

# **The Antics of 'Touristique' Ceramic:** **An Examination of Low-Priced Tourist-Oriented Mugs from Dollar Stores in Montréal**

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## **Abstract**

*Tourism in Montréal is an important part of the economy as well as a contributing factor to the urban organization of the city. In this study, ceramic mugs priced at one dollar were collected (or observed) from dollar stores and characterized by their iconography as either tourist-oriented or not tourist-oriented. The prevalence of the tourist-oriented mugs within the tourist districts and beyond the tourist districts was compared and the presence of souvenir shops in the tourist districts and beyond the tourist districts was considered. It is suggested that the lower prevalence of tourist-oriented mugs at the dollar stores within the tourist districts is the product of competition from souvenir shops, as well as the inaccurate definition of the boundaries of the tourist districts.*

## **Introduction**

When travelling, both locally and abroad, visitors often purchase souvenirs and postcards, take photographs and bring home stories and memories. Tourists visiting Canada are no exception. Canada is the ninth most popular country of destination for tourists (Hudson 2005: xv) and tourism in Canada accounts for 3% of the GDP of Canada through direct employment in the tourism industry (Volpe 2000: 5). Within Canada there are many urban, rural and natural attractions that continue to bring tourists to the country. The three most popular cities for tourists visiting Canada in 1996 (in decreasing popularity) were Toronto, Montréal and Vancouver (Dubois 1998: 45). Montréal, the second largest city in Canada and the second largest French-speaking city in the world, after Paris, has continually enticed tourists from all over the world to visit and explore its many historical, natural and modern areas of interest. In a historical study of tourism in Canada, 5.6 million tourists were said to have visited Montréal, spending 1.5\$ billion dollars in 1996 (Dubois 1998: 3). Within urban centers such as Montréal, tourist districts containing places and hosting activities geared towards tourists are present (Rossi 1998: 45).

In many of the more visited areas in Montréal, both souvenir shops and dollar stores sell tourist-oriented items, with the dollar stores selling the items at much lower prices. The term 'dollar store' will be used throughout this paper to describe an establishment selling some, if not all, of their products at the one-dollar price point. For this study, several "assemblages" of one dollar priced ceramic mugs from thirteen dollar stores were collected collaboratively by students of an archaeological methods class at McGill University. At a later date, five more dollar stores were visited (strictly for the purposes of this report) for further data collection. Considering whether the sites were inside or outside of the tourist districts in Montréal, a study was undertaken concerning the prevalence of tourist-oriented mugs within the tourist district and beyond the tourist district. It is suggested that the strong competition from souvenir shops in the tourist districts led to the lower percentages of tourist-oriented mugs in the tourist districts. As well, it is proposed that a lower than expected percentage of tourist-oriented mugs found in one tourist district can be explained by the poor definition of the boundaries of that tourist district.

## **Methods**

The initial dollar store sites for this study were chosen by McGill professor Stephen Chrisomalis for their accessibility by public transportation and their locations in various regions of Montréal (within a reasonable distance of downtown). On February 12<sup>th</sup>, 2008, up to twenty mugs (or twenty dollars worth exclusive of tax) were purchased from each of the thirteen dollar store sites. The selection of the items was intended to create a relatively representative sample of the mugs present at the store. On February 28<sup>th</sup>, 2008, five more dollar stores in areas of Montreal that were not visited during the collaborative collecting were visited, and the selection of mugs was recorded. The additional sites that were chosen were north of the Plateau district because there were no sites from the previous data collection from that area. These sites were also visited in order to have a larger amount of data such that a more robust statistical comparison could be made. These sites were obtained by using the keywords "variety stores" in a 'Google Maps Canada'<sup>1</sup> search of Montréal.

The mugs were systematically classified as either tourist-oriented or not tourist-oriented (tourist-oriented mugs from the initial data collection are listed in Appendix A). The motifs that were used to justify a tourist-oriented classification were the following: the written words *Canada*, *Québec* or *Montréal*, Canadian flags, maple leaves, Fleur de Lys and any other clearly nationalistic or location-representative designs. This proved to be very simple and there were no mugs in the assemblages that were found to be ambiguous. In evaluating the photos taken by students purchasing mugs at the various sites, it was verified that no tourist-oriented mugs were overlooked completely in the purchasing of an assemblage.

After consulting tourist-oriented maps of Montréal on several websites (Appendix B), a composite plan of the maps was created in order to determine the boundaries of the various tourist districts in Montréal. These districts were: Old Montréal/Old Port; Downtown (within which the Museum/University district, the Quartier Latin and Chinatown were located); the Village; the Plateau; and Little Italy. The sites were plotted on the map within or beyond the drawn boundaries of the tourist districts (Figure 1).

The amount of tourist-oriented mugs in the tourist districts was then compared to the tourist-oriented mugs in areas beyond the tourist districts using chi-square tests. This was conducted for the initial sites before the secondary sites were visited. Once the secondary sites were visited, the chi-square test was performed again for all of the sites. This P-value seemed far too small to be seriously considered. Since this P-value seemed to be caused by sites with large total numbers of mugs, an additional chi-square test was then performed with the exclusion of these sites. This is discussed further in the following section.

When there were nearly identical tourist-oriented mugs found at different sites, they were noted. The percentages of Québec-themed tourist-oriented mugs out of the total number of tourist-oriented mugs and out of the total number of all of the mugs were calculated for the sites where they were found within the tourist districts, beyond the tourist districts and for all of the assemblages.

In order to consider the hypothesis that the lower percentages of tourist-oriented mugs were found within the tourist districts because of competition from the souvenir shops, the distribution of souvenir shops was plotted on a map of Montréal with the tourist districts outlined. A search was undertaken using 'Google Maps Canada' and the Canadian online yellow pages<sup>2</sup> to create a representation (Figure 2) of all of the souvenir and gift shops that were situated in Montréal. The word "souvenir" was used in 'Google Maps Canada' and online yellow pages searches to find these locations. As well, the category of "gift shops" was examined, using the online yellow pages, to discern any additional souvenir shops on the Island of Montréal. These sites were not visited, but were used, taking their distribution into account, to consider a connection between the frequency of souvenir shops and the presence of dollar stores with lower percentages of tourist-oriented mugs. To assess the relative frequency of souvenir shops in the Downtown and Old Montréal/Old Port districts, the areas of the districts were calculated using 'Google Maps' on the website <http://www.acme.com/planimeter>.

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<sup>1</sup> The web address for 'Google Maps Canada' is <http://maps.google.ca/maps?hl=en&tab=wj>.

<sup>2</sup> The web address for the online yellow pages is <http://canada411.yellowpages.ca>.



Figure 1: The dollar store sites (from the initial and secondary data collections) were labelled by their alphabetical site name (labelled A, B, C etc.). The complete list of sites is present in Appendix C. The tourist districts (Downtown, Little Italy, the Village etc.) are outlined in blue and labelled by the name of that area. Eleven sites were located within the tourist districts and seven sites were located outside of the tourist districts.

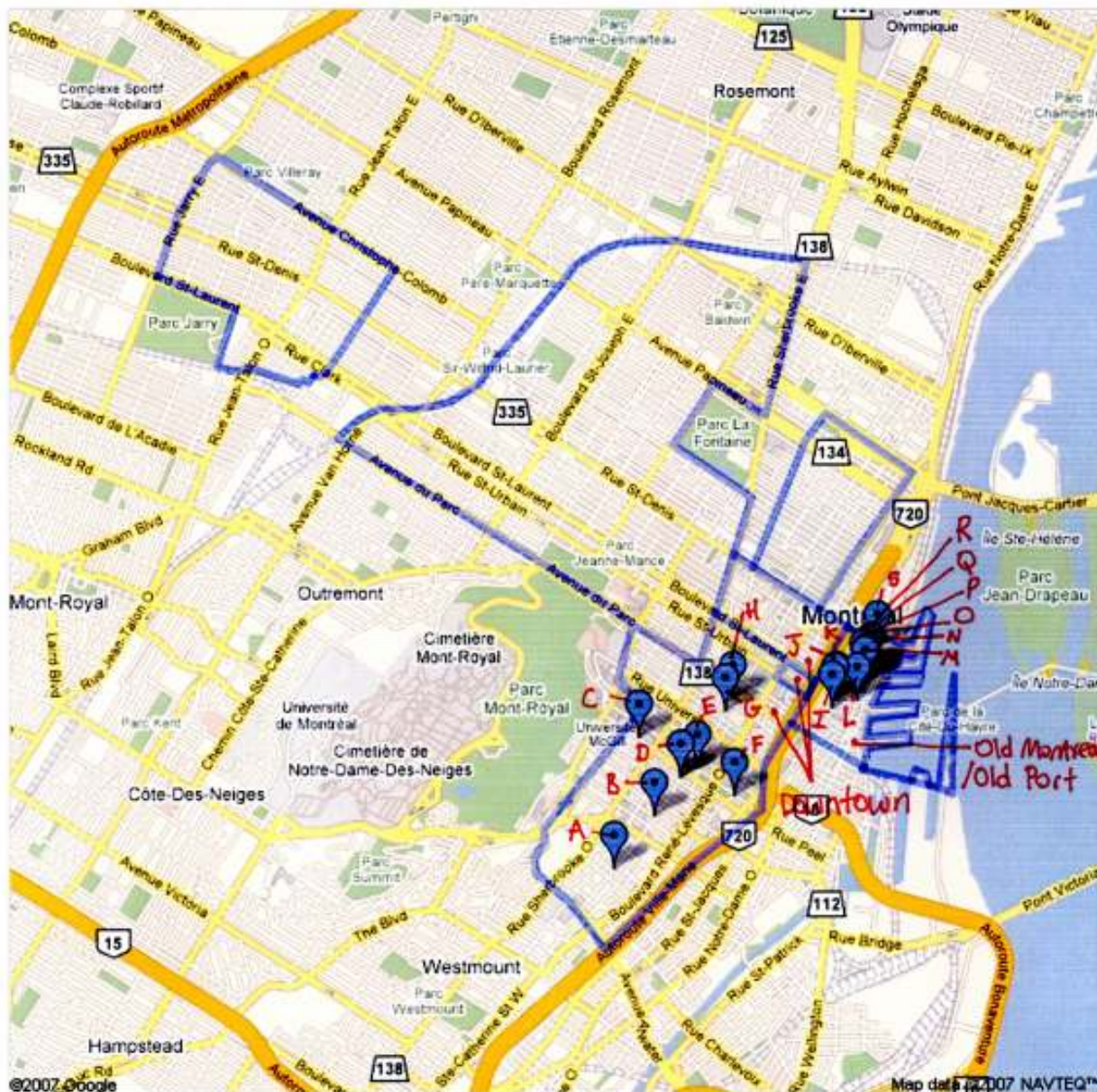


Figure 2: The distribution of the souvenir shops (labelled as A, B, C etc.) is shown throughout the tourist districts in Montréal. A complete list of sites is present in Appendix D. Souvenir shops were only found in the Downtown and Old Montréal/Old Port districts (20 sites).

**Results**

For the sake of clarity, the percentages of tourist-oriented mugs in the assemblages from the tourist districts and beyond the tourist districts were calculated, although they were not included in any statistical calculations (Tables 1 and 2). The average percentage of tourist-oriented mugs for the sites in the tourist districts was 5.84%, and beyond the tourist districts was 28.69% (Table 1 and Table 2).

<b>Assemblage</b>	<b>Total Number of Mugs</b>	<b>Tourist-Oriented Mugs</b>	<b>Percentage of Tourist-Oriented Mugs</b>	<b>In Tourist District</b>	<b>Which Tourist District</b>
<b>A</b>	21	8	38.0952381	Yes	Downtown (Museum/University)
<b>B</b>	20	2	10	Yes	Downtown (Museum University)
<b>C</b>	20	0	0	Yes	Village
<b>D</b>	20	7	35	No	N/A
<b>E</b>	20	6	30	No	N/A
<b>F</b>	21	0	0	Yes	Downtown
<b>G</b>	4	0	0	Yes	Downtown
<b>H</b>	6	0	0	No	N/A
<b>I</b>	20	0	0	Yes	Downtown
<b>J</b>	20	4	20	Yes	Plateau
<b>K</b>	20	4	20	Yes	Downtown (Museum/University)
<b>L</b>	16	0	0	Yes	Downtown
<b>M</b>	20	1	5	No	N/A
<b>N (comparative collection)</b>	N/A	N/A	N/A	N/A	N/A
<b>O</b>	139	0	0	Yes	Little Italy
<b>P</b>	294	14	4.761904762	Yes	Little Italy
<b>Q</b>	159	12	7.547169811	Yes	Little Italy
<b>R</b>	64	21	32.8125	No	N/A
<b>S</b>	466	136	29.18454936	No	N/A

**Table 1:** This table shows the amount of mugs classified as tourist-oriented and the percentages of tourist-oriented mugs within each site. Whether or not the assemblages were in a tourist district and the name of the tourist district, if applicable, is inscribed in columns 5 and 6 respectively. Sites A through M were the initial sites, site N is the comparative collection (not used in this study) and sites O through S were the sites visited during the second outing.

<b>Assemblage or Set of Assemblages</b>	<b>Total Number of Mugs</b>	<b>Tourist-Oriented Mugs</b>	<b>Percentage of Tourist-Oriented Mugs</b>
<b>Tourist District</b>	754	44	5.835543767
<b>Not Tourist District</b>	596	171	28.69127517

**Table 2:** The percentages of the tourist-oriented mugs for all of the mugs found from the sites within the tourist districts and beyond the tourist districts are shown in this table.

Considering the initial sites, significantly more tourist-oriented mugs were found to be at the sites beyond the tourist districts than at the sites within the tourist districts ( $P = 0.046437$ ) (Table 3). (Please see Appendix E for the values used to calculate the chi-square tests.) This result was unexpected, and so it was decided that several more sites would be visited in order to assess if this statistically significant correlation was indeed representative of the distribution of one-dollar priced tourist-oriented mugs in Montréal. After the secondary sites had been visited, another chi-square test was performed considering all of the sites ( $P=4.38E-30$ ) and again omitting only sites P and S because of the large number of mugs at the sites ( $P=5.38E-11$ ) (Table 3). All three of these comparisons suggested that the sites beyond the confines of the tourist districts had significantly more tourist-oriented mugs than those sites within the tourist districts. It was therefore decided that all of the sites would be considered, allowing for a more complete survey of the tourist districts as sites O, P, R, Q and S were the only sites situated in or near Little Italy.

Comparison	Significant Comparison	P value
Tourist-Oriented Vessels in Tourist Districts to Non Tourist District without sites O, P, R, Q and S	Yes	0.046437
Tourist-Oriented Vessels in Tourist Districts to Non Tourist Districts	Yes	4.38E-30
Tourist-Oriented Vessels in Tourist Districts to Non Tourist District without sites P and S	Yes	5.38E-11

**Table 3: This table contains the data of the statistical comparisons of the amount of tourist-oriented mugs within the tourist districts and beyond the tourist districts.**

Of the tourist-oriented mugs, only Canadian and Québec themed mugs were found at all of the dollar stores. The percentage of Québec-themed mugs out of the tourist-oriented mugs was 7.44% (Table 4). Since all of these Québec themed mugs were found in the area north of the plateau (sites P and S) and were in very close proximity, no statistical comparisons were undertaken.

Assemblage	Number of Québec-Themed Mugs	Percentage of Québec Themed Mugs of Total Mugs at Site	Percentage of Québec-Themed Mugs of Tourist-Oriented Mugs
P	8	2.72	57.14
S	8	1.72	5.88
Tourist District	8	1.06	18.18
Not Tourist District	8	1.34	4.68
All Assemblages	16	1.18	7.44

**Table 4: Québec themed mugs accounted for a very small proportion of the mugs from all of these assemblages and they composed a relatively small proportion of the tourist-oriented mugs.**

Many of the dollar stores were found to have near identical mugs in size, shape and iconography (Table 5). The metric data of these specific mugs is included in Appendix F.

Groups of Identical Tourist-Oriented Mugs

A-02 and M-06
A-03, E-11 and J-13
A-06 and J-07
B-06 and D-12
D-02 and K-02
D-14 and K-01

**Table 5: All of the pairs or groups of three shown in this table were nearly identical in shape, size and iconography. Photographs of these items are present in Appendix G.**

All of the souvenir shops were found to be within the tourist districts. More specifically, they were found within the Downtown and the Old Montréal/Old Port districts. There were 1.375 times more souvenir shops found within the Old Montréal/Old Port district (11 stores) than the Downtown district (8 stores) even though the area of Old Montréal/Old Port district (0.8412 km<sup>2</sup>) was approximately 4 times smaller in area than the Downtown district (3.441 km<sup>2</sup>). It is interesting to note that even with a relatively thorough 'Google Maps Canada' search, no dollar stores were found in the Old Montréal/Old Port district.

## **Discussion**

The extraordinarily significant comparison between the amount of tourist-oriented mugs at the dollar stores within the tourist districts and at the dollar stores beyond the tourism districts could be explained in a variety of ways. In this study, it is proposed that the dollar stores within the tourist districts contain less one dollar priced tourist-oriented mugs than the dollar stores beyond the tourist districts because of the competition within the tourist districts between those dollar stores and other higher-end souvenir shops and because the boundaries of the Little Italy tourist district were poorly defined.

Souvenir shops could have been preferred over dollar stores by tourists because of the simple and space-conserving layout of the dollar stores as well as their less-than-inviting outer decor. From field notes and from examining pictures taken from the sites, it could be seen that the inner and outer appearance of the dollar stores were sparsely decorated (if at all) and lit with fluorescent lights. Considering the apparent lack of money invested in presentation and the limited amount of space allotted to the mugs in dollar stores, these establishments appeared to be geared towards saving money and space (for both the vendors and the buyers). Unlike souvenir shops, the primary goal of these dollar stores was not necessarily to attract tourists in search of an authentic shopping experience to purchase in interesting souvenirs of their trip to Montreal. However, many of the dollar stores had at least two assemblages of mugs at each of the sites with one being tourist-oriented (with either Canadian or Québec themed items) and the other containing more household-oriented products. Where there was a tourist-oriented area of the store, it was always the most accessible and visible (sometimes even from the outside of the store) of the assemblages at the site. This, in and of itself, could have contributed to the potential popularity of these items among tourists.

All of the mugs purchased at the initial list of sites, as well as those visited during the second outing to the dollar stores, were made in China. Although this would imply an importation of mass-produced and potentially low quality ceramic ware, the fact that certain souvenir items were made in countries other than the one being visited is not always a deterrent to visitors. For example, consider Pleiku jackets purchased in Vietnam by American military personnel during the 1960s. Although the souvenir jackets were produced by Indian tailors, this did not deter some American military personnel from purchasing them as souvenirs (Dewhurst 1988: 48). The fact that all of the tourist-oriented mugs were produced in China may not have been the factor deterring tourists, as the popularity of souvenirs is not always reliant on them being manufactured in the area being visited. However, quality and uniqueness would certainly be compromised with the low prices of the dollar store mugs.

Souvenirs, as described by Volkman (1990: 91), are intended to help visitors remember the events, people and places that were a part of their experience in a certain location. Only Canadian and Québec themed mugs were found within the collection. The motifs present on the tourist-oriented mugs

were all quite simple. As well, replicas of tourist-oriented mugs were found across many of the sites. Considering the city of Montréal as a tourist attraction, one would think there are many more specific emblems that would better represent a trip to the city than a Canadian or perhaps even a Québec emblem. Tourists would potentially want to purchase items that were specific enough to help recall certain places or activities in Montréal, but no such mugs were found at the dollar stores. As with Jules-Rossette's article concerning tourist art in three African settings, tourists visiting the Masai wanted to purchase sculptures as a physical reminder of seeing the Masai people, and experiencing some part of their cultural life (1986: 54). The tourists were interested in obtaining a specific and unique reminder of their visit to a 'foreign' land. At the dollar stores, there were very few Québec-themed mugs, and the Québec-themed mugs that were found were very simple white mugs with the motif of a Québec flag. None of these mugs were found within the Downtown or Old Montréal/Old Port districts. The sparsely and non-specifically decorated tourist-oriented mugs from dollar stores (both Canadian and Québec-themed) were at a disadvantage to the more Montréal-oriented decorated mugs present at souvenir shops in the Downtown and Old Montréal/Old Port districts.

This is not to say that the more specifically decorated souvenirs that are being sold in the gift shops in the Downtown and Old Montréal/Old Port districts are one-of-a-kind works of art. Indeed, as described by Goldwater (1964), Mount (1974) and Cohen (1984), many souvenirs are cheaply made for the purpose of selling as many items as possible. This is most likely the case for much of the souvenirs found both at souvenir shops and dollar stores.

Souvenir shops are found to actually increase tourist activity in a certain location in that the presence of these stores adds a certain exclusivity to the location (as was found by Moser and Moser in their study of tourism in Obergurgl in the Tyrolean Alps of Austria (1986: 110)). Tourists seemed more interested in a site when there were many souvenir shops present at the location (Moser and Moser 1986: 110). The Downtown and Old Montréal districts, where all the souvenir shops were situated, are very central areas for the tourism industry in Montréal. Souvenir shops in the Old Montréal/Old Port district are present every few blocks, whereas, in the Downtown district, they are much less common. The large number of souvenir shops present in the Downtown and Old Montréal/Old Port districts, in and of themselves (and there are most likely many more that were not placed on the map), could be attractions to tourists reinforcing the interest in the location and containing tourists in the area.

With so many tourists visiting both the Downtown and Old Montréal/Old Port districts, and so many businesses geared exclusively towards souvenirs, it could be surmised that the owners of the dollar stores would potentially chose to offer less tourist-oriented products because of the competition from souvenir shops. These shops might offer a larger selection, higher quality, more elaborate and more city or province specific mugs that are available for higher prices. The one-dollar priced tourist-oriented mugs found at dollar stores are sold in areas with less competition from souvenir shops.

This supposed competition from souvenir shops does little to explain the lack of tourist-oriented mugs found in the other tourist districts such as the Village, the Plateau, and Little Italy, as no souvenir shops were found within these districts. There was only one site visited in the Village and one visited in the Plateau providing little concrete data about the region in general. However, Little Italy, a region situated north of the Plateau, had three sites located in a relatively small area. It would be suggested, in this case, considering the main tourist activities in the area are shopping along Saint-Hubert and at the Jean-Talon market, that the tourist-oriented area can be considered to extend below Sainte-Zotique (the southern boundary of Little Italy). The sidewalk on both sides of the streets of Saint Hubert is covered, facilitating a more pleasant shopping experience for locals and tourists alike. This covered sidewalk extends south along Saint-Hubert below Sainte-Zotique (beyond the tourist district of Little Italy), where many of the sites with a large percentage of tourist-oriented mugs were located. It is thus suggested that the area below Sainte-Zotique comprises part of a tourist-oriented district, although it is unclear whether it would be part of Little Italy or another tourist district altogether.

The absolute definition of boundaries is, of course, troublesome from the start, as it is unlikely that tourists would reach the edge of one district only to turn abruptly in order to remain within the defined zone. However, the districts provided a possibility to characterize the data with respect to a question concerning tourism in Montréal. It is probable that Little Italy is not the only district where tourist-oriented activities, places or events occur beyond the confines of the district. This could expand



the potential tourist market and hence extend the distribution of tourist-oriented mugs to sites beyond the tourist districts.

Sites D and E, situated close to Snowdon metro, beyond the tourist districts, were found to have very high percentages of tourist-oriented mugs. It is possible that large numbers of tourists visit this area as it is only a 15 minute metro ride away from downtown and the sites are easily accessible. Another possibility that could account for the distribution of tourist-oriented mugs throughout Montréal is that these sorts of mugs are distributed to many dollar stores along with large quantities of other mugs of variable designs without regard to where the stores are located (whether they are in a tourist-oriented area). Indeed, these stores in particular could be among many that receive tourist-oriented mugs as a part of a shipment of various low-cost, Chinese-made mugs. However, no details of the method of obtaining these mugs from distributors are known so this hypothesis cannot be substantiated.

The high prevalence of tourist-oriented mugs beyond the tourist district is therefore considered to be because of the competition from souvenir shops in the tourist districts and the poor definition of boundaries of the tourist districts. Although this statement does not encompass all of the data that was collected, it presents a possibility of explaining a very significant statistical relationship between the prevalence of tourist-oriented mugs in and out of the tourist districts. Certainly, there is much more work that could be done concerning this subject. An observational study of mugs in souvenir shops could be undertaken to facilitate a more robust comparison with the assemblages of the dollar stores. As well, as nothing is known of the decisions made in determining the mugs that are sold in dollar stores, a study could research how certain types mugs come to be sold at certain dollar stores. Nonetheless, notwithstanding the limited scope of this study, it could potentially contribute to understanding the organization of certain types of businesses in an urban setting depending on the level of tourism in the area.

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**Appendix A : List of Tourist-Oriented Mugs in Initial Collection**

Pictures of these mugs can be viewed at the website [www.dollarware.org](http://www.dollarware.org).

<b>List of Tourist-Oriented Mugs from Initial Collection</b>
A01
A02
A03
A04
A05
A06
A07
A11
B06
B17
D01
D02
D04
D06
D09
D12
D14
E07
E09
E11
E14
E15
E18
J03
J06
J07
J13
K01
K02
K03
K04
M06

**Appendix B: Images of Tourist-Oriented Maps from Two Websites Concerning Tourism in Montréal**

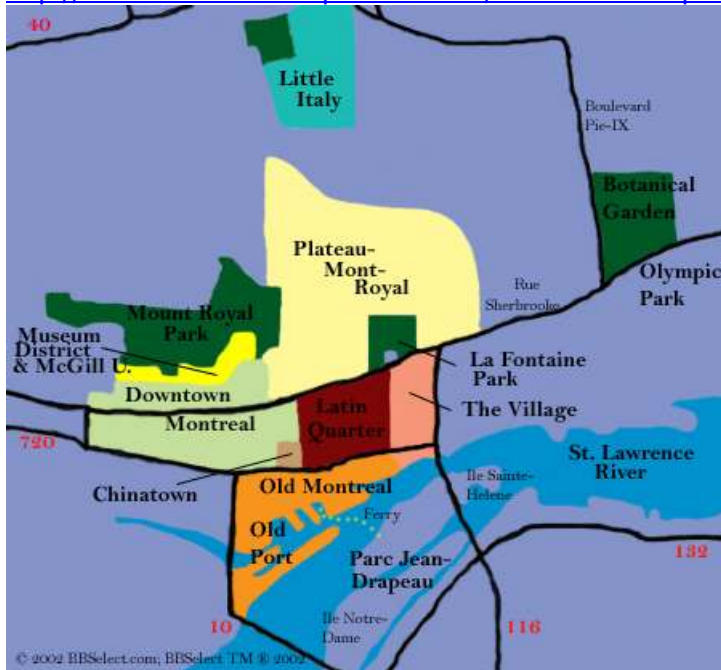
1. Montréal's Tourism Areas. Montréal Boutique Hotels 1997-2003.

<http://www.tourisme-montreal.org/services/maps/MtlNeighbourhoods.asp?SectionName=B2C>



2. Tourisme Montréal: Access and Maps. Tourism Montréal 2002-2006.

[http://www.montrealboutiquehotels.com/montreal\\_boutique\\_hotel.htm](http://www.montrealboutiquehotels.com/montreal_boutique_hotel.htm)



**Appendix C: List of Variety Stores**

Site A: Variete Dollar Depot  
1608 Lincoln

Site B : Le Meme Prix Plus  
1435 Guy

Site C : Luxe du Dollar  
830 Ste. Catherine E  
514-287-9781

Site D: Destination Dollar  
5333 Queen Mary  
(514) 481-2727

Site E: Dollar Queen-Mary/Dollartisanat  
4948 Queen-Mary  
(514) 342-6966

Site F: Dollarama  
1500 McGill College (Eaton Centre)

Site G: Mini Marche de Beaver Hall  
1085 Cote du Beaver Hall  
514-874-9394

Site H: Saaed Dollar Plus  
2489 Centre  
514-937-2091

Site I: Meilleur Prix \$1+  
Peel metro, 1465 Stanley

Site J: Maison Dollar  
4089 St. Laurent

Site K: Mini Max  
1500 Atwater  
514-846-0060

Site L: Monde du Dollard  
895 de la Gauchetiere O  
514-868-0424

Site M: Taty  
3483 Notre Dame O  
514-931-1584

**Appendix D: List of Souvenir Shops**

- Souvenir Shop A: Souvenirs De Bangkok  
1925 rue Sainte-Catherine Ouest Montréal, QC H3H 1M3  
(514) 938-2235
- Souvenir Shop B: Taj Mahal Souvenirs  
1395 rue Sainte-Catherine Ouest Montréal, QC H3G 1R1  
(514) 842-9195
- Souvenir Shop C: Le Monde Souvenir  
Montréal, QC H3A 1W7 (514)  
286-0001
- Souvenir Shop D: Super Souvenirs  
1126 rue Sainte-Catherine Ouest Montréal, QC H3B 1H4  
(514) 393-8697
- Souvenir Shop E: Super Souvenirs  
1126 rue Sainte-Catherine Ouest Montréal, QC H3B 1H4  
514) 393-8697
- Souvenir Shop F: Souvenirs Place du Canada  
1010 rue de la Gauchetière Ouest Montréal, QC H3B 2N2  
(514) 874-0601
- Souvenir Shop G: Souvenirs Ephesus  
482 rue Sainte-Catherine Ouest Montréal, QC H3B 1A6  
(514) 397-0360
- Souvenir Shop H: Jannat Souvenirs Inc  
370 rue Sainte-Catherine Ouest Montréal, QC H3B 1A1  
(514) 874-0860
- Souvenir Shop J: Souvenir Notre Ville  
40 rue Notre-Dame Ouest Montréal, QC H2Y 1S6  
(514) 982-0276
- Souvenir Shop K: Bob Souvenirs  
34 rue Notre-Dame Ouest Montréal, QC H2Y 1S6  
(514) 843-5352
- Souvenir Shop L: Souvenirs Neil Inc  
1 rue Saint-Paul Est Montréal, QC H2Y 1E9  
(514) 954-1934
- Souvenir Shop M: Mini-Souvenirs  
140 rue Saint-Paul Est Montréal, QC H2Y 1G6  
(514) 393-9541
- Souvenir Shop N: Souvenir Caribou  
161A rue Saint-Paul Est Montréal, QC H2Y 1G8  
(514) 798-1233

Souvenir Shop O: Souvenirs Polo  
153 rue Saint-Amable Montréal, QC H2Y 1E7  
(514) 871-8182

Souvenir Shop P: Souvenirs Kodiak  
170 rue Saint-Amable Montréal, QC H2Y 1E8  
(514) 393-8182

Souvenir Shop Q: Souvenirs Place Jacques Cartier Inc  
401 Place Jacques-Cartier Montréal, QC H2Y 3B1  
(514) 954-1348

Souvenir Shop R: Souvenirs l'Amérindien  
250B rue Saint-Paul Est Montréal, QC H2Y 1G9  
(514) 398-9989

Souvenir Shop S: Durga Souvenirs Inc  
383 rue Saint-Paul Est Montréal, QC H2Y 1H3  
(514) 397-0331

**Appendix E: Chi-Square Values for Comparisons**

Comparison	Chi-Square Values			
	Tourist-Oriented Mugs in Tourist Distric	Other Mugs in Tourist Districts	Tourist-Oriented Mugs Not in Tourist Districts	Other Mugs Not in Tourist District
Tourist-Oriented Vessels in Tourist Districts to Non Tourist Districts	44	710	171	425
Tourist-Oriented Vessels in Tourist Districts to Non Tourist District - site O, P, R, Q and S	18	162	14	66
Tourist-Oriented Vessels in Tourist Districts to Non Tourist District - site P and S	30	430	35	95



**Appendix F: Metric Data of Nearly Identical Groups of Tourist-Oriented Mugs**

<b>Specimen</b>	<b>Weight (g)</b>	<b>Top External Diameter (mm)</b>	<b>Top Internal Diameter (mm)</b>	<b>Height (mm)</b>	<b>Rim Thickness (mm)</b>	<b>Base Diameter (mm)</b>	<b>Volume (ml)</b>
<b>Comparison 1</b>							
A-02	405.1	84.2	76.0	97.4	4.1	82.9	335.7
M-06	406.6	82.6	76.3	97.8	4.2	83.0	343.1
<b>Comparison 2</b>							
A-03	374.8	82.0	74.1	95.7	3.9	79.9	311.3
E-11	341.5	82.8	75.5	100.7	3.4	79.7	340.7
J-13	346.0	80.4	70.9	94.6	4.6	80.5	314.6
<b>Comparison 3</b>							
A-06	370.2	82.4	73.9	96.2	4.1	80.2	327.3
J-07	366.3	81.1	74.0	95.5	4.0	80.1	341.0
<b>Comparison 4</b>							
B-06	370.6	79.4	71.3	95.6	4.2	79.4	311.0
D-12	362.2	82.3	70.9	97.4	6.9	80.5	337.0
<b>Comparison 5</b>							
D-02	338.5	83.9	71.8	91.4	6.9	79.0	345.9
K-02	367.2	81.3	69.0	97.7	6.1	81.6	332.4
<b>Comparison 6</b>							
D-14	329.3	81.0	70.0	96.8	5.5	79.0	351.0
K-01	372.9	81.7	72.4	96.8	4.4	82.5	317.7

**Appendix G: Photographs of Nearly Identical Groups of Mugs.**

**Comparison 1:**

A-02



E-11



M-06



**Comparison 2:**

A-03



J-13



**Comparison 3:**

A-06



J-07



**Comparison 4:**

B-06



D-12



**Comparison 5:**

D-02



K-02



**Comparison 6:**

D-14



K-01

