

Postcard

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Postcard in mauve-tinted monochrome.

Accession Number 2013.30.15.563

Date 1945 an

Medium and Support ink, cardboard

Technique industrial process

Measurements 9 x 14 cm

Historical context

This is a postcard from the Jeunesse ouvrière catholique (J.O.C.). This European movement for the working class was founded by Canon Cardijn in Belgium in 1925. It was established in Quebec in 1932, in the midst of the economic crisis. As soon as it was founded, 13 chapters were launched in the city of Montreal. Indeed, the economic crisis shook up many ideas, and attempts were made to find self-help groups in different spheres of society. Between 1931 and 1935, the Church launched a number of organizations whose aim was to train activists in their study or work environment. In the Yocist newspaper, we read about events, a summer camp, role models and even “propaganda week”. The Basque beret, the lunch box (reminiscent of the worker), the cross and the sheaf of wheat are all symbols of the Jeunesse ouvrière catholique.