

Button

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This rectangular diaper pin badge in pink-coated metal with fine white lines features a blue inscription on two lines. It was produced by the Société Saint Jean-Baptiste de Montréal.

Accession Number 2022.12.44

Materials metal, paper, plastic

Measurements 4,4 x 7,1 cm

Historical context

This button bearing the words “For a French Quebec” was produced by the Société Saint-Jean-Baptiste de Montréal around 1980.

In 1834, Ludger Duvernay, publisher of the committed newspaper “La Minerve” and instigator of the Fête nationale on June 24, founded a society called “Aide-toi et le ciel t’aidera”, which in 1843 became the Société Saint-Jean-Baptiste (SSJB). Since its very beginnings, this organization has been actively involved in Quebec’s democratic life, at cultural, social, economic and identity levels. Today, its role is to protect and promote national history, Quebec independence and the French language. The SSJB created the Mouvement Québec français and is a member of the Partenaires pour un Québec français (PQF) coalition. In the history of the PQF, the coalition has, at various times, brought together some ten civil and trade union organizations: CSN, CSQ, FAE, SFPQ, UDA, Fondation Lionel Groulx, Mouvement Québec français, Mouvement national des Québécoises et Québécois, and of course the SSJB.

This button was designed as part of a poster campaign for English-language businesses on Sainte-Catherine Street in Montreal, probably in the late 1970s or 1980s, to promote the French language. The macaron was a particularly popular personalized advertising item between the end of the Second World War and the early 1990s.