

Armorial Bearings

Arms

Azure, chaussé-ployé or; the azure charged with a round mirror argent, within a bordure pommetée of sixteen pieces or.

Crest: Upon a wreath of the colours, a rock argent shaded gules, and on the rock, a Red-winged Blackbird, rising with wings addorsed, proper. Above the crest, gules letters, set upon an undulating banderole or bear the name of the honoured organism: *Association des Familles Lemire d'Amérique*.

Supporters: Two myrtle branches, leaved and flowered proper, tiges saltirwise.

Motto: *Nisi sapiens, liber est nemo*, gules on a fillet or.

Meaning

The mirror is a traditional utensil worthy of adoption as the symbol of the Lemire name, considering the phonetic similarity of the two. The mirror, of antique style, appears in a place of honour, on the azure part of the escutcheon, and invites one to explore the profound values inscribed in a grand name throughout the history of Nouvelle-France.

Just above the escutcheon lies the crest of Cap-Rouge Rock, the reminiscence of a promising land, a home base and a launching ground for families dedicated to the development of Québec, Canada and America. Thus, in the period of the formidable French expeditions, the Lemire family spread its name across America, and it is on the site of Cap-Rouge which the very first of its members, François Lemire, landed as early as 1542 and where our first ancestor, Jean Lemire, lived in approximately 1660.

On the summit of Cap-Rouge Rock stands the Red-winged Blackbird, reflecting the aspiration to attain noble ideals.

Two myrtle branches support, protect and decorate the escutcheon. The myrtle is a centuries-old symbol attached to Lemire heraldries by reason of their phonetic similarities and by the fact that the myrtle is a medicinal plant; in old French, *mire* carries the meaning of *médecin*, physician.

The motto, *Nisi sapiens, liber est nemo*, translates as “Without wisdom, one is not free”. It is attributed to the great Roman orator Cicero.

Above the escutcheon, the banderole is reminiscent of the large Lemire gathering at Baie-du-Febvre held in 1988, the occasion at which the *Association des Familles d'Amérique* was founded.