

Advertising poster

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White advertising poster with blue text.

Accession Number 2018.19.11

Period 2nd half of the 20th century

Measurements 48 x 69 cm

Historical context

This billboard invites passers-by to quench their thirst with a Fortier beverage. Elzéar Fortier is one of Canada's leading producers of non-alcoholic soft drinks. Producing from 1890 to 1963, he is best known for his ginger ale, lemonade, cola and cream soda. The factory is located at the corner of Rue du Roi and Rue Saint-Dominique, in Quebec City's Saint-Roch district. Initially known as Les Liqueurs Elzéar Fortier, the company changed its name to Liqueurs Fortier limitée in 1967, as shown on the poster.

This billboard was used by Société Radio-Canada for the filming of *Le Volcan tranquille*. This television series, created by Pierre Gauvreau and broadcast from September 10, 1997 to December 9, 1998, starred Emmanuel Bilodeau, Louise Portal, Andrée Lachapelle, Johanne Marie Tremblay and Marie-Chantal Perron. The show is a continuation of two Gauvreau series: *Le Temps d'une paix* and *Cormoran*.

Cormoran is about a young man who joins the Canadian army during the Second World War, and his return to a changing Quebec. It features a diverse cast of characters to reflect trends in Quebec society at the time.

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Photo by Victor Diaz Lamich

On display