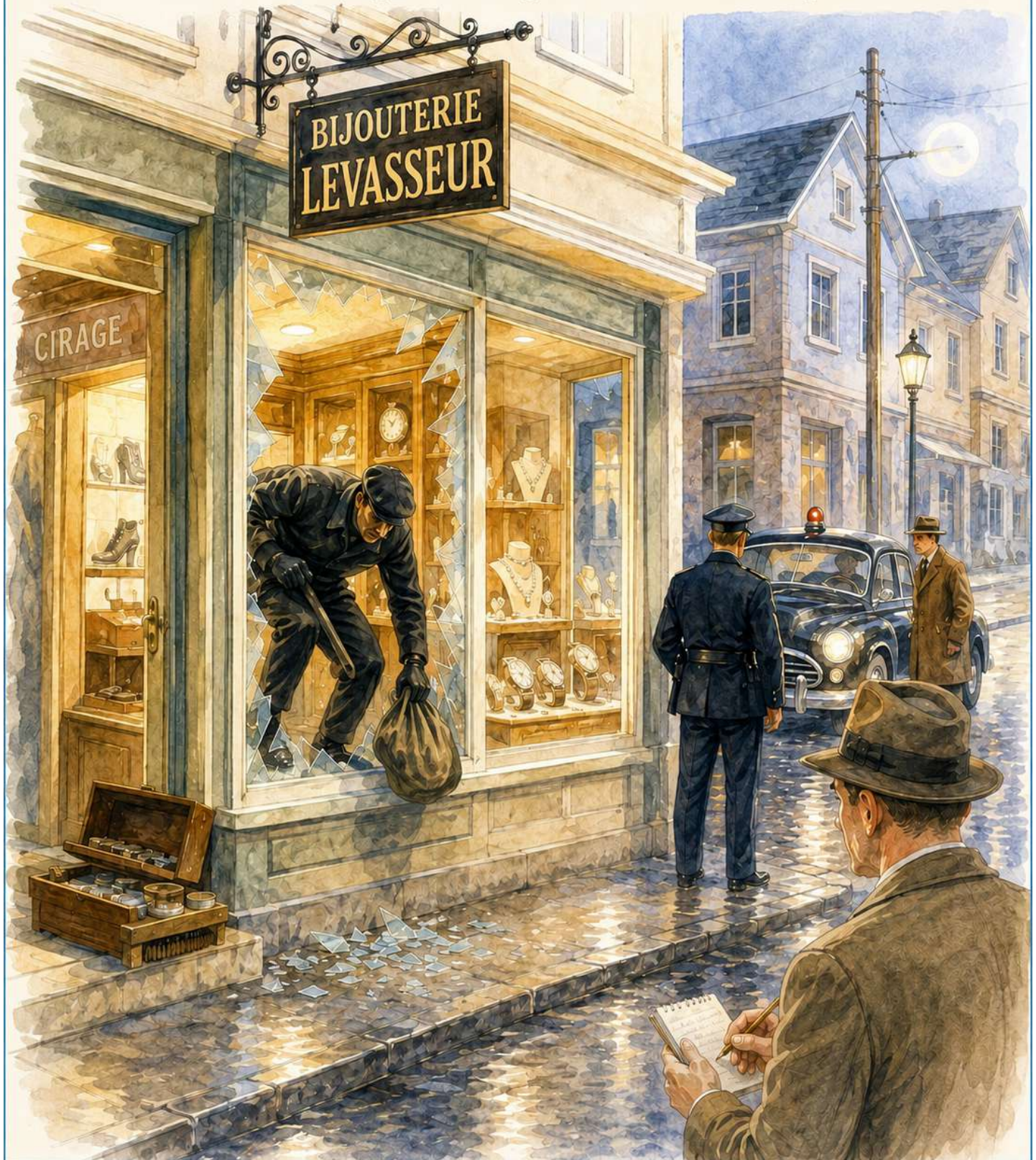
- **Levasseur, Pierre** 1679 - 1738 (59 years old)

5th great-grandfather grandfather

- **Levasseur, Laurent** vers 1648 - 1726 (78 years old)
- **Marie Marchand**

Hervé Levasseur (1910 - 1999)

Theft at his jewelry store in July 1952



Hervé Levasseur, Jeweller (1910 - 1999)



The historical document also mentions the existence of **H. Levasseur Jewelry Store** in 1935. **Hervé Levasseur** was the son of **Alphonse Levasseur** and **Odina Boucher** of Saint-Éloi. This reference confirms the diversity of commercial activities carried out by family members in the town. Through these businesses and commitments, the Levasseurs contributed actively to Mont-Joli's economic vitality.

Hervé Levasseur, born in 1910 in Saint-Éloi, came from a large family of 15 children. In the June 9, 1949 edition of *L'Écho du Bas-Saint-Laurent*, it is mentioned that Hervé Levasseur served as **secretary of the Mont-Joli Chamber of Commerce**.

Married first to **Estelle Ross** and later to **Fleurette Bilodeau**, he was the father of four children. He lost both of his parents during the 1940s and passed away in Québec City in 1999 at the age of 88.

L'écho du Bas St-Laurent, Thursday, July 24, 1952

Theft at the Levasseur Jewelry, Mont-Joli

“During the night from Saturday to Sunday, vandals broke into Mr. Hervé Levasseur's jewelry store located at the corner of Jacques-Cartier Boulevard and Gare Street in Mont-Joli. They entered through the shoe-shine shop next to the jewelry store and smashed a window to gain access. They made off with a considerable stock of watches and jewelry of all kinds. Mr. Hervé Levasseur immediately alerted the municipal police and the provincial police as soon as he realized what had happened, and we are told they are on a good lead and arrests may soon be made.

Ascendants of Hervé Levasseur 1910 - 1999 (88 years old)

Father

- **Levasseur, Alphonse** 1863 - 1946

Grandfather (Anceul)

- **Levasseur, Octave** 1823 - 1894

2th great-grandfather

- **Levasseur, Michel** 1784 - 1848

3th great-grandfather

- **Levasseur, Pierre** 1746 - 1809

4th great-grandfather

- **Levasseur, Pierre** vers 1710 - 1791

5th great-grandfather r

- **Levasseur, Pierre** 1679 - 1738

6th great-grandfather

- **Levasseur, Laurent** vers 1648 - 1726
- Marie Marchand

Jean-Marie Levasseur (1923-1944)



Jean-Marie Levasseur, Soldier (1923-1944)



Jean-Marie Levasseur

But it was above all the year 1944 that deeply marked the Levasseur family. That year, Alphonse Levasseur received notice by mail of the disappearance of his son in the war, Section Sergeant Jean-Marie Levasseur. The document specifies that the young soldier's death would officially be announced one month after his disappearance had been reported. This tragedy

recalls the heavy sacrifices endured by many Canadian families during the world conflict.

A descendant of Laurent Levasseur, service number J89685, Jean-Marie was born on July 22, 1923, in Mont-Joli, Rimouski County, Québec. He died in France on May 20, 1944, at the age of 20 and was buried on May 26, 1944, in Le Mans, France. He was the son of Alphonse Levasseur (Claire Dumais), born March 9, 1895, in Le Bic, Rimouski County, Québec, who died on October 21, 1971, in Montréal at the age of 76.

Ascendants of Jean-Marie Levasseur 1923 - 1944 (20 years)

Father

- **Levasseur, Alphonse** 1895 - 1971

Grandfather

- **Levasseur, Pierre** 1870 - 1949 (78 years old)

Great-grandfather

- **Levasseur, Israël** 1834 - 1914 (79 years old)

3th great-grandfather

- **Levasseur, Alexandre** 1791 - 1859 (67 years old)

34h great-grandfather

- **Levasseur, Étienne** 1764 - 1824 (59 years old)

5th great-grandfather

- **Levasseur, Jean-Timothée** vers 1716 - 1816 (100 years old)

6th great-grandfather

- **Levasseur, Pierre** 1679 - 1738 (59 years old)

7th great-grandfather

- **Levasseur, Laurent** vers 1648 - 1726 (78 years old)
- Marie Marchand

(Source: Ancestry.ca and the database of the « Association des Levasseur d'Amérique ».)

Behind the name written on a street sign lie lives, commitments, and sometimes tragedies that shaped an entire community. The memory of Jean-Marie Levasseur is therefore part of Mont-Joli's collective history and that of the many Québec families affected by war.

Consult our newsletter "Some Levasseurs in the Military Through the Centuries – Soldiers of the Second World War: 1939–1945" [Levasseur Newsletter PDF](#)

Andrée Levasseur, reine du Carnaval en 1962



Andrée 1ère, Queen of the MONT-JOLI Carnival (1940)

L'écho du Bas St-Laurent, Wednesday, March 7, 1962

Andrée 1st, Queen of the Mont-Joli Carnival

Her Majesty "Andrée" (**Andrée Levasseur**) crowned Queen of the Mont-Joli Carnival by the 1961 queen, Miss Aline Gagnon. She is surrounded by her two Duchesses, Miss Juliette Thibault on the left and Yvette Mercier on the right, not forgetting the famous Bonhomme Carnaval..



Original photo:L'écho du Bas St-Laurent, Wednesday, March 7, 1962. Retouched and colored with the help of the Gemini app.

Ascendants of Andrée Levasseur

Father

- **Levasseur, Albert** 1908 - 1964 (55 years old)

Grand-Père

- **Levasseur, Georges** 1874 - 1965 (90 years old)

Great-grandfather

- **Levasseur, Israël** 1834 - 1914 (79 years old)

2th great-grandfather

- **Levasseur, Alexandre** 1791 - 1859 (67 years old)

3th great-grandfather

- **Levasseur, Étienne** 1764 - 1824 (59 years old)

4th great-grandfather

- **Levasseur, Jean-Timothée** vers 1716 - 1816 (100 years old)

5th great-grandfather

- **Levasseur, Pierre** 1679 - 1738 (59 years old)

6th great-grandfather

- **Levasseur, Laurent** vers 1648 - 1726 (78 years old)
- Marie Marchand

Andrée Levasseur was born in Mont-Joli, in Rimouski County, Québec. She was the fourth child of **Albert Levasseur** and **Lucille Paris**. She grew up in a large family alongside two brothers, Jean-Guy and Ghislain, and four sisters: Micheline, Jacqueline, Suzanne, and Denise. On September 4, 1967, she married Robert Coulombe at Saints-Martyrs-Canadiens Church in Québec City. The couple raised four children: Pascale, Caroline, Sébastien, and Simon Coulombe.

Through these many historical facts, it becomes clear that the Levasseur name occupied an important place in the history of Mont-Joli. Members of this family contributed to the commercial, cultural, educational, and community development of the town for several decades. Some also served their country during wartime, leaving behind a legacy marked by courage and dedication.

Levasseur Avenue therefore represents much more than a simple geographic designation. It stands as a lasting tribute to a family that, each in its own way, helped build and enrich the Mont-Joli community. By preserving this name within its urban landscape, Mont-Joli perpetuates the memory of citizens whose commitment left a significant mark on local history.

Brief Historical Timeline – Levasseur Street ***Information compiled from the Centennial Book of the Town (1880–1980)***

- 1903 – Opening of Pierre Levasseur’s shoemaking business.
- 1909 – Foundation of the brass band. Alphonse Levasseur plays trombone.
- 1922 – Georges Levasseur becomes president of the school board.
- 1928 – Pierre Levasseur opens a shoe store.
- 1929 – Alphonse Levasseur appointed president of the brass band council.
- 1935 – Mention of H. Levasseur Jewelry Store (Hervé Levasseur).
- 1938 – Mention of Alphonse Levasseur still serving as president of the brass band.
- 1939 – Infantry training at the temporary school in Mont-Joli; Alphonse Levasseur promoted to sergeant.
- 1943 – Albert Levasseur appointed secretary of the Junior Chamber of Commerce.
- 1944 – Alphonse Levasseur receives notice of his son’s disappearance in the war (Section Sergeant Jean-Marie Levasseur). Alphonse Levasseur worked for CN Rail at the time.
- 1952 – Alphonse Levasseur serves as vice-president and treasurer of “La colonie de vacances” (boys’ scout camp).
- 1962 – Andrée Levasseur crowned Queen of the Mont-Joli Carnival.
- 1965 – Mention of Father Dominique Levasseur.

Research and compilation: Jean-Pierre Levasseur

Main sources: Centennial Book of the Town (1880–1980), Town of Mont-Joli, Ancestry.ca, and Levasseur Genealogy Database

Genealogical review: Lynda Levasseur

Text revision and translation support: Pierre LeVasseur

Note: Artificial intelligence tools were used to assist in the writing of this text and in the creation of historical illustrations, all under the supervision and validation of the authors.