

*K*



HISTORICAL AND GENEALOGICAL  
GUIDED TOUR OF  
THE KIROUACS' QUEBEC CITY

KIROUAC FAMILY ASSOCIATION INC.

## Credits and Thanks

This brochure was made possible thanks to information supplied by Céline Kirouac. Jean-Yves Laurin and Maurice Drolet. More information was gathered from the following works:

- ♦ ***Biographies françaises d'Amérique*** (French North-American Biographies).
- ♦ ***Le Trésor des Kirouac***, the KFA tri-annual publication.
- ♦ ***L'Album, pensées des descendants de Maurice-Louis-Alexandre Lebrice de Kéroack depuis 1730***, by Raymonde Kérouac-Harvey; this souvenir publication, published in 1980, offers tales and thoughts from some descendants of the Breton ancestor, known then by the name he signed in the marriage registry.
- ♦ ***Annuaire Marcotte***, Quebec City's municipal census.
- ♦ ***Québec & Lévis, à l'aurore du XX<sup>e</sup> siècle***, (Quebec City & Lévis, early [20th century](#)), by A.B. Routhier, 1900.
- ♦ ***Le Québec en cartes postales***, Répertoire des éditeurs *Pruneau & Kirouac*, Club des cartophiles québécois, répertoire 1, Charles Carrier, Yves Beauregard, Serge Juneau & Jean-Marie Lebel. In May 1994, the Quebec Postcard Collectors Club published a book of Quebec City postcards printed and sold by *Pruneau & Kirouac* at the beginning of the 20<sup>th</sup> century.

GFK = *Généalogie des familles Kirouac* (K/ family genealogy) followed by the number assigned to each individual listed in the 1991 KFA genealogy. Many new names and numbers have been added since. Although data is compiled with great care, if errors are found, please advise us ASAP, either in writing or by email at: [association@familleskirouac.com](mailto:association@familleskirouac.com)

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Cover photo from: *Le Québec en cartes postales*, a book of postcards of Quebec City published by Pruneau & Kirouac, Quebec Postcard Club, First Répertoire, Charles Carrier, Yves Beauregard, Serge Juneau & Jean-Marie Lebel, May 1994, p. 7 (Collection Bertrand Lemieux).

## First Stop: 160 rue Grande-Allée Ouest; on the north side of the street, across Saint-Dominique Church

Location of the family home of Ernest and Alice (née Bolduc) Kirouac (GFK 00499).

Ernest (1884-1945) was an important businessman and belonged to many trade and commerce organizations, among others the *Retail Merchants Association*, the *Chamber of Commerce*, *Stationner's Guild of Canada* and *Religious Goods Merchants Association*. He started his working career as assistant to his father at *J.-A. Kirouac Limitée*. After buying the company from his father on 14 February 1921, Ernest developed the wholesale department and became an important supplier in the province of Quebec and abroad. Two of his brothers, Odilon and Marcel, were directors while

he was president. Ernest was also a cofounder of the Quebec Symphony Orchestra.

Ernest married Alice Bolduc (1887-1962) on 5 June 1906. The couple had two children, Cécile (1907-2007), a nun of the Congregation of Jésus-Marie, who taught piano, organ and singing; and Robert (1914-1969) who followed in his father's footsteps and became a highly respected businessman in Quebec City. In 1948, in Sainte-Anne-de-Beaupré, north-east of Quebec City, Robert created a shopping centre comprising some twenty different businesses, a brand new concept and a first in North America.



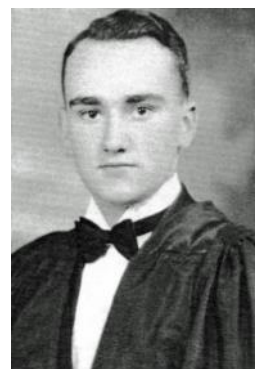
The beige brick building, in the centre of the photo, now stands where Ernest Kirouac's house was on Grande-Allée in Quebec City.



Ernest Kirouac and his wife, Alice Bolduc-Kirouac  
(photo: KFA Collection)



Cécile Kirouac, RJM  
(photo: KFA Collection)



Robert Kirouac  
(photo: KFA Collection)



Keep driving east on Grande-Allée

## Second stop: 401 Grande-Allée East, at Taché Street

**Napoléon-Georges Kirouac's house.** Napoléon-Georges (GFK 00580) - (1864-1938) studied at the Quebec Seminary and at the Commercial Academy of the De La Salle Brothers (Académie commerciale des F.E.C.). He started as an accountant at *F. Kirouac & Fils*, his father's company. When their father retired in 1889, his brother Cyrille, (GFK 00569) father of Conrad, a.k.a. Marie-Victorin, joined him to carry on the family business. (source: *Québec & Lévis, à l'aurore du XXe siècle*, at the beginning of the 20th century, by A.B. Routhier, 1900).

The two brothers operated their father's business until Cyrille's death in 1921. Then Cyrille's two sons-in-law,

Arthur Drolet (1885-1960) and Édouard Laurin (1890-1969) took over *F. Kirouac & Fils*, until it closed down in 1929, after nearly eighty years.

In 1900, Napoléon-Georges went into stockbrokerage, finances, investments and real estate under the name: *Napoléon-G. Kirouac & Cie*; he was also president of Royal Paper Box Company, one of the founder of *Les prévoyants du Canada* (insurance company), vice-president of *Prêt hypothécaire* (mortgage co.), and member of the *Syndicat financier de l'Université Laval*, (Laval University financial syndicate).

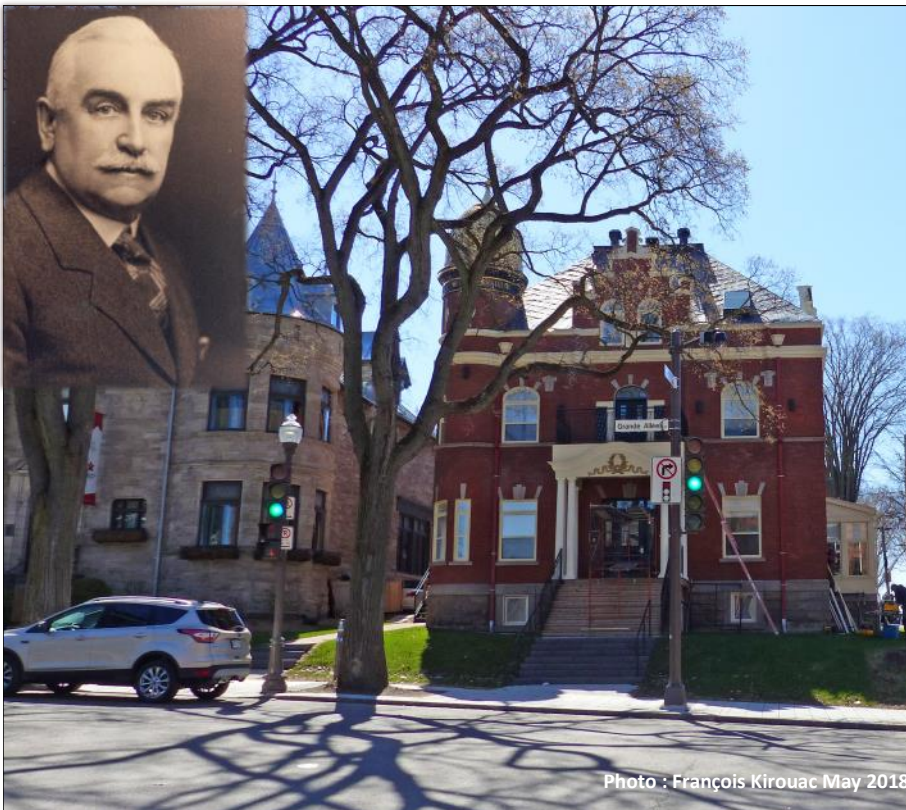


Photo : *L'Album* , Raymonde Kérouac Harvey, 1980

Before living at 401 Grande-Allée East in Quebec City, Napoléon-Georges and his family lived at 270 Chemin Sainte-Foy (Road, see page 16). Until very recently, this Grande-Allée mansion was the headquarters of the Orchestre Symphonique de Québec (*Quebec City Symphony Orchestra*), co-founded by Ernest Kirouac, Napoléon-Georges' nephew. It was the first symphony orchestra founded in Canada.

Napoléon-Georges and his first wife, Zoé Médèle Marquis (1863-1895) had six children, Juliette, Émeric, Antonia, Edgar, Marie-Jeanne and Béatrice. After his wife's death, he married Annie Davie (1861-1901), daughter of George Taylor Davie, owner of Davie Ship Building in Lévis, and

they had three children, but only one survived into adulthood, Charles-Antoine (1901-1961), a medical doctor who worked in many places, among others in the Magdalen Islands.



Continue eastward. Take Saint-Louis Street toward Château Frontenac. Then take (rue du) Fort Street, turn left on Buade Street and take Côte de la Fabrique (*fabrique*, refers to parish management body, and that street was, and still is, next to Quebec City's main church, Notre-Dame Basilica).

**Third stop:** 36 Côte de la Fabrique (one of the oldest and steepest streets in Quebec City, history on website).

The history of the Kirouac TOY business in Quebec City began in 1888. It started when Joseph-Arthur Kirouac (1853-1935) and Odilon Pruneau founded **Pruneau & Kirouac**, at 28 Côte de la Fabrique, selling books, office supplies, sundries, parlour games and trinkets; also operating a printing/publishing firm.

The first store burned down; however, in 1908, now sole owner, J.A. Kirouac (GFK 00494), opened a new store at 34-36 Côte-de la-Fabrique, near Quebec City Hall, under the name **J. A. Kirouac Limited**. Unfortunately, this second store also burned in winter 1936.

Joseph-Arthur was one of the eight sons of François Kirouac (1826-1896) and Marie-Julie Hamel-Kirouac. His father was the very first Kirouac going into business in

Quebec's provincial capital. He was also mayor of Saint-Sauveur for many years and first alderman for that district when amalgamated into Quebec City.

Joseph-Arthur married Amanda Lemieux, daughter of Pierre Télesphore and Élise (née Belleau) Lemieux on 28 January 1880, they had twenty children.

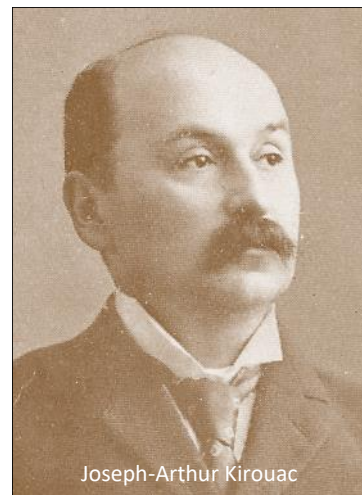


Photo : Quebec Board of Trade

Joseph-Arthur Kirouac

**Magasin J. A. Kirouac, 34-36 Côte de la Fabrique from 1908 to 1936**



Photo : François Kirouac, 14 May 2018





Keep going along Côte de la Fabrique to Collin Street.

#### Fourth Stop: 1192 Saint-Jean Street

After the 1936 fire, **J. A. Kirouac Limited** moved to this new location. It mainly imported toys, electrical trains and educational games. It is now owned by Ernest<sup>1</sup>, one of Joseph-Arthur's sons. As early as 1921 Ernest bought his father's business and developed a wholesale division making **J.A. Kirouac** a household name for toys across Quebec.

In 1942, Ernest's son, Robert (GFK 00501) started his business career as manager of the retail division. After the death of his father in 1945, he became president and, in 1946, sole owner of the enterprise.

In 1956, once more the store was destroyed by fire and was permanently closed.

<sup>1</sup> See page 3 for more information on Ernest and his family.

J. A. Kirouac Store at 1192 (rue) St-Jean Street, corner of Collin Street from 1936 to 1956

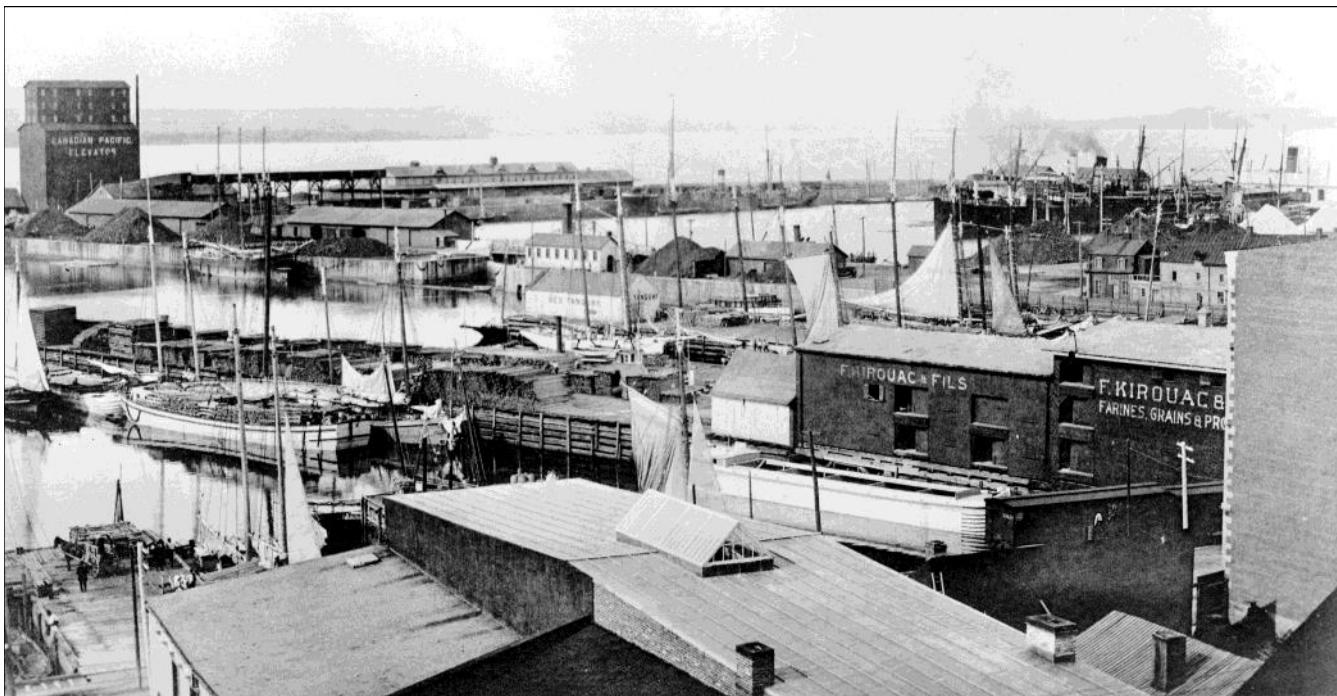




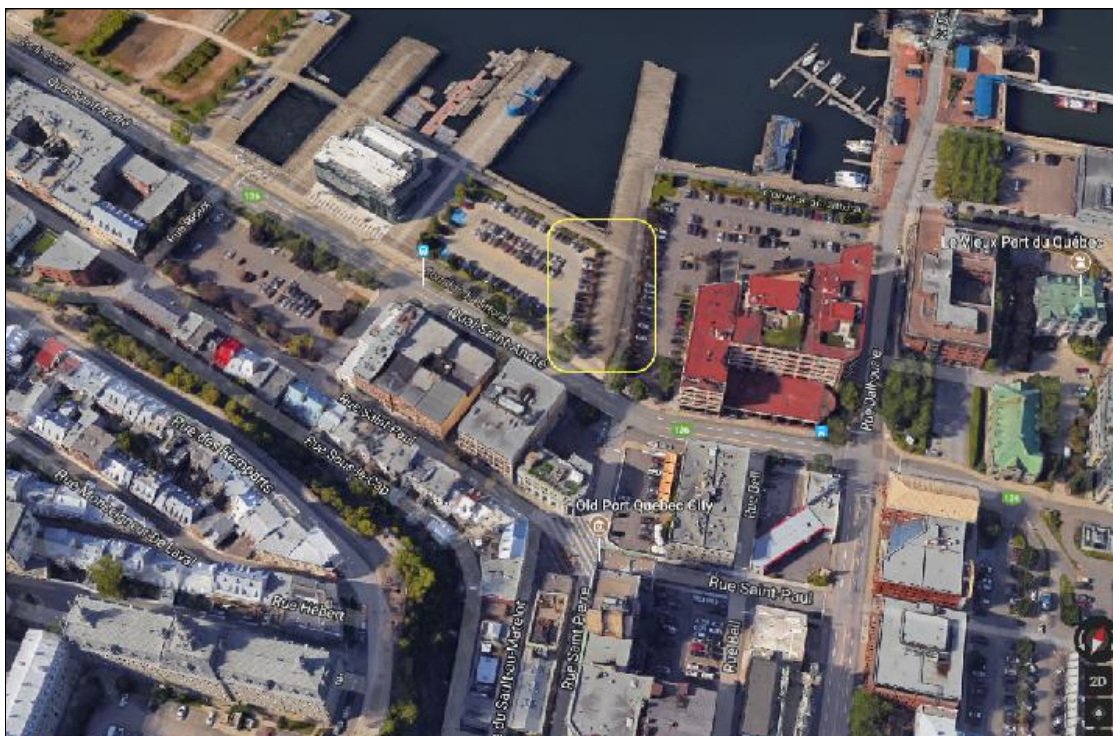
**Keep driving along Saint-Jean Street; on your right, take Côte du Palais, go down to Quai Saint-André Street and turn right**

### Fifth stop: location of the warehouses of *F. Kirouac et Fils* during the 19<sup>th</sup> century

Located on Quai Saint-André Street, east of **Espace 400<sup>e</sup>** building, facing Bassin Louise, and west of commercial buildings at 125 Dalhousie Street.



Warehouses of *Maison F. Kirouac & Fils*, in Bassin Louise in Quebec City, seen from Remparts Street, at the end of the 19<sup>th</sup> century.  
(Photo taken from "Art Work of Quebec", 1899, courtesy of the Quebec City Archives Department)



Location: Google Map, drawing by Jacques Canac-Marquis



Keep driving along Quai Saint-André Street and turn right onto Dalhousie Street; go as far as the Lévis ferry and turn around; come back onto Dalhousie, and take Quai Saint-André Street going west, then take the Joseph Samson

tunnel bridge. Drive along Boulevard Jean-Lesage; turn left on 1<sup>ère</sup> Rue (first street) in Limoilou. Take the (8<sup>e</sup>) Eighth Avenue as far as the (5<sup>e</sup>) Fifth Street; then turn left onto (5<sup>e</sup>) Fifth Street. Stop in front of number 479.

### Sixth stop: 479, 5<sup>e</sup> Rue (Fifth Street), Limoilou; *Librairie Marcel Kirouac* bookshop

Marcel Kirouac (1901-1968) Joseph-Arthur's son, after graduating from Quebec's Commercial Academy, worked with his brothers Odilon and Ernest in their father's business. In 1941, he opened his own bookshop specializing in children's literature, religious articles, toys and games. The *Librairie Marcel Kirouac* was located at 479 Fifth Street in Limoilou. This enterprise was an important supplier to retail stores across Quebec and even Canada. Marcel (GFK 00550) was also a musician,

he played flute with the Quebec Symphony Orchestra. He married Marie-Anne Chalifour (1901-1996) on 30 September 1924, and they had six children, five lived into adulthood: Claude, Jean-Luc, Paul, Céline and Gilles.



On this recent photo, (where the blue and green recycling bins are), this is the location of the *Librairie Marcel Kirouac* as well as the family home; the bookstore was on the right and the family lived on the left.



Keep driving along the 5e Rue (fifth street) and turn right at the 3e (third) Avenue

### Seventh Stop: 745, (3e) Third Avenue, Limoilou. Location of the *Kirouac 5-10-15* store

In 1952, the Kirouac 5-10-15 was opened by Guy Kirouac (1925-1975) along the model of his father-in-law's general store in Kenogami. This first store was located at 975 on Third Avenue in Limoulou. Wanting to enlarge his store he had to move to 745 on the same Third Avenue. Before that, Guy (GFK 00515) was a travelling salesman for his uncle Marcel Kirouac, who imported religious articles and toys (see previous page). On 17 July 1948, Guy married Thérèse Hébert, daughter of Charles C. Hébert. In 1971, during the famous Quebec Carnival parade, a fire destroyed the store but it reopened soon

after at the same location and would remained open until 1993. Guy and Thérèse had five children: Jean-Guy, Ginette, André, François and Jacques. Two of them are still involved in the toy trade: André, owner of Club Jouet and Club Jouet.com (see page 20 and website), and Jacques, owner of Québec Téléguidé & Modéliste Inc. Quebec scale model and remote-controlled toys. (see Q.T.M. website)



Photo : François Kirouac, 8 May 2018



Photo : Courtesy of André Kirouac

Drive along Third (3<sup>e</sup>) Avenue and turn left onto Eighth Street (8<sup>e</sup> Rue). Then turn left onto Second (2<sup>e</sup>) Avenue. Immediately turn left onto Seventh Street (7<sup>e</sup> Rue). Then turn right onto Third (3<sup>e</sup>) Avenue, going south. Go over

Dorchester bridge and carry on along "Rue du Pont" (Bridge street) always southward. Turn right onto Boulevard Charest, and keep going as far as Saint-Vallier Street.

## EIGHTH STOP: 11-15 Boulevard Charest West. Location of Chevalier François Kirouac's house

In 1848, François Kirouac (GFK 00474) was the first Kirouac involved in trade in Quebec City. He soon transformed his original retail business into a wholesale enterprise in flours and grains; it closed only in 1929.

In 1868 François was elected to the municipal council in Saint-Sauveur, then prefect of the County of Quebec in 1869, position he held for fourteen years. He was mayor of Saint-Sauveur from 1870 to 1883 and again from 1887 to 1889, among other things, preparing the annexation of Saint-Sauveur to Quebec City. In 1889, when the annexation was officialized, he was elected Saint-

Sauveur's first alderman to the Quebec City Council, a post he held until 1894. During those years he was also president of the Aqueduct committee. In 1886 he was titled *Knight of the Holy Sepulchre of Jerusalem* by Pope Leo XIII and in 1894, *Papal Chamberlain of the Cape and Sword*.



In the 19<sup>th</sup> century Chevalier François Kirouac's house stood where now there is the parking lot for the apartment block at 11-15 Boulevard Charest West in Quebec City.

The lovely traditional mansion was demolished between 1901 and 1910.



(Photo of the residence of François Kirouac, KFA Collection)



Turn right onto Saint-Vallier Street and drive all the way to Père Grenier Street.

**Ninth stop: 261 Saint-Vallier Street, nowadays location of *Maison Revivre* (see Website) built where stood the home of Cyrille Kirouac, father of Conrad, a.k.a. Brother Marie-Victorin**

Cyrille (GFK 00569), one of the eight sons of François and Marie-Julie (née Hamel) Kirouac started his business career as general merchant in Kingsey Falls (Quebec) and Coaticook in Quebec's Eastern Townships. Later on, he worked with his father and eventually was joined by his brother Napoléon-Georges (GFK 00580); both working in

their father's very successful enterprise. Cyrille and his family lived in the house (red arrow) from 1892 until his death in 1921. His son Conrad (GFK 00575), who later became Brother Marie-Victorin, lived in that house between the ages of seven and sixteen, that is until his departure for the noviciate in Montreal in 1901.



Photo: Brothers of the Christian Schools' Archives (De La Salle Congregation).

Photo : François Kirouac, November 2014



Cyrille Kirouac (1863-1921)

(Photo : KFA Collection)



In 1957, the Kirouac family home at 261 Saint-Vallier, was demolished to make way for *Maison Revivre*.

Go to the next house behind *Maison Revivre* (see bilingual website)

**Tenth Stop: 271 Saint-Vallier Street:** this was the residence of Blanche Kirouac and her husband, Arthur Drolet, before being the home of her sister, Eudora Kirouac and her husband, Édouard Laurin.

One of the four sisters of Marie-Victorin, Blanche Kirouac (GFK 00577), wife of Arthur Drolet, and their family lived at 271 Saint-Vallier from 1913 to 1916. Maurice Drolet, their son who born in that house in 1913, proudly unveiled the monument to his uncle, Conrad Kirouac at the Marie-Victorin Park in Kingsey Falls in 1985.

From 1921 to 1945, another sister of brother Marie-Victorin, lived in that house; Eudora (GFK 00578), with her husband, Édouard Laurin. Édouard Laurin was the secretary of Paquet Company. In the *Annuaire Marcotte*, 1921-22 edition and 1945-46 edition, the Laurin family is listed as living at that address.



Photo : François Kirouac, November 2014



Photo: Brothers of the Christian Schools' Archives (De La Salle Congregation)

These semi-detached houses were next door to Cyrille Kirouac's house which was situated where the *Maison Revivre* now stands. The houses now numbered 267 and 271, were 831 and 833 a century ago. The Quebec City *Annuaire Marcotte* of the time referred to the old numbers, and indicated that at 831, now 267, lived a Dr. J.P. Deblois, surgeon.



Left, Blanche Kirouac-Drolet; right, Eudora Kirouac-Laurin, two of Marie-Victorin's sisters.



Drive along Saint-Vallier street to *Magasin Latulippe*.

### Eleventh Stop: 637 Saint-Vallier Street: location of Philippe-Eugène Kirouac's general store

Philippe-Eugène Kirouac's general store was located on the west side of the actual *Magasin Latulippe* (to the right on this photo). From 1899 until 1935 the general store was called *Kirouac & Frère* (brother) because

Joseph (GFK 00657)-(1871-1919) was associated with his brother, Philippe-Eugène (GFK 00595)-(1866-1948). After Joseph's death, it became known as *P. E. Kirouac*.





Drive a kilometer along Saint-Vallier Street to reach Saint-Sauveur Cemetery\*. On the south side of the street is the entrance to this old cemetery\*; then take Saint-Philippe Avenue; to the left, at the end of the parking lot is the entrance. Walk about a hundred meters, to arrive at the burial site of chevalier François Kirouac and some members of his family. (\*On Google map, look for Saint-

Sauveur Cemetery, although Quebec City people now use the name St-Charles for all three cemeteries: it is helpful to know that the new St-Charles is located on the north side of Hamel Boulevard (entrance at 1460 Hamel); where as the old St-Sauveur is south of Hamel Boulevard. Hence, the Kirouac monument is in the former St-Sauveur parish cemetery, entrance on St-Vallier.

**Twelfth Stop: Saint-Charles Cemetery, (formerly Saint-Sauveur parish cemetery):  
Monument of Chevalier François Kirouac and family**



Photo : François Kirouac, 9 August 2017

### **FINAL RESTING PLACE OF CHEVALIER FRANÇOIS KIROUAC AND HIS FAMILY**

Located in newly called Saint-Charles Cemetery, in the section previously known as Saint-Sauveur Parish Cemetery, on Saint-Vallier Street in Quebec City, Chevalier François Kirouac's last resting place is now part of one of three self-guided tours to explore the cemetery.

Visitors may download, on their smartphone or tablet, an application allowing them to explore the old cemetery according to three different themes: *Culture & Religion*, *Shopkeepers & Industrialists*, or *Historical Persons*. To see the last resting place of Chevalier François Kirouac and some family members, you need to follow the guided tour entitled *Culture & religion*.

North-east view of the monument of Chevalier François Kirouac and some family members



**OTHER HOUSES LOCATED  
OUTSIDE THE PRESENT  
GUIDED TOUR**

The house located at 270 chemin Sainte-Foy (road) belonged to Napoléon-Georges Kirouac (GFK 00580), before he bought the house located at 401 Grande-Allée (see page 4 in this document).

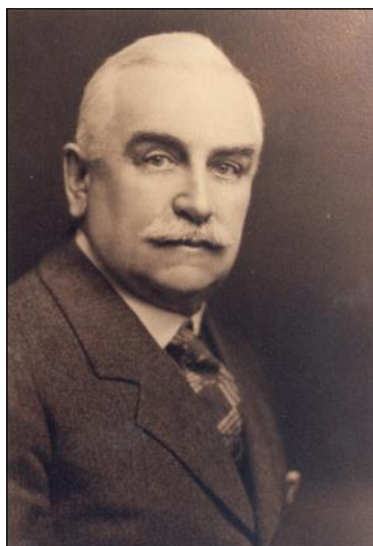


Photo : L'Album, Raymonde Kérouac-Harvey, 1980



Photo : François Kirouac, 19 November 2014



## *La Maison Kirouac, 54 rue Ste-Ursule, Quebec City*

Mrs. Alphonse Keroack, born Corinne Marcoux (1860-1932), inherited the property located at 54 Sainte-Ursule Street from her father, Hector-François Marcoux, leather merchant. In 1896, she built a three-story brick house, fronted with stone quarried in Deschambault. This residence still exists on Sainte-Ursule Street; however, in 1939, the single-family dwelling was transformed into five apartments.

Alphonse Keroack (GFK 01258), born on 31 August 1845 in Saint-Pie-de-Bagot, married Corinne Marcoux on 16 May 1882 in Notre-Dame parish in Québec City. He died on 20 February 1907 and was buried at Notre-Dame-des-

Neiges Cemetery in Montreal (see cemetery website). For a dozen years, he was one of the most important leather merchant in Montreal. Later on he was manager of the national lottery for the Quebec area then general agent for the province of Quebec. (Source: *Le Trésor des Kirouac*, number 89, autumn 2007)

His son, Lucien-Fernand Le Brice de Keroack (1886-1951), architect, drew the plans for the administrative building of the Montreal Botanical Garden at the request of Brother Marie-Victorin, his distant cousin.



Alphonse Keroack  
(1845-1907)  
(photo : KFA Collection)



Photo : François Kirouac, autumn 2007



## *Location of Villa Ploërmel in L'Ancienne-Lorette*

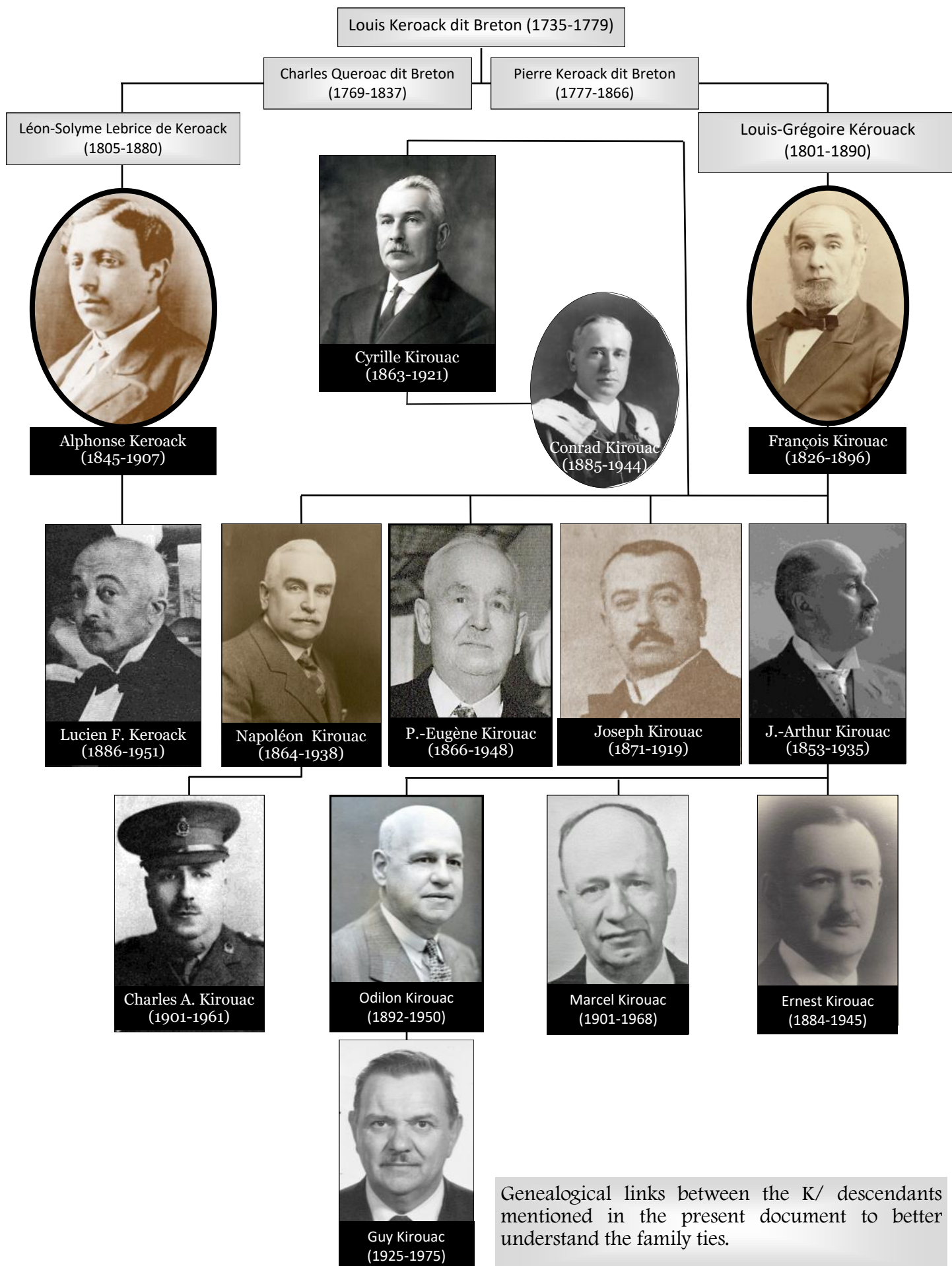
**Location of Chevalier François Kirouac's summer residence in L'Ancienne-Lorette** near Quebec City. The house was expropriated in order to build the elementary school 'Pavillon Notre-Dame' part of the Hauts-Clochers School. Today the school's address is 1591 Notre-Dame Street. François Kirouac's house used to be behind what is nowadays the next-door house at 1579 Notre-Dame Street. Villa Ploërmel was built in 1838 by his future

brother-in-law, Joseph Hamel. Chevalier François bought it in 1882 as a summer residence for his family. When his widow, Marie-Julie Hamel-Kirouac died, their son, Cyrille Kirouac, bought back his brothers' and sisters' shares and became the sole owner of the property. After Cyrille, one of his sons-in-law, Édouard Laurin, husband of Eudora Kirouac, was the last owner of Villa Ploërmel.



Photo : KFA Collection





Genealogical links between the K/ descendants mentioned in the present document to better understand the family ties.

# KIROUAC FAMILIES INVOLVED IN BUSINESS IN QUEBEC CITY SINCE 1848

## CLUB JOUET

WWW.**CLUB JOUET.COM**

1100 RUE BOUVIER, LOCAL 153, QUÉBEC (QUÉBEC) G2K 1L9  
418-624-9451



André Kirouac, the present owner of **Club Jouet**, (toy club) and the son of Guy Kirouac (1925-1975) is the fifth Kirouac generation in business in Quebec City since 1848. Here he is with his son, Marc-André, 6<sup>th</sup> generation!  
(Photo by Marie Kirouac)