

Spring 2018

Number 126

# Le Trésor des Kirouac

Bulletin of the descendants of Alexandre de K/voach  
Witness to Kirouac Activities since 1983



André Kirouac, the present owner of Club Jouet, (toy club) is the fifth Kirouac generation in business in Quebec City since 1848.  
Here, with his son, Marc-André, 6th generation. (Photo by Pascal Rathé, for *Le Soleil*, Quebec City daily)



Kirouac  
Kirouack



Kérouac  
Kérouack



Keroac  
Keroack



Kéroack  
Kyrouac



Breton  
Burton



Curwack  
Curwick



# Kirouacs' Commercial Ventures in Quebec City: 170-Year History and So Many Stories

by Céline Kirouac, François Kirouac and Gilles Kirouac



**I**s Kirouac your surname? Have you ever been to Quebec City? If so, someone must have asked you while you were there if you were related to Kirouac, les jouets? The expression is commonly used in the greater Quebec area which translates into: "Are you related to the Kirouac Toys?" The Kirouac name is very well known in Quebec's provincial capital and not only for toys.

During the 19th and 20th centuries, the Kirouacs played a key role in the economic growth of Quebec City<sup>1</sup>. You can drive on Kirouac Street when visiting the Quebec City's lower-town. This street was named in honour of the very first Quebec City businessman, the Chevalier François Kirouac<sup>2</sup>. On 18 April 1890 the Quebec City municipal authorities paid homage to the Chevalier François while he was still a member of the City Council. This was quite special and important given that at the time, such honour was usually reserved for a deceased person. In the St-Sauveur district, two streets, Jacques-Cartier and Saint-Flavien, were amalgamated and renamed Kirouac<sup>3</sup>. The Chevalier François had been the mayor of St-Sauveur for many years and, in 1889, when Saint-Sauveur was annexed to Quebec City, he was the first alderman of the district.

This year 2018 marks 130 years of Kirouac toys in Quebec City and the first quarter-century of **Club Jouet**

founded by André Kirouac, who is proudly walking in his great-grandfather's footsteps, the one who created the first Kirouac toy shop. And there is far more to the Kirouac commercial ventures in Quebec City since it started in 1848, thus going back 170 years.

So, the history starts with the opening of the very first Kirouac store in 1848 in the Vieille Capitale, (as Quebec City was known then; it was Lower Canada's seat of government and capital). As mentioned above, the adventure started with Chevalier François Kirouac (1826-1896)<sup>4</sup> who owned a novelty store located at 20 Saint-Jean Street<sup>5</sup>. Two years later, in 1850, he went into the grocery business and after that into the wholesale of grain and flour, located at 114 St-Vallier Street<sup>6</sup>. His business grew quickly and greatly, soon he owned and operated from large buildings located at the corner of St-Pierre and St-André Streets next to Bassin Louise (basin)<sup>7</sup> in the

<sup>1</sup> *Journal de Québec*, 12 April 2003, Diane Tremblay.

<sup>2</sup> François Kirouac was conferred the title of Knight of the Order of the Holy Sepulchre in 1886 by Pope Leo XIII.

<sup>3</sup> Regulation 289, 18 April 1890; Quebec City. *Guide odonymique de la ville de Québec 1608-1988, 1989-* as per Quebec City toponymy guide covering 1608-1988, published in 1989

<sup>4</sup> Chevalier François Kirouac was the great-great-grandfather of the founder of Quebec City's *Club Jouet*.

<sup>5</sup> *Annuaire Marcotte* (directory), 1848-1849, BANQ.

<sup>6</sup> *Annuaire Marcotte* (directory), 1850-1851, BANQ.

<sup>7</sup> *Le Québec en cartes postales*, (Quebec through coloured postcards) Editors : Pruneau & Kirouac, Club des cartophiles québécois (Quebec Postcard club), book 1, Charles Carrier, Yves Beauregard, Serge Juneau & Jean-Marie Lebel, May 1994, page 7. Louise Basin was the industrial heart of Quebec's port facilities.



F. Kirouac & Son's Warehouses in the port of Quebec during the 19th century.  
(Photography: Quebec City Archives)



old Port." After François's death, two of his sons took over the wholesale business: Napoléon-Georges, and Cyrille, father of Conrad who became Brother Marie-Victorin.

Two other sons of François, Philippe-Eugène and his brother, Joseph, opened a grocery store on St-Vallier Street in the St-Sauveur district; it was called Kirouac & Frère (K/ & Brother)<sup>8</sup>. Very soon a hardware store was added. So **Kirouac & Frère** became **P. E. Kirouac** and carried on until 1935, when it was sold to Marie Chaumette-Gauvin from Montreal, the widow of Jules Gauvin, a Quebec City merchant<sup>9</sup>. **P. E. Kirouac** finally closed down in 1945 and the store was taken over by **Magasin Latulippe**<sup>10</sup> specializing in sporting and outdoor goods; it is still in business at the same address today.

Another brother, Joseph-Arthur (1853-1935), opened a bookstore. He had twenty children, a very large family indeed. In 1888<sup>11</sup> he went into business with Odilon Pruneau and founded **Pruneau & Kirouac**, located on the famous and highly reputed Côte de la Fabrique

in Quebec City<sup>12</sup>, (the steepest hill in Old Quebec). The store was at number 28, next to *Seifert Jewellery* and *Glover, Fry & Co.* dry goods merchant. Pruneau & Kirouac sold books, office supply, stationery, games and (trinkets & ornaments)<sup>13</sup>. They were also printers and, at the beginning of the twentieth century, published 306 coloured postcards (all collectors' item now) as well as being the official printer of the *Petit catéchisme de la province ecclésiastique de Québec*,<sup>14</sup> the official Quebec Catholic Catechism.

"In May 1900, they took over the former *Seifert Jewellery* store. The building opened up on two streets: the bookstore's entrance was on Côte de la Fabrique<sup>15</sup>; and the second store's entrance, behind the other one, was on Garneau Street. The whole second floor was reserved for church articles. [...] This business being established very close to the Seminary and the Archbishop's Palace, *Pruneau & Kirouac* made a point to attract the clerical customers and christened their enterprise after the first Bishop of Quebec: *Librairie Montmorency-Laval* (book store). Besides selling missals and breviaries, they also offered religious objects and liturgical vestments."<sup>16</sup>

On 28 December 1900, in a Quebec City newspaper one read that according to the general opinion the Montmorency-Laval store was the best stocked

<sup>8</sup> First mentioned in the *Marcotte Directory* 1899-1900.

<sup>9</sup> The cession contract was drawn on 17 June 1935; however, the *Annuaire Marcotte Directory* mentions the business until 1937-1938.

<sup>10</sup> The sale is dated 5 January 1945. See *Le Trésor des Kirouac*, number 87, spring 2007, pp. 17-21.

<sup>11</sup> On 25 September 1888 in J. E. Boily, attorney's office.

<sup>12</sup> *Annuaire Marcotte Directory*, 1889-1890, BAnQ.

<sup>13</sup> *Knick-knacks, gifts and gadgets*.

<sup>14</sup> *Le Québec en cartes postales, (Quebec through coloured postcards) Editors : Pruneau & Kirouac, Club des cartophiles québécois (Quebec Postcard club), book 1, Charles Carrier, Yves Beauregard, Serge Juneau & Jean-Marie Lebel, May 1994, page 8. See Le Trésor des Kirouac, number 104, summer 2011, p. 16.*

<sup>15</sup> The business address was 46 Côte de la Fabrique (*Marcotte Directory*, 1899-1900, BAnQ).

<sup>16</sup> *Le Québec en cartes postales, (Quebec through coloured postcards) Editors : Pruneau & Kirouac, Club des cartophiles québécois (Quebec Postcard club), book 1, Charles Carrier, Yves Beauregard, Serge Juneau & Jean-Marie Lebel, May 1994, pp. 6-7.*

*J. A. Kirouac Limitée*

LIBRAIRES IMPORTATEURS EN GROS



4½, RUE ST-JEAN

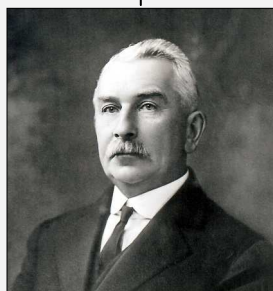
*Québec,*

Letterhead of *Maison J. A. Kirouac Limitée*

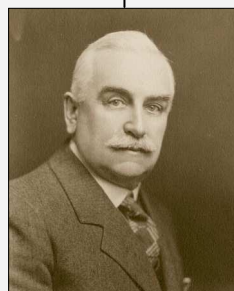
## KIROUAC BUSINESSMEN IN QUEBEC CITY

### *First and Second Generations*

The Chevalier François was the first Kirouac businessman in Quebec City. The first of his sons to join him was Joseph-Arthur who later opened his own business. After Chevalier François's death, Cyrille and Napoléon-Georges, two other of his sons, took over the business. The commercial enterprise founded by Chevalier François closed only in 1929.



Cyrille Kirouac  
(1863-1921)



Napoléon Kirouac  
(1864-1938)



François Kirouac  
(1826-1896)

Philippe-Eugène and his brother, Joseph, opened a grocery store in 1899, and, a few years later, a hardware store which was ceded in 1935.

Joseph-Arthur opened a bookstore in 1888. The *Maison J.-A. Kirouac Limitée* founded in 1908, closed down in 1956.



P.-Eugène Kirouac  
(1866-1948)



Joseph Kirouac  
(1871-1919)



J.-Arthur Kirouac  
(1853-1935)

bookshop in Quebec City and the most popular. That year, the owners of *Pruneau et Kirouac* went to England, France and Germany to visit the best toy manufacturers<sup>17</sup>. Joseph-Arthur Kirouac was a true family man and very soon became the sole importer of European-made toys for the province of Quebec. The toy department was always very important. For him, toys were an occasion for sharing with others and creating family pleasure, according to Christiane Tanguay-Kirouac, wife of François Kirouac, one of the co-owners of Magasins Kirouac<sup>18</sup>.

The *Pruneau & Kirouac* company was dissolved in 1908<sup>19</sup>. Joseph-Arthur Kirouac carried on his business under the name *J. A. Kirouac* at 34-36 Côte de la Fabrique, across the street from Quebec's City Hall. "As well as importing toys from Europe, the owner-founder also bought wooden toys made by local craftsmen"<sup>20</sup>. In the previous paragraph, we mentioned that Joseph-Arthur not only bought toys from Europe but he also went to Europe to buy them. "Crossing the Atlantic between Quebec and France took weeks at the time, so the Kirouacs started buying various objects and toys made and sculpted by the sailors during the long weeks at sea, and selling them in their store, says André Kirouac according to the stories handed down in the family."<sup>21</sup>

When Joseph-Arthur died in 1935, his son Ernest<sup>22</sup> inherited the business and, for many years, his brothers Odilon<sup>23</sup>, Émile<sup>24</sup> and Marcel<sup>25</sup> helped him administer it.

<sup>17</sup> *Idem*

<sup>18</sup> *Journal de Québec*, 12 April 2003, by Diane Tremblay.

<sup>19</sup> Notary's deed dated 13 February, Notary P. E. Émile Bélanger.

<sup>20</sup> *L'Avis de Quartier*, local paper, special issue for Small & Medium enterprises' week, 23 October 1988.

<sup>21</sup> *Le Soleil*, Quebec City newspaper, 6 January 2018, by Yves Therrien, page 30.

<sup>22</sup> Ernest Kirouac (1884-1945)

<sup>23</sup> Odilon Kirouac (1892-1950)

<sup>24</sup> Émile Kirouac (1895-1971)

<sup>25</sup> Marcel Kirouac (1901-1968)





Kirouac store located on Côte de la Fabrique in Old Quebec City was destroyed by fire during the winter of 1936.

(Photography: KFA collection)

In 1936, a major fire destroyed Joseph-Arthur's store<sup>26</sup>. But thanks to his sons' hard work, the store was rebuilt but at a different location, at the corner of Collin and Saint-Jean streets. This time all efforts were concentrated on importing toys, including electrical trains and educational games.

In 1942, Robert<sup>27</sup>, Ernest's son, got his start in business as manager of the retail bookshop *J. A. Kirouac* while his father was the president. In 1946, after his father's death, Robert bought *J. A. Kirouac Limitée* from his mother and became president and sole owner. In 1956, fire struck again, the store went up in flames and it was the end of the venture. In 1948, in Sainte-Anne-de-Baupré, Robert created a shopping centre comprising about twenty different stores, it was a great innovation at the time; this new concept became the ancestor of the North American shopping malls. In

<sup>26</sup> *Le Québec en cartes postales, (Quebec through coloured postcards) Editors: Pruneau & Kirouac, Club des cartophiles québécois (Quebec Postcard club), book 1, Charles Carrier, Yves Beauregard, Serge Juneau & Jean-Marie Lebel, May 1994, pp. 9.*

<sup>27</sup> Robert Kirouac (1914-1969)



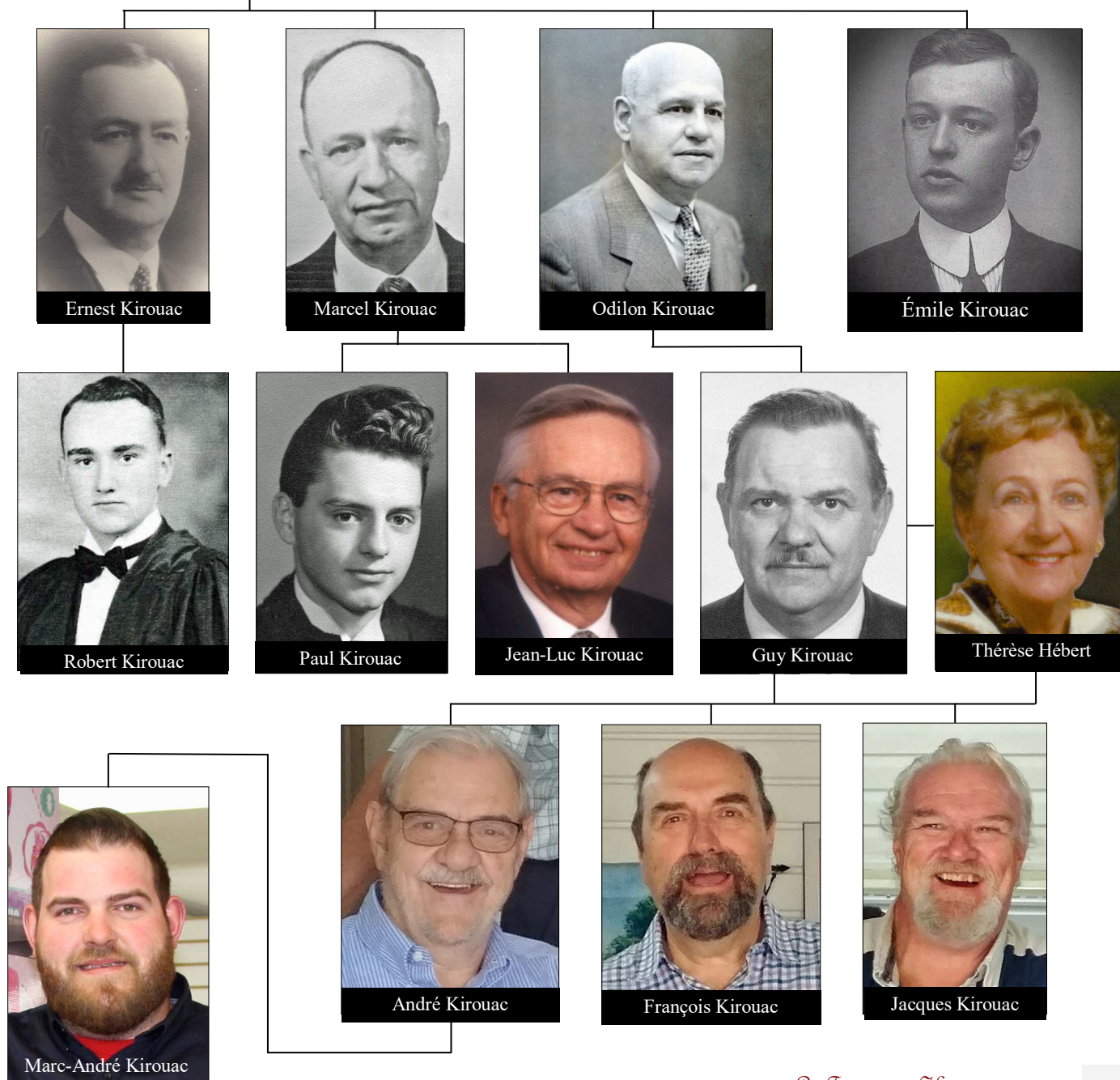
Kirouac store on Côte de la Fabrique in Quebec City  
(Photo : Quebec City Archives )

# Generation after generation there are Kirouacs in business



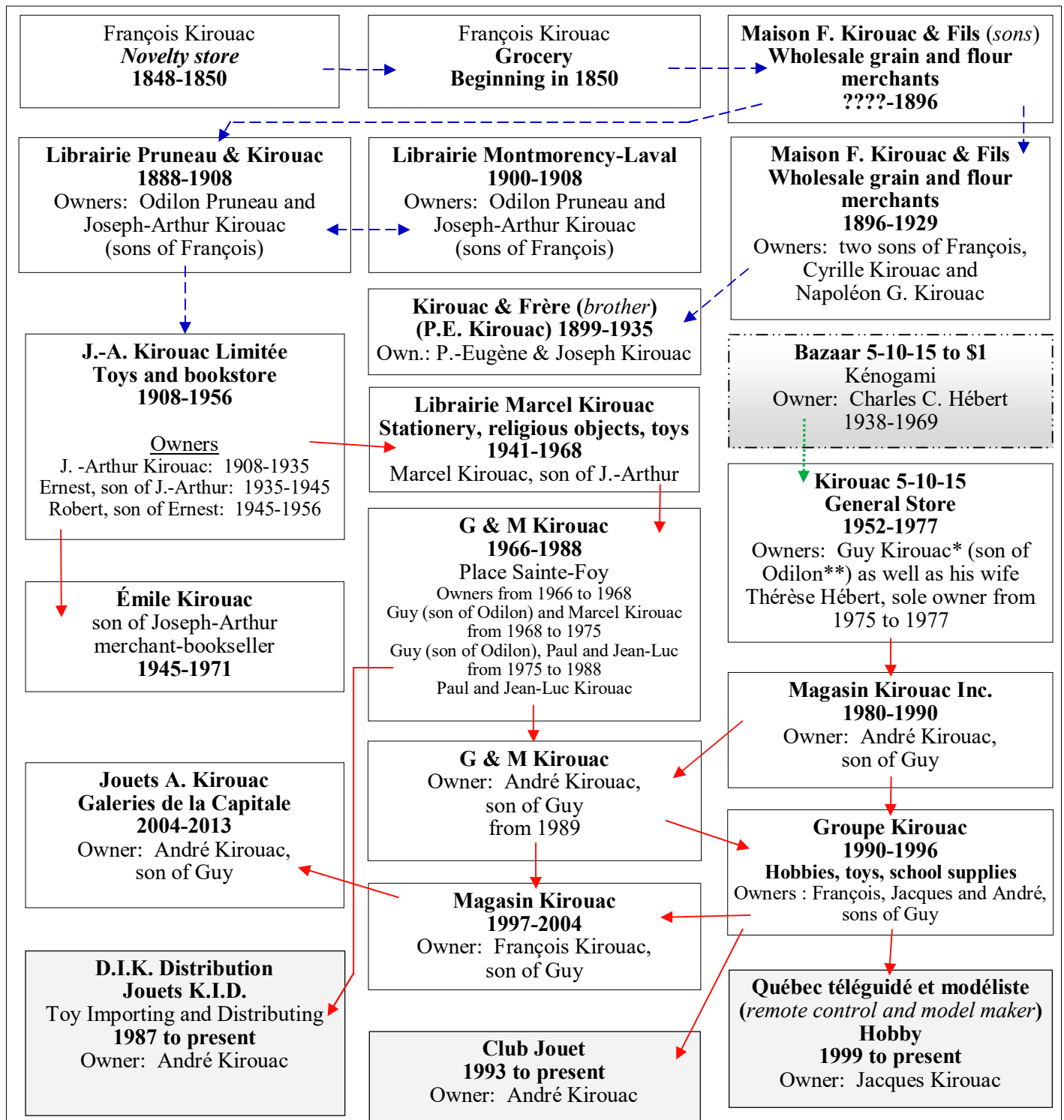
J.-Arthur Kirouac

The history of the Kirouac toy stores in Quebec City started with the opening of the first one called *Pruneau & Kirouac* in 1888 on the Côte de la Fabrique. Joseph-Arthur, one of Chevalier François' sons, started this family passion for the toy trade. André Kirouac, the present owner of *Club Jouet*, created twenty-five years ago, is the fourth generation of toy merchants in Quebec City; and, his son, Marc André, who seems very keen on carrying on this family tradition, is actively involved in the business.





# KIROUACS, A 170-YEAR COMMERCIAL PRESENCE IN QUEBEC CITY



\* From 1942 to 1970, Guy, son of Odilon and grandson of J.-Arthur, worked as a travelling salesman for his uncle Marcel who owned the **Librairie Marcel Kirouac** (bookshop).

\*\* For a number of years, Odilon, Joseph-Arthur's son, worked in his father's business; later he worked with his brother, Marcel, who owned **Librairie Marcel Kirouac**.

---> = Descendants of François

→ = Descendants of Joseph-Arthur



After the winter fire in 1936, *J. A. Kirouac Limitée*, moved to a new location at the corner of Collin and Saint-Jean Streets. Twenty years later, on 12 May 1956, once more the store was destroyed by fire. (Photo: Quebec City Archives)

his own shop, he sold Canadian handicraft products, wooden sculptures and souvenirs, all articles being designed and handmade by local craftsmen.

During the nineteen-forties, while Robert started working at *J. A. Kirouac*, his uncles, Odilon and Marcel, were still involved in the business. A few years later, Odilon joined Marcel who, in 1941, had started his own enterprise under the name *Librairie Marcel Kirouac*, a bookstore, on the 5<sup>th</sup> Street in Limoilou (one of six Quebec City districts, including Old QC and city centre). The specialties were children's books, religious articles and toys, sold either retail or wholesale. The wholesale business grew so rapidly that the company became an important supplier to many stores across Quebec and Canada.

Around 1945, after producing and selling Javel Water (bleach) and soap, Émile, like his father before him, launched a card business, including funeral, anniversary and postcards. He hired a photographer, Laval Couët, to take photos of Quebec City. He also hired an assistant, Mr. Vermette. Émile was very proud of the cards he produced and sold. After Émile died in 1971, his assistant, Mr. Vermette, carried on.

In 1948, Marcel's sons, Claude<sup>28</sup> and Jean-Luc<sup>29</sup> immediately after graduating, started working with their father and greatly contributed to the success and expansion of the family business. In 1952, after completing his accounting training, Paul did the same; however, he was replacing his brother Claude, also an accountant, who had died the

previous January. Guy<sup>30</sup>, Odilon's son, started working as a travelling salesman particularly in the Saguenay-Lake Saint-Jean region. This is how he met his future wife, Thérèse Hébert<sup>31</sup> who was then working in her parents' general store, *Au Bazar 5-10-15 à \$1* in Kénogami, Upper-Saguenay, Québec.

In 1952, most likely influenced by his wife Thérèse, Guy started his own business, opening a retail store on the 3rd Avenue in Limoilou, under the name *Kirouac 5-10-15* and ran it like his father-in-law, Charles C. Hébert's general store. Thérèse was general manager of the store while

<sup>28</sup> Claude Kirouac (1925-1952)

<sup>29</sup> Jean-Luc Kirouac (1927-2016)

<sup>30</sup> Guy Kirouac (1925-1975)

<sup>31</sup> Thérèse Hébert (1927-2014)





Kirouac toy store on the Third Avenue in Limoilou (near Quebec City) opened in 1952. (Photo: André Kirouac collection)

On 20 February 1971, a pyromaniac set fire to the store on Third Avenue in Limoilou causing \$100,000.00 in damages. The 33-year-old perpetrator was sentenced to 23 months in prison!.

her husband still worked as a travelling salesman. The twenty-five-year-old Thérèse was up to the task, having completed a commercial course with a major in administration and English. She quickly learned to juggle work and family as the couple raised five children.

In 1966, Marcel still owned the *Librairie Marcel Kirouac* on 5<sup>th</sup> Street, and noticing that commercial centres were promising ventures, with his nephew Guy, he decided to start the specialty shop *G & M Kirouac* at Place Sainte-Foy, a large shopping mall in Sainte-Foy (Quebec).

"On the night of the famous parade during Quebec City's Winter Carnival in 1971, fire<sup>32</sup> struck again. The Kirouac store located on the main shopping street in Limoilou, the 3<sup>rd</sup> Avenue, was a total loss as the fire destroyed the buildings where the store was located. In spite of this terrible setback, Guy rebuilt an even larger store." ... "The first three stores had burned



Photo: Quebec City Archives

down; however, according to family history, the Kirouac tradition had to live on so they always had to be resurrected."<sup>33</sup>

When Guy died in 1975, Jean-Luc and Paul, Marcel's sons, who managed the store in Place Sainte-Foy, bought Guy's share and carried on until that store closed in 1988. Even after retirement, Jean-Luc was still very much interested in the family enterprise, so he kept closely in touch with Guy's son, André. So, until his death in 2016, he was always involved in the perennial longevity of the Kirouac commercial enterprise as a consultant, including facilitating access to many suppliers.

After her husband's passing, Thérèse Hébert-Kirouac found herself in charge of the *Kirouac 5-10-15*. Hence, as a wise manager and mother, she asked her third child, André a forester, to join her. "... André remembers a family council held at the time; his mother and uncles<sup>34</sup> decided to entrust him with the leadership of the family business. "It was not part of my plans, says André as in 1975, I was working in forestry for CIP<sup>35</sup>, My mother made me come back to

<sup>32</sup> Criminal fire started by a 33-year-old man, convicted to twenty-three months in prison.

<sup>33</sup> *Le Soleil*, op. Cit. The three fires were in 1936, 1956 and 1971.

<sup>34</sup> His uncles Jean-Luc and Roland Kirouac.

Quebec City and change my career."<sup>36</sup> This important move marks the beginning of the family line that would ensure the Kirouac business activity to this day.

In 1980, Thérèse, André and François, another son keen on the family business, opened a **Kirouac** store at the corner of Saint-Joseph and de la Couronne Streets while the **Kirouac 5-10-15** also became a **Kirouac** store. Right from the start, André got involved in various business related associations like the Limoilou Merchants, the Merchants of Saint-Roch Mall, the Limoilou Chamber of Commerce and others.

In 1986, André and François created Gestion Kirouac; however, two years later, André retired from that administrative firm because the idea then was to open a chain of toy stores. Up to ten stores were opened including in Place Laurier and Galeries de la Capitale in Sainte-Foy, Sainte-Marie-de-Beauce, Saint-Georges-de-Beauce, Thetford Mines (south-central Quebec), in La Pocatière

(Lower St-Lawrence), Lauzon (north of Lévis, across the river from Quebec City). Unfortunately, the chain was discontinued in 2004 due to low rate of return.

In 1987, André created D.I.K. distribution (later renamed Jouet K.I.D. = K.I.D. Toys), an importing and distributing company that became an exclusive Francophone toy importing enterprise providing the opportunity to buy in quantity at a lower price and, of course, sell at a cheaper price. Part of the floor space in the Limoilou Kirouac store was temporarily used as a warehouse.

This is how and where André met his future wife, when Danielle Dion, the daughter of the owner of *Hobby Dion*, came to pick up her order. They were married in 1989. Eventually André bought *Hobby Dion*.

In 1988, when the Kirouac store at Place Sainte-Foy shopping mall was closed, André bought *G & M Kirouac* from Jean-Luc and Paul; that transaction enabled the opening a Kirouac store at Place Laurier Mall. André and Jean-Luc remained close partners for many years.

In 1989, Thérèse asked her younger son, Jacques, then working in Northern Quebec, to come back to Quebec City to assist his brother André who was ill at the time.

In 1990, Jean-Luc's son, Richard Kirouac<sup>36</sup>, suggested to create a financial society to ease the financing of the various subsidiaries and limit the financial burden for each one. Involved were André, François, Jacques, Thérèse, Roland and Jean-Luc. With time, the society included *K.I.D Toys (D.I.K.)*, *Magasin Kirouac*, *G&M K* and *Club Jouet*.

In 1992, the invasion of American big-box stores forced the creation on this side of the border of similar warehouse-type stores, even for toys, hence the creation of a 100% Quebec made toy warehouse store, in order to compete. Thus, on 29 October 1992, the very first warehouse store *Club Jouet*<sup>38</sup> opened its doors in Quebec City not only attracting the general public but also wholesale buyers<sup>39</sup> As André Kirouac, the present owner of *Club Jouet*<sup>40</sup> explains: "Our toys still demonstrate our cultural and linguistic identity. What we keep from the Club formula, is to offer the lowest price possible without the inconvenience of annual membership fees or membership card both limiting customers' access."

This new idea was first tested in Quebec City<sup>41</sup> in 1992 and became permanent in 1993. Today, *Club Jouet* not only runs a store but an



Gilles Kirouac, the youngest store watchman on Fifth Street around 1948.

<sup>35</sup> *Canadian International Paper*

<sup>36</sup> *Le Soleil*, op. Cit.

<sup>37</sup> *Associate of Dallaire, Forest, Kirouac, CPA, accountants.*

<sup>38</sup> *On Bouvier Street. Second largest toy buyer in the province of Quebec (source: Chantal Melançon, personal, summer 2017).*

<sup>39</sup> *Retail clients of K.I.D. and general public at Club Jouet.*

<sup>40</sup> *Le Trésor des Kirouac*, number 119, winter 2015-2016, p. 11.



online business selling around the world. Online sales are fast growing, and it is, of course, the way to do business now and for the future.

In 1999, Jacques<sup>42</sup> launched a store called *Québec téléguidé et modéliste* (Q.T.M.)<sup>43</sup> selling toys for adults, miniatures and “remote-controlled” models! Jacques says: “The difference between grown-up toys and kid's toys is the price.” He collaborated with the police and the Canadian army to create and produce various drones, i.e. remote-controlled engines, and organize their distribution.

In 2004, André opened a new shop in the Galeries de la Capitale Mall, called *Jouets A. Kirouac* and again puts the spotlight on the family name. But in 2013, after a difficult and negative lease negotiation, he put the key in the door. It was the last commercial enterprise bearing the name Kirouac. In spite of that setback, André still believes in the future.

If the closing of that Kirouac stores in Quebec City marked the end of an era, “the Kirouac family remains an important cog in the toy industry in North America. With its subsidiaries, 150 employees, the Kirouac Family Consortium is a very important player in manufacturing, importing and distributing toys to the French-speaking market.” So one could read in 2013 in Quebec City's largest daily, *Le Soleil*.<sup>44</sup>

“For the Kirouac Consortium administrator, the Quebec region represents a unique market in North America, explaining: “Try to find another large metropolis where one can count on the irreducible business enterprise like *Club Jouet and Benjo*<sup>45</sup> - selling

high class, and high quality toys - capable of firmly standing up to the American giants? Only in Quebec can you find such a phenomenon. If you can offer prices and services as good as those of the big wheels, Quebec people will always be faithful.”<sup>46</sup>

The Kirouacs also contribute to the success of people outside the Kirouac family. In 2013, André received a most touching testimony from one of his clients Michel Tremblay, owner of *Galerie du jouet* (toy gallery) in Alma (Lac-St-Jean East), who wrote: “Lina and I... are immensely grateful to the Kirouac family, particularly to Jean-Luc who made it possible for us to open our first store and later on Jouet KID (toy) for an association going beyond business.”

Looking back at the Kirouac business history and stories, André says he is very grateful for the work accomplished by his brother François and his wife Christiane Tanguay-Kirouac, who held various administrative posts for many years but are now retired.

“From Joseph-Arthur to André, four generations of Kirouacs followed in each other's footsteps within the family enterprise that never ceased growing.” ... “So André Kirouac, who is carrying on his great-grandfather's work, proudly says (in 1988) today: “Perhaps you, personally, have never yet bought at our Kirouac stores, but your father or your grandfather definitely have! Kirouac used to supply toys in the old days as it still does now to the whole Province of Quebec.”<sup>47</sup>

And today, at Club Jouet we still believe in the future and look forward to it. At the modern warehouse that sprang up from the ground, André enjoys the support of a competent team led by Mrs. Paule Rancourt (General Manager, K.I.D. Toy inc. On LinkedIn). The fifth generation of Kirouacs involved in toys is now holding the fort. As André's son, Marc-André declares: “I used to work in Quebec's far north operating heavy machinery; but for the past three years I have been back home and at the helm of the family venture.”<sup>48</sup>

As for Jacques, the manager of Q.T.M., the shop selling scale models and remote-controlled (drones) 'grown-up toys', is promoting the newest in that field and Q.T.M. is the reference in scale models, leisure activities and remote-controlled 'toys'. The business-minded Kirouacs are always and ever present in Quebec City!

#### Sources

- ◆ *L'Avis de Quartier*, local Quebec City newspaper, 23 October 1988, special issue produced for the SME (small & medium enterprise) week.
- ◆ Five Kirouac Generations Captivated by Toys, *Le Trésor des Kirouac*, number 119, winter 2015-2016.
- ◆ *Le journal de Québec*, (Quebec City daily) 12 April 2003.
- ◆ *Le Trésor des Kirouac*, number 103, Spring 2011.

<sup>41</sup> Other seasonal trial-shops were opened outside Quebec City.

<sup>42</sup> See *Le Trésor des Kirouac*, number 68, June 2002, pp. 35-37.

<sup>43</sup> On Henri-Bourassa Boulevard, in Quebec City.

<sup>44</sup> *Le Soleil*, 30 July 2013, by Gilbert Leduc.

<sup>45</sup> Charest Boulevard, Quebec City. One can also add Québec Téléguidé & Modéliste!

<sup>46</sup> *Le Soleil*, 30 July 2013, by Gilbert Leduc.

<sup>47</sup> *L'Avis de Quartier*, special issue for the SMS business week, 23 October 1988

<sup>48</sup> *Le Soleil*, 5 January 2018, Yves Therrien.



Photo: André Kirouac family collection

*The family of Guy and Thérèse (née Hébert) Kirouac: from left to right, standing at the back: Jean-Guy, one of the fifteen KFA founding members, his sister, Ginette, and François; sitting at the front: André, present owner of Club Jouet, an uncle, Roch Gaudreault, and his wife Yvonne Hébert, sister of Thérèse Hébert-Kirouac, and Jacques, owner of Québec Téléguidé et Modéliste (Quebec Remote-controlled Toy and model maker).*



*André Kirouac and his son, Marc-André, at Club Jouet, the day the Trésor des Kirouac editorial team visited the store in February 2018.*

*Proudly standing in front is Céline Kirouac, a long time KFA Board member and a cousin of André's father. She also contributed to the present article.*