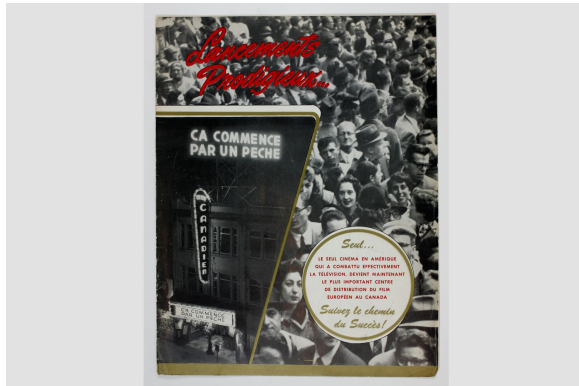


Publication

<https://collections.pacmusee.qc.ca/en/objects/publication-2010-160/>

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Program for the Cinéma Canadien, which was located on Ste-Catherine Street East.

Accession Number 2010.160

Date 1958

Materials cardboard, ink

Measurements 30 x 23,5 cm

Historical context

This is a 1958 program from Le Canadien cinema. It features the film “Ça commence par un péché”. It’s a German-Yugoslav production starring Ruth Niehaus, Viktor Staal, Lava Raki and Peter Carsten, based on a short story by Guy de Maupassant. As reported in newspapers of the time, it ran for over 19 consecutive weeks. Le Canadien” cinema is located at 1204 rue Sainte-Catherine, on the site of the former Ouimetoscope (North America’s first cinema dedicated exclusively to film).

The program bubble also reads “The only cinema in America that effectively fought television”. While cinema was in vogue in the 1920s and had replaced theater, which was in steep decline, the situation was quite different after the arrival of television in 1952. By 1960, 90% of Montreal households owned a television. The decline in popularity of these establishments is understandable.