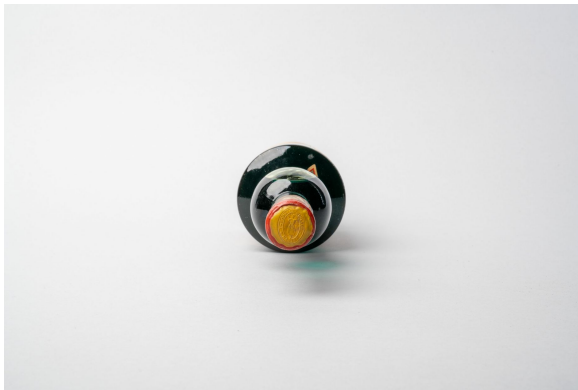


Bottle

<https://collections.pacmusee.qc.ca/en/objects/bottle-2019-032/>

Collections / From federalism to the end of the Second World War / bottle



Peppermint-Le Glaçon 17 oz. dark green glass bottle still sealed with yellow wax seal on top. The liquid is French syrup bottled in France. There are two different labels on the neck of the object, as well as on the main body and on the back concerning the contents.

Accession Number 2019.32

Marchand J. Alfred Ouimet

Fabricant / Éditeur Théophile Guillon

Date 1928 c

Materials glass, paper

Measurements 16,2 x 7 cm

Historical context

The Société des alcools du Québec (SAQ) celebrates its 100th anniversary in 2021 by displaying relics and artifacts from its history. This product, a “Le Glaçon – Peppermint” bottle made in 1928 for a Montreal merchant on rue Saint-Paul, J. Alfred Ouimet, and imported to Montreal by the Théophile Guillon distillery of Nantes, bears witness to a different era in Quebec customs, and to the presence of a particular

commercial import network.

Towards the end of the 1910s, Canada, like its American neighbors, adopted prohibition laws. Quebec decided to go its own way. Premier Louis-Alexandre Taschereau took the path of government interventionism. With the 1921 Alcoholic Beverages Act, the Commission des liqueurs du Québec was founded. It held a monopoly on the importation, transportation and sale of alcohol, and on the granting of permits for the territory. Alcohol was thus available to all citizens and tourists, and Montreal's cabarets enjoyed great popularity. However, the distribution network, with its screened outlets concealing the products and requiring the intervention of an attendant, was strictly supervised. Subsequent decades, with wartime rationing and a new temperance drive from the Catholic Church, brought about a reorientation. In 1961, the Régie des alcools was inaugurated, followed by the Société des alcools du Québec in 1971. Self-service outlets, expansion of the import market, availability of products in grocery stores and a presence at community events are just a few of the institution's interventions over the decades, giving it a symbol of government regulation while remaining at the heart of celebrations in Quebec.

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Photo by Victor Diaz Lamich