

Catalog

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Montreal department store Dupuis Frères fall-winter 1963-1964 full-color paper catalog.

Accession Number 2021.02.CAT.143

Date 1964

Materials ink, paper

Measurements 27,5 x 21,5 cm

Historical context

This mail-order catalog is one of four produced each year by Montreal department store Dupuis frères. Seasonal catalogues like this one are more extensive, while mid-season catalogues are lighter. Opened in 1921, the Dupuis Frère sales counter contributed to the store's development and popularity, enabling it to extend its influence beyond Montreal.

However, this 1963 catalog is probably Dupuis Frères' last. Faced with growing social and economic difficulties, the postal counter fell behind schedule and closed for good that same year.

The catalog also illustrates several societal realities of the 1960s.

Modernity is evoked in the last image, showing single, independent women, symbols of the modern Quebec woman. Since the 1940s, illustrators at Dupuis Frères have been striving to depict women in a more emancipated way, rarely shown without their families. From the 1960s onwards, photographers began to play a major role in this representation, supplanting illustrators, as can be seen here.

However, certain elements reflect a society still on the bangs of certain social realities. A doll, referred to as "n..." in the second image, testifies to the continuity of a certain colonial imaginary and its accompanying stereotypes, despite the social changes of the time. Indeed, from the

1960s onwards, activists in the Afrodescendant civil rights movement denounced the term and its racist character.

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