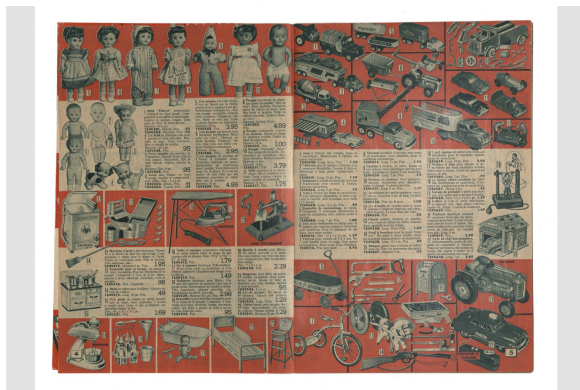
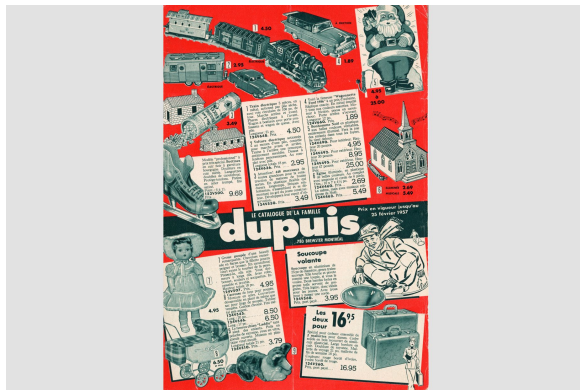


# Catalog

<https://collections.pacmusee.qc.ca/en/objects/catalog-2021-002-cat-013/>

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Dupuis Frères department store paper catalog for the autumn-winter 1957-1958 season.

Accession Number 2021.02.CAT.013

Date 1958

Materials ink, paper

Measurements 24,2 x 16,7 cm

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## Historical context

Dupuis Frères is Canada's largest French-language department store. Established on Montreal's rue Sainte-Catherine in the 1860s, Dupuis Frères began publishing and distributing a catalog throughout French-speaking Canada in 1921.

An important commercial asset, catalogs are an important indicator of the store's economic health. After the Second World War, Dupuis Frères experienced various socio-economic difficulties. With its black-and-white pages and monochrome color, this catalog is representative of this period. The Dupuis Frères postal counter closed for good in 1963.

Catalogs also bear witness to consumer society in Canada and Quebec at different times. This 1957 Christmas edition features a wide variety of clothes (2nd image), reflecting the advent of ready-to-wear clothing and the consumer society of the 1950s.

The vast selection of toys also marks the turning point in mass production during this period (3rd image). Although metal was still used, new materials appeared, such as rubber, of which some dolls were made.

The study of these toys also reveals certain social realities. At the top of the left-hand page, we can see a doll with black skin. The name given to

her, “n...”, underlines her otherness. It reflects the colonial stereotypes still prevalent in popular culture at the time. This type of product allows us to examine the history of minorities and their representations, past and present.

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