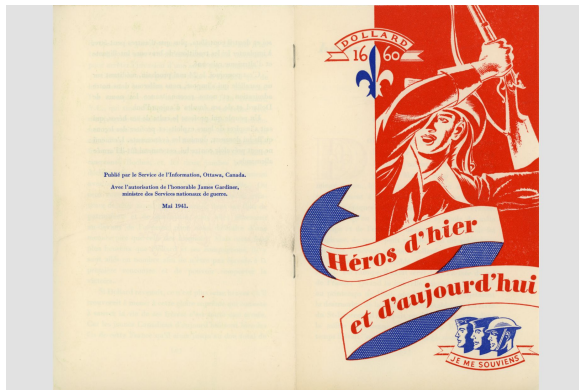


Brochure

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



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Dollard 1660 – Heroes of yesterday and today” flyer with red illustration of a soldier holding his rifle in the air.

Accession Number 2019.25.19

Date 1941-05

Medium and Support ink, paper

Measurements 20,2 x 12,7 cm

Historical context

During conflicts, the federal government sought to mobilize citizens in support of the war effort by invoking pride and nationalism. Extensive propaganda campaigns were developed to influence citizen action.

Since 1845, with the publication of François Xavier-Garneau's *Histoire du Canada*, the story of Adam Dollard des Ormeaux and the heroism of French participation in the Battle of Long Sault has gradually become a myth in the history of New France and the survival of the young post of Ville-Marie. From then on, Dollard des Ormeaux, an acclaimed hero, appeared in parades organized by the Société Saint-Jean Baptiste, in socks on the facades of Montreal monuments and at commemorative celebrations.

The myth, the scope of which has already been criticized by researchers, was used during the Great War to encourage the enlistment of French Canadians. At the turn of the 1920s, Abbé Lionel Groulx made Dollard the embodiment of the greatest values of the French-speaking people in his historical thinking, leading to the inauguration of a monument in La Fontaine Park. Dollard's birthday is celebrated there every year.

In 1941, the Information Service of the Department of National War Services reintroduced this brochure, which drew parallels between Ville-Marie and France, the Iroquois and the Germans, and Dollard des Ormeaux and the French-speaking heroes of the 22nd Regiment.

Distributed free of charge to young French-speaking adults, the brochure tried to convince them to enlist in the Canadian army to fight Hitler's forces, at a time when the number of volunteers in Quebec was rapidly dwindling. At the same time, the issue of conscription resurfaced and, as in 1918, tore the population of Quebec and Canada apart.



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