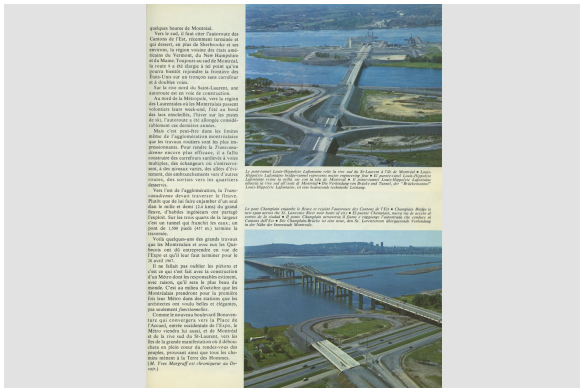
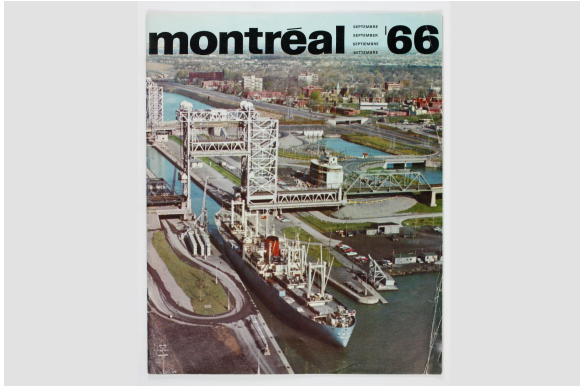


Magazine

<https://collections.pacmusee.qc.ca/en/objects/magazine-2010-023/>

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Montreal magazine published in September 1966, vol.3. No. 9. The image on the cover shows the St. Lambert Lock, at the entrance to the St. Lawrence Seaway, opposite Montreal.

Accession Number 2010.23

Fabricant / Éditeur City of Montreal

Date 1966

Materials paper

Technique lithography

Measurements 28,3 x 23,2 cm

Historical context

The cover of this issue of Montreal magazine, published in September 1966 and devoted in part to the St. Lawrence Seaway, features a view of the St. Lambert Lock as a ship passes through it. Montréal magazine, published from 1964-1968 in French and English, had the avowed aim of making the city of Montreal known abroad, and thus sought to establish a worldwide readership. Mayor Jean Drapeau wanted to “mark [his] desire for international cooperation”. The magazine informed readers of the latest news, and featured articles on Montreal’s culture, economy and infrastructure. This issue in particular featured articles on the newly built Autostade, an expedition launched from Montreal to Easter Island, the importance of the St. Lawrence Seaway to the metropolis’ economy, and the efficiency of the transportation network in the face of the projected influx of travelers for Expo 67.

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