

100hearst



RUE ROSE ST.

FEMMES D'AFFAIRES | BUSINESS WOMEN



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Rose Street

Rose Street, located in the borough known as Hearst Trailer Park, recognizes the important contribution of businesswoman Rose Lecours to the Town of Hearst.

Born in 1921 in Sainte-Lucie-de-Beauregard, Rose Lecours (born Veilleux) arrived in Hearst in 1924 at the age of 3. In 1947, with her husband Maurice, she became the owner of Maurice Lecours Ltd, located at 817 George Street. For 37 years, Rose welcomed the people of her community to her store and, at first, supplied them with tobacco, paints and other necessary household items. Later on, she offered clothing for the whole family, from one month to 100 years old and for all occasions such as weddings, work, and everyday life.

In 1977, Rose and Maurice Lecours acquired Georges Loyer, a second company: Hearst Trailer Park Ltd. Maurice worked with his son Gilles to add streets, mobile homes and improve their property; Rose managed the finances, rentals, and everything else. Today, Rose still acts as a management consultant to the owners ... her children. When it came time to name the streets on the property, it was decided that the owners would each have a street named in their honour. Thus, in addition to the main street of Hearst Trailer Park named Lecours Street, we find Gilles, Maurice and Rose Streets.

While actively looking after her family and her own businesses, Rose Lecours has always had and still has her community at heart. She has been involved in organizations such as the Daughters of Isabella, the Fédération des femmes canadiennes-françaises, the Golden Age Club, etc. A caring woman, always ready to lend a hand, she still creates and makes, at the age of 100, quilts to send to needy families in the area and in the Dominican Republic.

- *Gilles Lecours*

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