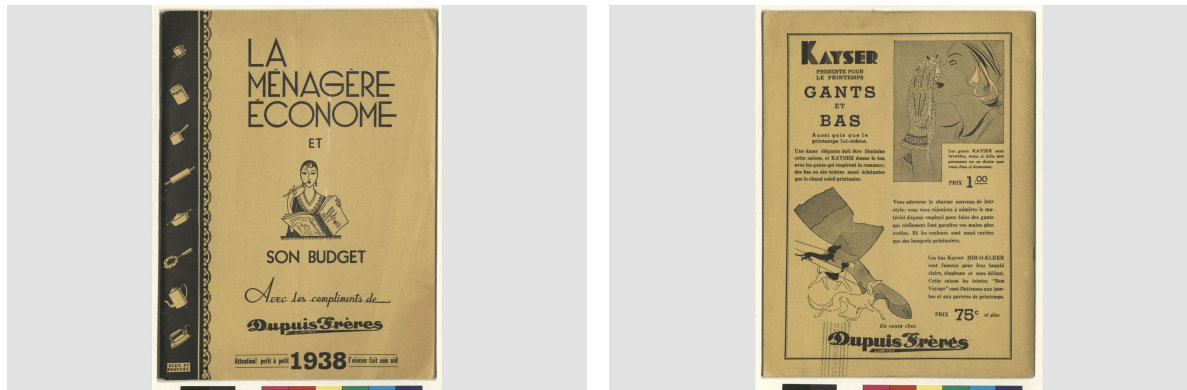


# Notebook

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Catalog for “La Ménagère économe”. The yellow cardboard cover features various inscriptions and illustrations, including the Dupuis Frères logo. The back cover features various commercial products, as well as a postal mark in the sock at bottom left.

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Accession Number 2021.02.CAT.174

Date 1938

Medium and Support ink, paper

Measurements 30,8 x 23 cm

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## Historical context

The “La Ménagère économe” catalog was produced between 1920 and 1940. Despite the presence of the logo of the Montreal department store Dupuis Frères, it was an independent catalog, offering a variety of products designed to appeal to the housewives of the time, women responsible for managing the home and raising children. Its main aim was to win the hearts of these women, who were responsible for the day-to-day running of their households. The “housewife” was a prime target for advertisers and retailers alike.

Distributed by post, as evidenced by the postmark on the back of this copy, “La ménagère économe” reaches households directly, guaranteeing wide distribution. Department stores like Dupuis Frères seized the opportunity offered by this catalog to increase their visibility. By positioning themselves on the pages of this catalog, these establishments benefit from a form of advertising that enables them to reach their target clientele directly.

In this case, it is assumed that Dupuis Frères paid a more or less substantial sum to appear on the cover of the catalog, thus guaranteeing maximum visibility. As a vehicle for traditional family values, targeting the housewife makes good business sense for Dupuis Frères. Moreover, this advertising strategy underlines the importance of the catalog as a marketing tool, and its crucial role in the domestic economy of the time.

