

Postcards

Postcard

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Color postcard of Victoria Square with handwritten inscriptions.

Accession Number 2013.30.19.437ex1

Fabricant / Éditeur Unknown

Medium and Support ink, cardboard

Technique industrial process

Measurements 9 x 13,8 cm

Historical context

Several clues, such as the buildings surrounding Square Victoria and the pond (which disappeared during the First World War), suggest that this postcard probably dates from the turn of the century. This site, occupied since the 1810s as a hay market, was first named Square des Commissaires, after the residences of former captains and militia officers surrounding it (Gilles-Étienne Lecours and Pierre Foretier in this case). In the 1850s, it was landscaped with trees, a fountain and the pond shown on this postcard. Gradually, the old bourgeois dwellings were replaced by businesses such as workshops, grocers, florists and so on. From the 1860s onwards, the square was surrounded by sumptuous buildings and English-Canadian businesses, such as Henry Morgan's four-storey building on the corner of rue Saint-Jacques, built in 1865. On October 10, 1860, following a visit by the Prince of Wales, Albert, Montreal's city council decided to change the name to Square Victoria, in honor of the Queen. Governor General Lord Dufferin unveiled the statue of the Queen in 1872, created by Marshall Wood. Two major fires (1869 and 1872) and a flood (1886) marked the history of this site. A little later, several shoe manufacturers set up shop near the square, including Evans and Brothers in 1875. Then came banking institutions, such as the Bank of Toronto in 1893. The Eastern Township Bank ushered in a new era in 1909, with the construction of the neighborhood's first 10-storey building. Eventually, the Stock Exchange Tower was built in 1965 and a subway station in 1967. Montreal is the only city in the world (with the exception of Paris) to have a Parisian aedicule, modeled after Hector Guimard's, a gift from the French to

mark the collaboration between France and Quebec in the construction of the metro.

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