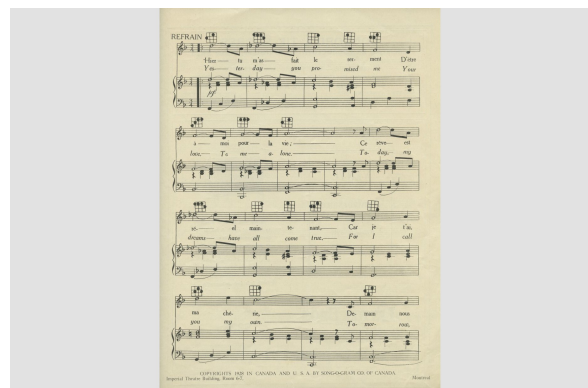
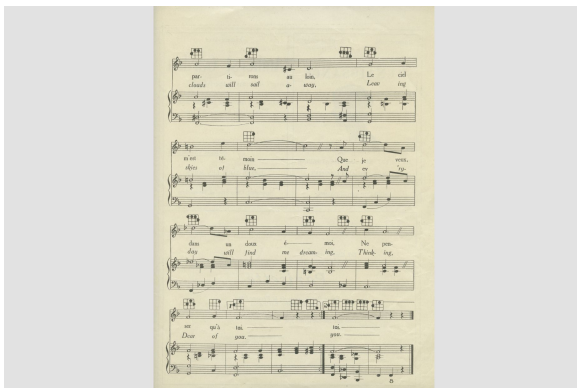
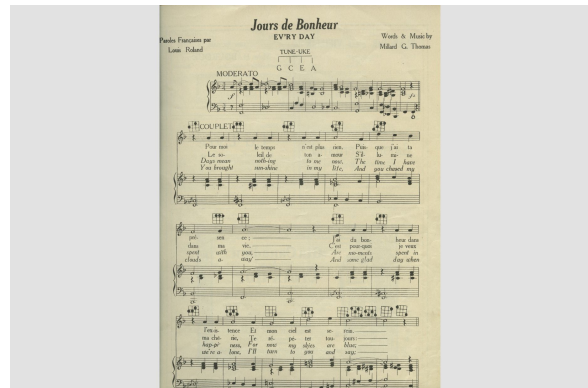


# Publication

<https://collections.pacmusee.qc.ca/en/objects/publication-2014-006/>

Collections / From federalism to the end of the Second World War / publication



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Publication by Théâtre Amherst; on the back, an advertisement for Brasserie Dow; inside, several ads for Montreal businesses.

Accession Number 2014.06

Period 1st quarter of the 20th century

Materials paper

Measurements 31,3 x 23,8 cm

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## Historical context

Produced in 1928, this film stars the famous actress Clara Bow as the embodiment of the new female role models emerging between the wars. Largely influenced by American culture, the feminine ideal of the period emphasized short dresses, make-up, cigarettes and alcohol. This figure of the modern woman broke radically with that of the Victorian era, and the Catholic Church in Quebec firmly condemned this symbol of the emancipated woman. As a result, the Catholic Women's League was founded in 1927 with the mission of promoting modesty in dress, and by 1933 had over 70,000 members in 18 dioceses across Quebec.

The winds of change and prosperity that swept through the major cities between the wars were accompanied by an urban culture of consumerism and entertainment, which developed in Montreal. The Montreal landscape boasted numerous theaters, including the Amherst Theatre, built between 1925 and 1926 on Sainte-Catherine Street East. In addition to its cinematographic programming, from the 1940s onwards the theatre presented shows featuring female impersonations, and became a popular venue for many women and artists from the Montreal entertainment world. The Amherst Theatre was one of the few places of its time to survive the decline in cinema attendance caused by the arrival of television in the late 1950s. In 1969, the Amherst

Theatre became the Harlequin before taking on its current name, the Olympia. The theater, located on Sainte-Catherine Street since 1925, is one of the most precious jewels of Montreal's cultural and architectural heritage.

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