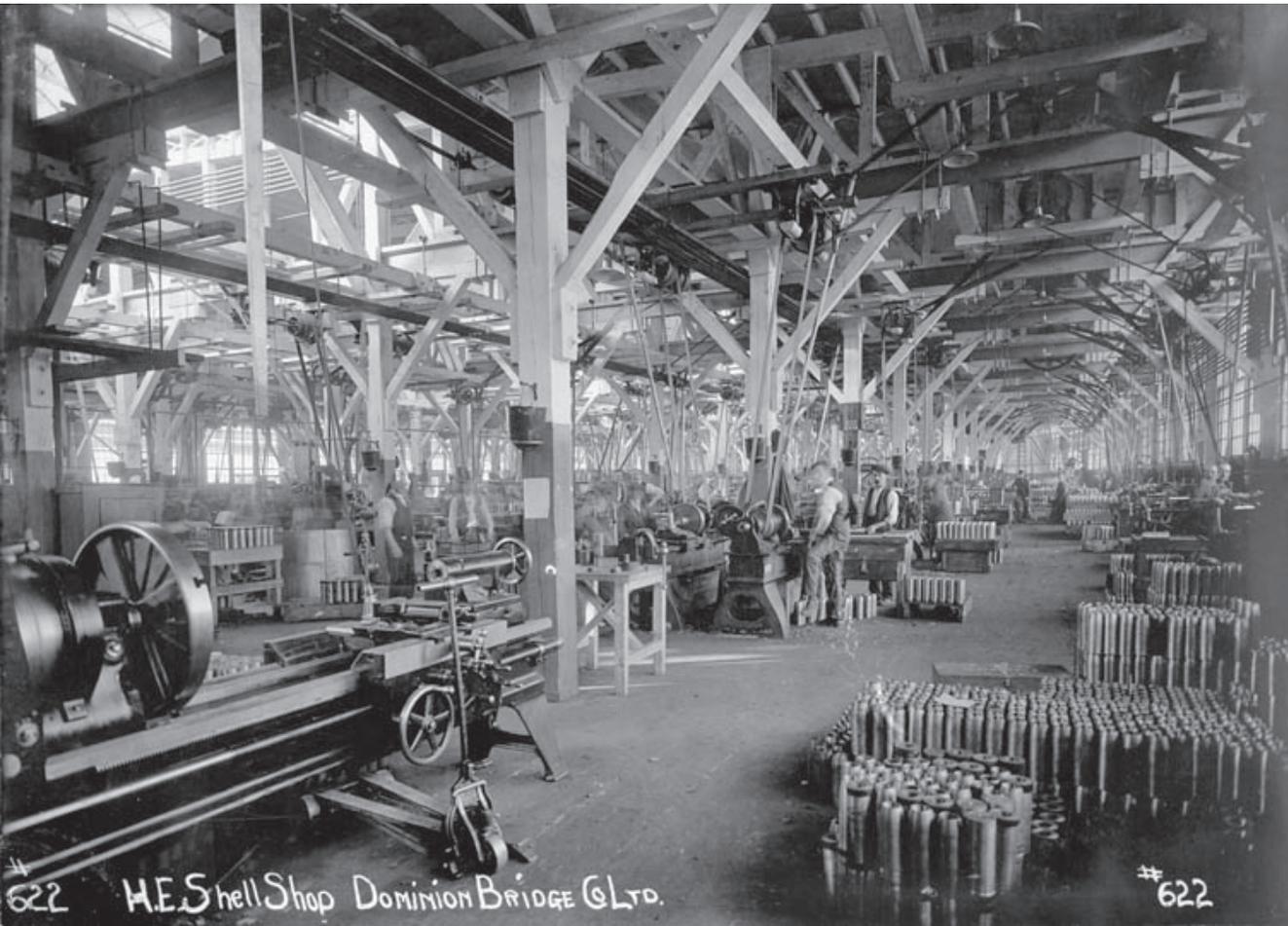


THE BUSINESS OF WAR

Canadian Businesses and the First World War

Canadian businesses participated in the war effort from the declaration of war in the summer of 1914. Though the vision of commercial involvement in the war is usually portrayed as corrupt and inefficient, Canadian commercial participation is actually much more diverse.



The exhibition, "The Business of War: Canadian Businesses and the First World War" will explore the ways that businesses in Canada took part in the war effort through the following four ways.

RECRUITMENT

The role companies played in the recruitment of soldiers, from encouraging their employees to funding battalions such as the Eatons Motor Machine Gun Brigade.

SUPPLY

The massed supply effort by companies like Dominion Engineering and the Ross Rifle Co. to outfit the CEF.

PATRIOTIC EFFORT

Promotional efforts by companies like the Christie Biscuit Company and Browns Cocoa to raise patriotic support by producing souvenir tins to mark the war effort.

MEMORY

The commemoration of staff that were killed in the war and reintegration of those who survived. The Ganong Chocolate Company and the HBC memorials respectively.

THE BUSINESS OF WAR

Canadian Businesses and the First World War

The exhibition will be available as a travelling installation in 2017 as part of activities associated with the centennial of Vimy Ridge.

LOGISTICS & COSTS

The completed exhibition will consist of 5-6 free standing pop-up panels, measuring 4' x 7' each, with two feature artefacts in cases measuring 2' x 1' x 3'. The host institution will not be expected to provide cases for the artefacts.

Space	168 ft ² with additional storage space for two packing crates.
Transport	Hosting institutions are responsible for transport costs.
Loan Fee	\$1500 with insurance included. Organisations that demonstrate financial need can negotiate to have the fee reduced.
Special	Security

ABOUT THE CANADIAN CENTRE FOR THE GREAT WAR

Our mission is to preserve, protect artifacts and archive related to the Canadian experience of the First World War and to inform Canadians of the same. We do not attempt to highlight the large historical events of the war, but rather present personalized narratives of the many experiences that touched Canadians during this period.

Contact us by telephone or email for further information
Tel: 514 788 6007 | Email: curator@greatwarcentre.com

[Version française disponible]

PANELS CONTENT

Themes

Recruitment: T. Eaton Company Machine Gun Battalion
Supply: Dominion Engineering, possibly HBC, Ross Rifle Co.
Patriotic Support: Christies Cookies, Browns Cocoa
Memory: Ganong Co, Thos Cook, Ogilvy's

Photographs (rights as yet unconfirmed)

Eaton Machine Gun Battery, February 8 1915.
T. Eaton Company Fonds, Archives of Ontario
(Reference F 229-308-0-2160)

H.E. Shell Shop. Dominion Bridge Co. Lachine, PQ.
Library and Archives Canada

A long way to Tipperary. Chapell & Co. Ltd [songsheet]
Canadian Centre for the Great War

Christie Brown & Co. Adelaide Street East [lithograph]
City of Toronto Public Library

Sgt. Low, Private Broomhall and Private Stuart at Bonaventure Station,
Montreal [1936] Canadian Centre for the Great War

[Memorial for Eaton's Employees killed in WW1]
T. Eaton Company Fonds, Archives of Ontario
(Reference F 229-308-0-1436)

Objects

[Cigarette tin] Capstan Navy Cut Cigarettes [c1914-1918] Canadian
Centre for the Great War

[Cookie box] Christie, Brown & Co, 1915.
Canadian Centre for the Great War

[Cigarette case] Rowntree's Cocoa [1914-1918]
Canadian Centre for the Great War

[poster] Canada's Tobacco Fund [c1915] Private lender

[Pamphlet] Passenger List RMA Ascania Cunard White Star Lines
[1936] Canadian Centre for the Great war

[Pamphlet] Canadian Legion Vimy Pilgrimage Thos. Cook & Son Ltd.
[1936] Canadian Centre for the Great War