

# Advertising poster

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Poster advertising the 1910 Montreal Winter Carnival from the “Montreal Standard” daily newspaper.

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Accession Number 2009.03.05

Date 1910

Materials paper

Technique printed

Measurements 58,3 x 47 cm

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## Historical context

As early as 1905, the weekly Montreal Standard published a retrospective of the week's activities every Saturday. In winter 1910, readers saw this ad inviting the public to the Montreal Winter Carnival, the world's largest toboggan installation.

Established in 1883, this first winter carnival in North America was reserved for the English-speaking elite. The event was designed to stimulate winter tourism in Montreal. First held in Dominion Square, the carnival brings together several regional amateur sports clubs for skating, snowshoeing, tobogganing, curling and sleigh rides.

The first ice hockey tournament was even organized here, and at the 1889 tournament, the Governor General of Canada, Lord Stanley, presented the triumphant team with the trophy that would eventually become the Stanley Cup.

The success of the first editions was short-lived, however. To boost its appeal, efforts were made as early as 1885 to involve the French-speaking population of the eastern part of the city, despite strong opposition from the Catholic authorities, who saw this as an opportunity to depart from the strict social framework they imposed. These efforts had little impact, however, as the carnival was first cancelled in 1886 and again in 1888, before finally ceasing operations in 1889.

It wasn't until 20 years later that large-scale winter activities resumed in Montreal on a few occasions, promoted by the local press as seen in this 1910 publication. Editions of the carnival were held in 1909, 1910, 1938 and 1961. The mixed success of these activities did not ensure that carnivals would be held permanently in Montreal. It wasn't until 1984, with the Fête des neiges de Montréal, that Montreal's winter carnival

was reborn for all citizens.

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