

Ethnohistorical collection

Nameplate

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Collections / nameplate



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Wall-mounted nameplate for the Dupuis Frères department store. Made of bronze, it features the department store's logo. The 4 corners are decorated with a floral motif of 4 fleur-de-lis.

Accession Number 1992.26

Date 1938 c

Materials metal, bronze

Measurements 41 x 85,5 cm

Historical context

This identification plaque for Montreal department store Dupuis Frères was installed in 1938, along with 7 other similar plaques, at each of the store's Sainte-Catherine Street entrances. The logo is the store's first emblem, created in 1910. It's also the most iconic: as well as symbolizing the store's golden age, it represents its most popular visual identity. Indeed, although Dupuis Frères has had another logo since around 1930, this is the one chosen for these wall-mounted nameplates. 1938 marked the 70th anniversary of Dupuis Frères, and a banner year for the French-Canadian department store. The economic climate was marked by the end of the Great Depression, and consumers were beginning to regain confidence and purchasing power. Like other department stores, Dupuis Frères benefited from this economic recovery. This year, the store's facade was renovated to unify the various storefronts. The plaque shown here is part of this renewal. These wall plaques remained in place for 32 years. In 1970, they were removed when Place Dupuis was created. The 1938 facade was demolished to make way for modern, compliant buildings.

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Photo by Michel Julien

On display