

Badge safety

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Metal badge topped with a beaver worn by the Dupuis store detective, circa 1970-1978.

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Marchand Dupuis Frères

Fabricant / Éditeur William Scully Limited

Date 1978 an

Materials metal, chrome

Historical context

The department stores that sprang up at the turn of the 20th century, with their size and multiple departments, proved to be living spaces in their own right. Such is the case of Dupuis Frères, a Montreal store dedicated to French-Canadians.

Numerous services, such as maintenance, delivery, catering and security, were put in place to ensure the smooth running of the store. This is illustrated by the badge worn by the Dupuis Frères store detective in the 1970s. His mission was to deter and apprehend people committing fraud and theft.

The beaver above the badge is no insignificant symbol. Through its important role in the founding of the first colonies and the expansion of frontiers via the fur trade, this animal gradually became a popular emblem. Featured on the coat of arms of the City of Montreal since 1833, Parliament recognized the beaver as the official emblem of Canada in 1975. As Dupuis Frère is itself a Quebec symbol, it's not surprising to find this animal on the store's insignia.