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Jean-Baptiste Couture

Franco-American Collection

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1940

## **C. M. Clipping: J. B. Couture, Leader of the French Culture in Lewiston-Auburn**

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J.B. COUTURE, LEADER OF THE  
FRENCH CULTURE IN LEWISTON-AUBURN

J. B. Couture, as he was generally known, carried a very French-Canadian name (Jean-Baptiste), but, in the family, it was simply: Jean.

According to the book: "Franco-Americans of Maine," published in 1915 in Lewiston, Mr. Couture is cited as one of the most important Franco-American citizens of the State, and, as editor of the Messageur, never yielded his position to anyone as a guide of public opinion among the French reading population of New England.

We can also add that Mr. Couture was a political guide, a teacher, and a defender of the rights of his fellow countrymen, even at the price of his happiness and that of his family.

Aside from publishing Le Messageur—during almost 50 years—not always a profitable enterprise—Mr. Couture directed a number of theater productions whose aims were to instruct as well as entertain our French speaking population: he was co-founder of the Musical and Literary Club that gathered together the elite sales of the two cities: he took part in a number of musical productions including operas—and, we cannot repeat often enough, he successfully translated from English to French, Gilbert and Sullivan's musical play, "Pinafore," that was presented several times in Lewiston-Auburn under the auspices of different organizations.

Mr. Couture also devoted himself to the sister of mutual societies that occupied a large part in the lives of the first Canadian immigrants in our two cities.

Mr. Couture served his city as member of the "Lewiston Common Council" for two terms; he represented his city, also for two terms, at the State Legislature, and, when at the end of the Prohibition, the state took

C M clipping 4