

# Postcard

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Color postcard (colored) of Bonsecours Market in the 20th century.  
Inscription in English. Card not used for mailing.

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Fabricant / Éditeur The Valentine & Sons Publishing Co, Ltd.

Period 20th century

Medium and Support ink, cardboard

Technique industrial process

## Historical context

This postcard, most likely printed in the early 1900s, at the height of the craze for this kind of tourist ephemera, was published by the British Valentine Publishing Company. It is marked “Bonsecours Market, Montreal”. This is no mistake: the place now known as Place Jacques-Cartier was known as Place du Marché at the time. Before the erection in 1825 of today’s Bonsecours Market, a stone building located nearby, this square was home to the city’s wooden market. The Valentine Publishing Company, based in Dundee, Scotland, published postcards depicting scenes from the UK, Canada, the USA and Australia. Founded in 1825 by John Valentine, the Valentine Publishing Co. began publishing photographic postcards around 1851, when the founder’s son James, who had studied daguerreotypy in Paris, took over the reins of the company. By 1900, the company had amassed over 40,000 photographs from the four corners of the globe. Hand-colored, the postcards were sold for pennies apiece.