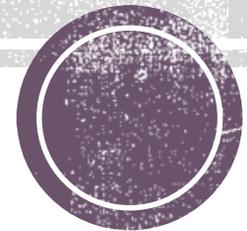




Roaring 20s for Canada

Canada in the 1920s



Strengthening Economy

- Early 20s recession, mid 20s start to improve
- Era of mass production (& consumption), in the US
 - cars and radio

POLO All-Wave AC
AW-5 Midget Receiver



1931 Radio

Ford
THE UNIVERSAL CAR

**Buy It Because
It's a Better Car**

Model T Touring Car \$650
(o.b. Ford, Ontario)

Get particulars from Ford Motor Co. of Canada, Ltd. Ford, Ont.





Woman Driver Amazes Seattle Crowd

"Mrs. F. E. Griff, driving an Oldsmobile DeLuxe Coach, surely 'showed 'em' what a skillful woman of 14 years of experience, and a good judge of distance can do with a car that can spurt, brake quickly, steer easily and turn 'on the edge of a dime.' In one of three obstacle races, . . . the one in which cars of 110 to 125-inch wheelbase contested in Seattle, the length of a long block, Mrs. Griff amazed the crowd during the one minute and 36 seconds in which she won. Boxes, barrels, packing

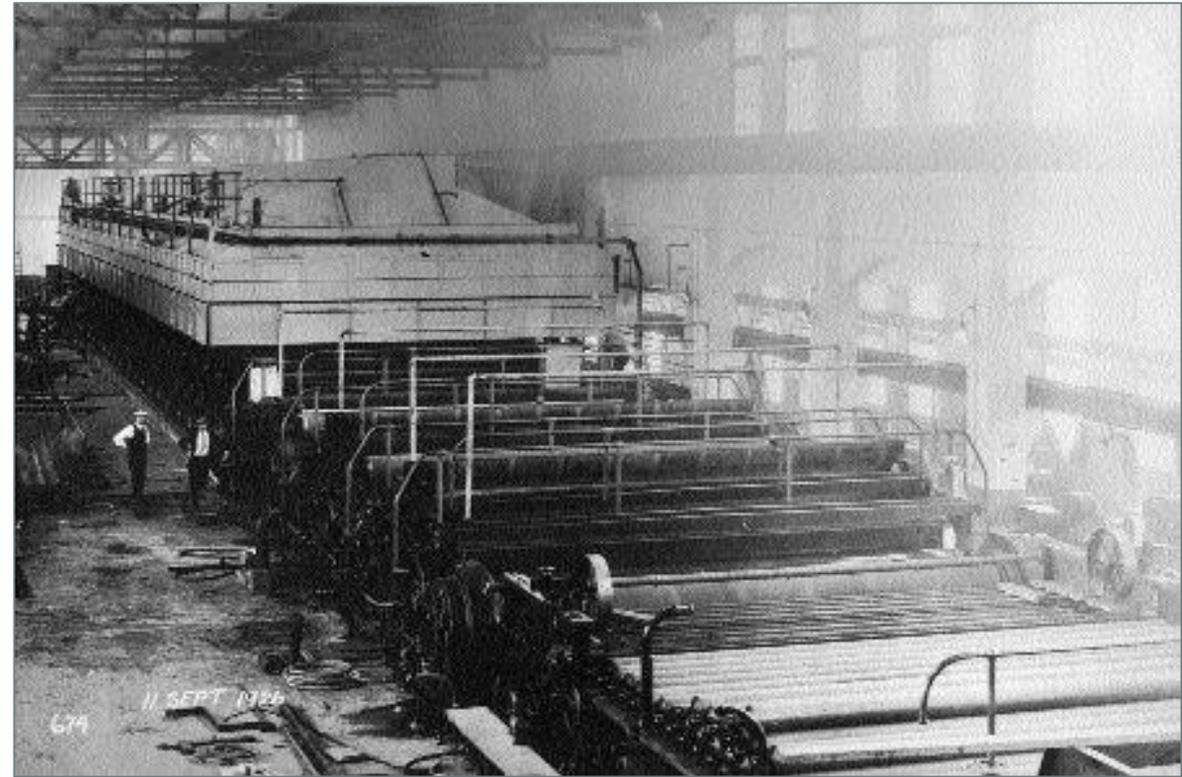
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Strengthening Economy

- Growth of natural resources and manufacturing (pulp and paper)
- Mining industry booms
 - Copper and zinc needed for electronic appliances
- US-Canadian trade increases
 - invests in Canadian mining and lumber
 - **Branch plants** created to access a wider market
 - Canada = primary industries / US = secondary
- American tourism into Canada increases



Paper machine, September 11, 1926



Strengthening Economy

“In 1995, when the National Income was \$558 billion, investment income payments to foreigners totalled \$49 billion.”
(Canadian Encyclopedia)



The Ford Motor Co.'s Plant, Ford, Ont., Canada, near Windsor

Ford's
Windsor
Branch
Plant 1913



Prohibition (of alcohol)

- Started during WWI to ration for soldiers (PEI the earliest in 1901)
- Not as strict as US prohibition
 - Beer could still be produced and sold to other countries, just couldn't be sold in Canada
- Consumption was illegal (buying or drinking it)





THE WAR ON WOMEN AND CHILDREN.

Liquor Traffic.—With these weapons I'm as deadly as ever, and I'll show you no mercy!



10.—It is un-British, because it is untruthful. It is a "fake," counterfeit Act. Although called a Prohibition Act, there is nothing like Prohibition in the entire Bill. It means liquor everywhere, but at a high price.

EVERY MAN WITH BRITISH BLOOD
IN HIS VEINS WILL VOTE "NO"

SPECIMEN BALLOT

Are you in favor of bringing the "British Columbia Prohibition Act" into force?	Yes.
	No. X

READ
THE
ACT!


MARK YOUR
BALLOT HERE

Copies of the Prohibition Act (complete text) may be obtained on request by Merchants' Protective Association, Room 24, Canada Life Building, Vancouver, (Phone Seymour 1111.)

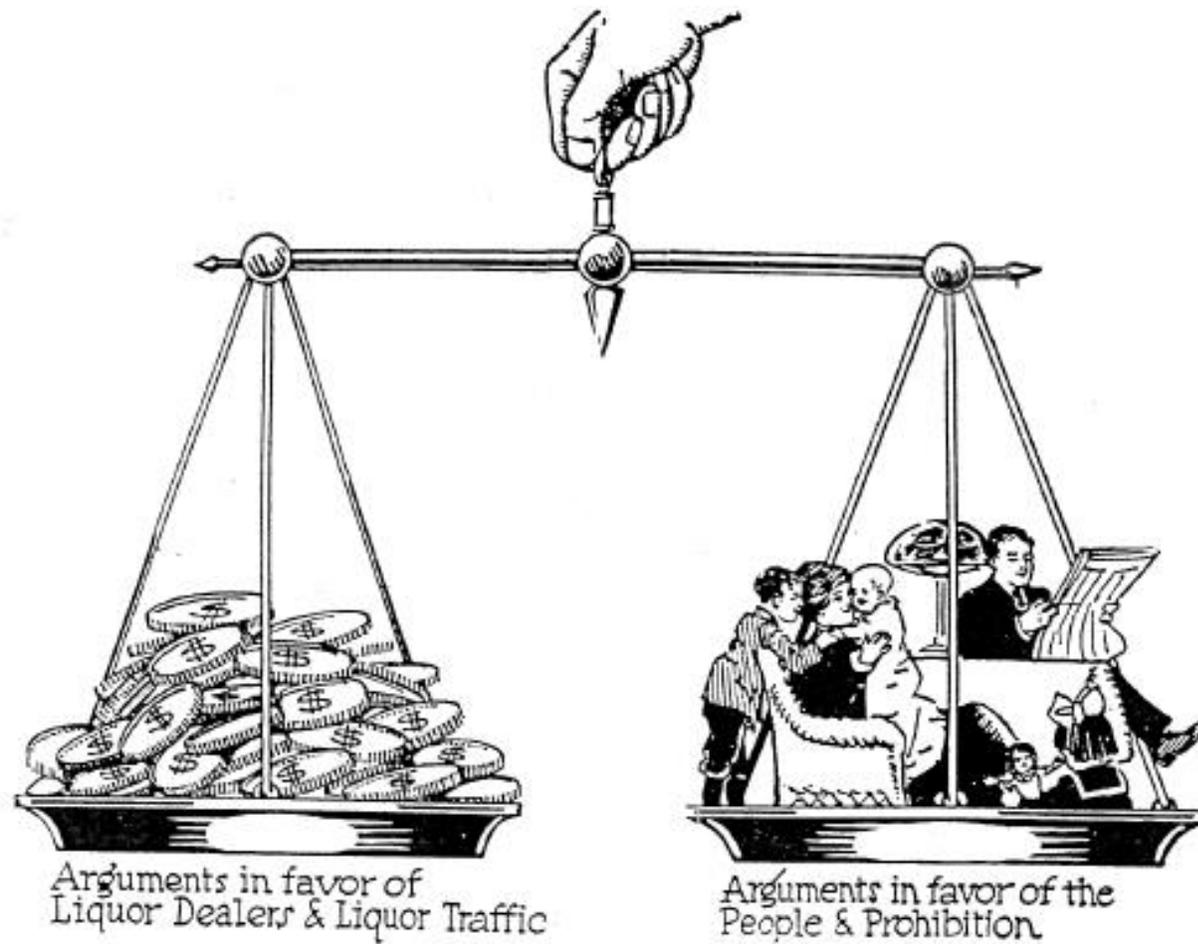


The B. C.

Prohibition Act

is Un-British

BECAUSE! —



BOOZE

How am I to cast my vote?

I am a voter in this Province, and it is up to me to decide.

Am I for Booze or the Water-Wagon?

The Winnipeg Evening Tribune, 4 March 1916



CHRISTMAS



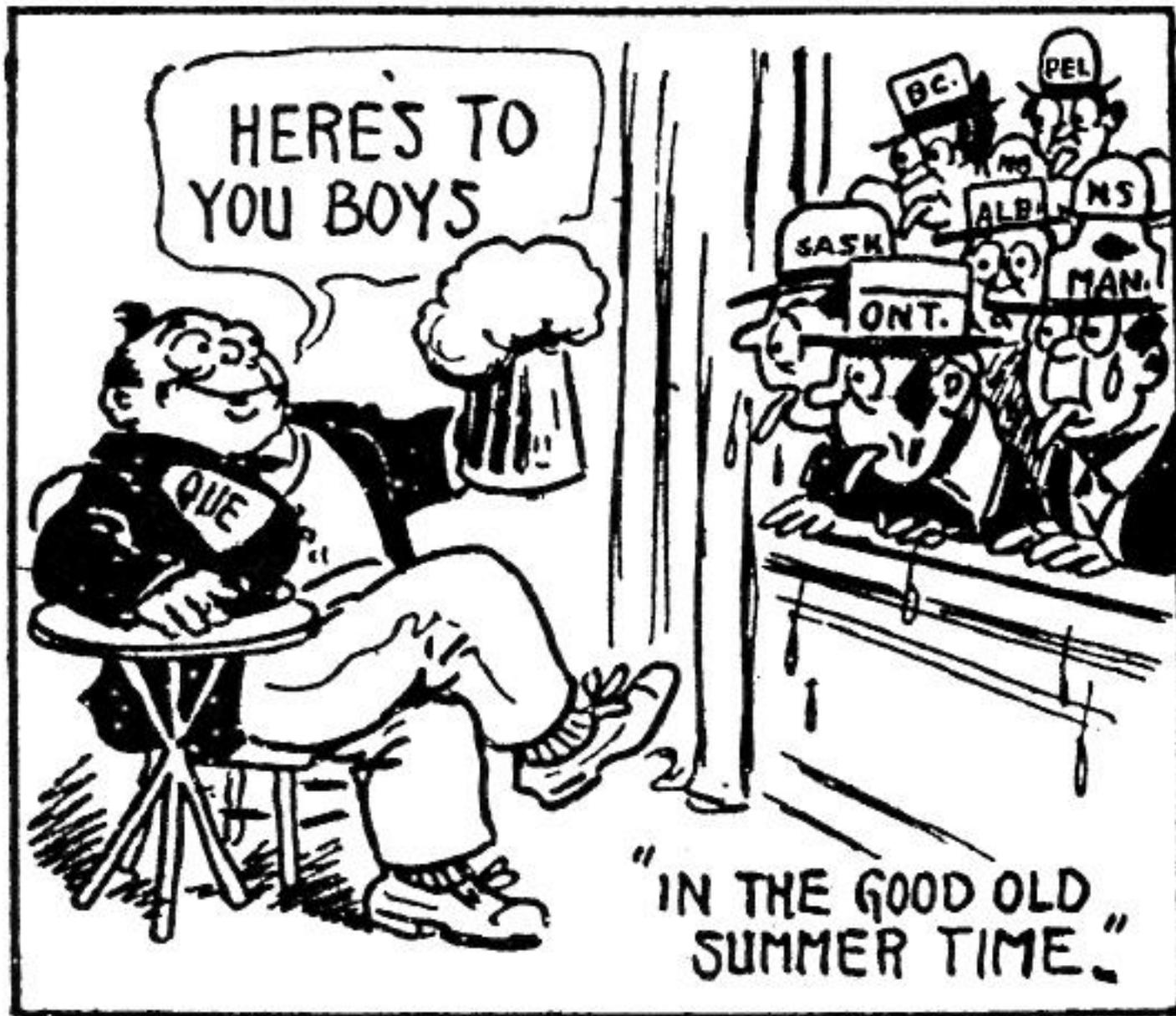
Before Prohibition



—And After

The Pioneer, 21 December 1917



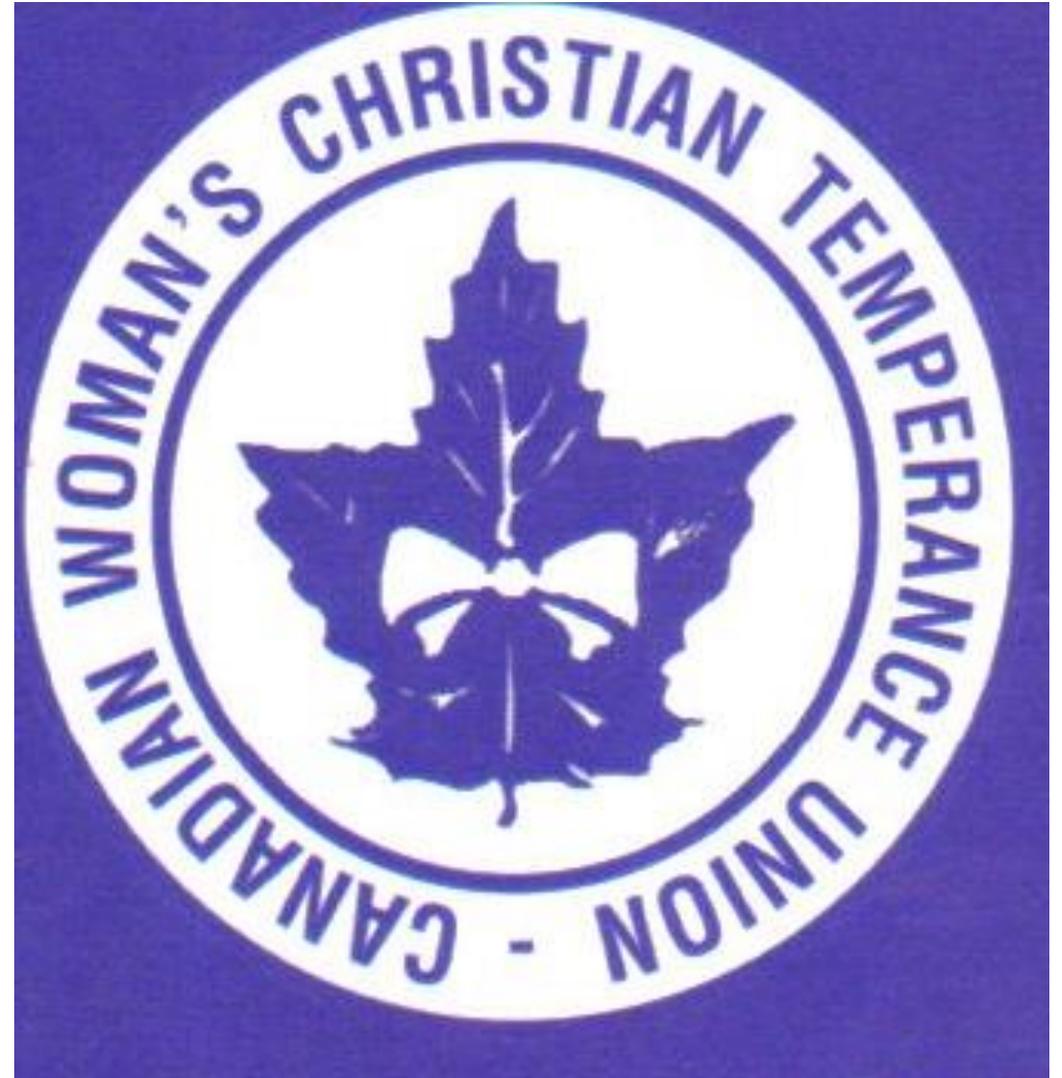


A. G. Racey, *The Montreal Daily Star*, 11 April 1919



Prohibition & Women

- **Women's Christian Temperance Union (WCTU)** pushes to ban alcohol
 - Canadians are in support of prohibition because they see alcohol as corrupting society





Sunday School Group

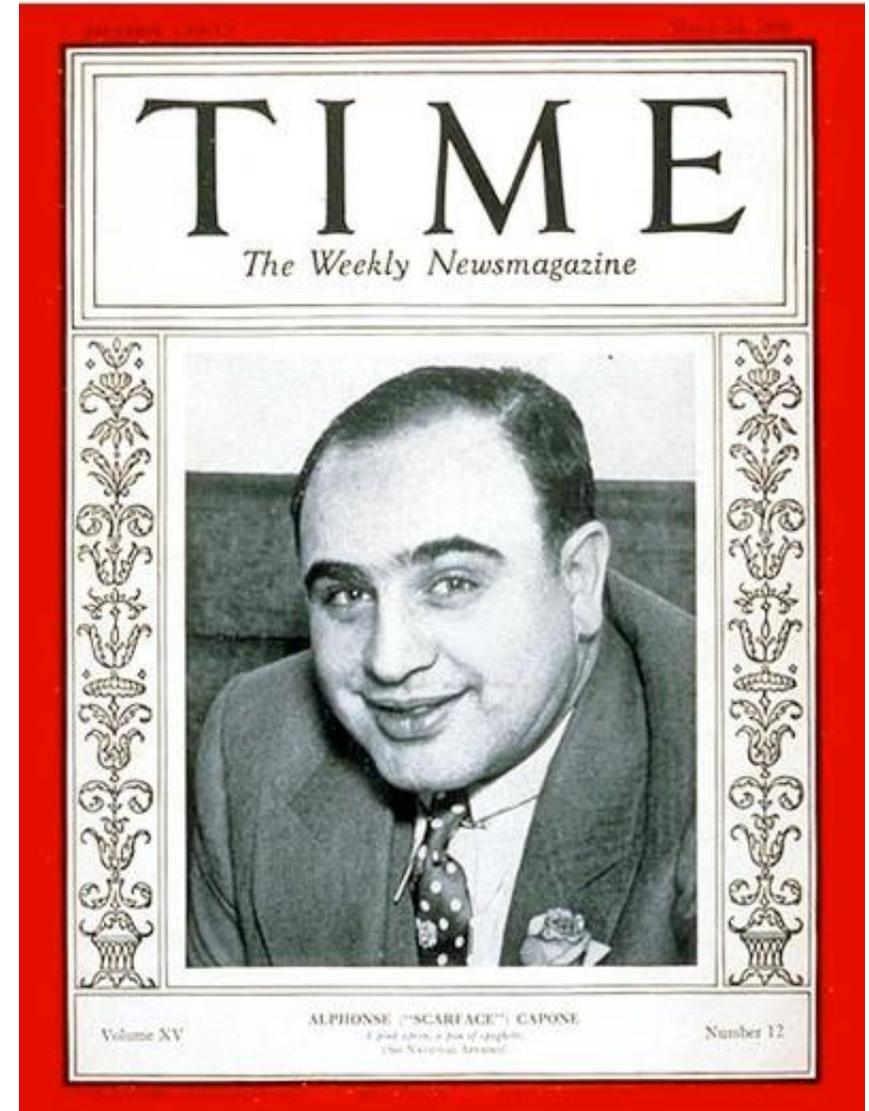
Hillhurst Presbyterian Sunday school group, Calgary, c 1912-16





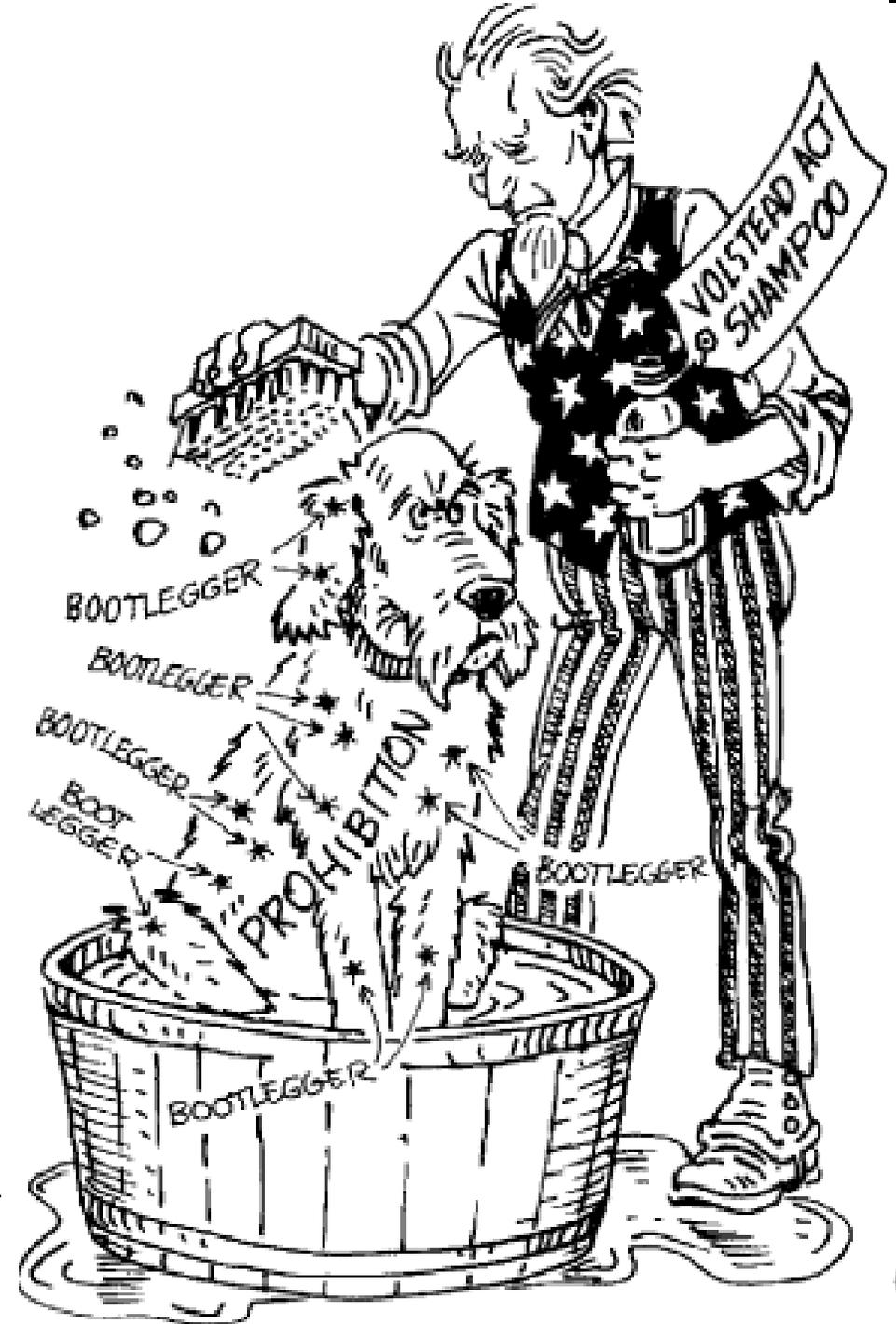
Prohibition and Bootlegging

- By 1921 all provinces voted it down
 - Quebec never had prohibition and their economy boomed with tourists
- Prohibition in the US continued to 1933
 - “rum-running” became big business in Canada



Prohibition and Bootlegging

(Volstead Act, formally National Prohibition Act)



YESSIR! I'M HERE ON A LITTLE
'BOOZINESS' TRIP'





Prohibition and Bootlegging

- Rum Running was not illegal for Canadians, only Americans
- Most of the trading was done out of Windsor, Ontario



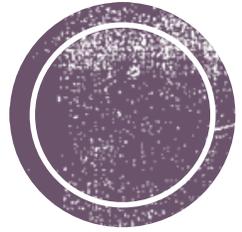
MOONLIGHT ON THE DETROIT—



(According to Press Reports.)

The Toronto Daily Star, 7 July 1920





**Is there a modern
equivalent to
prohibition?**



Urbanization

- Movement of population towards cities where businesses and industries are located
 - leads to less sanitary conditions
 - Poorer people move into the cities to find jobs
 - Affluent people live outside the cities



Granville and Hastings 1922



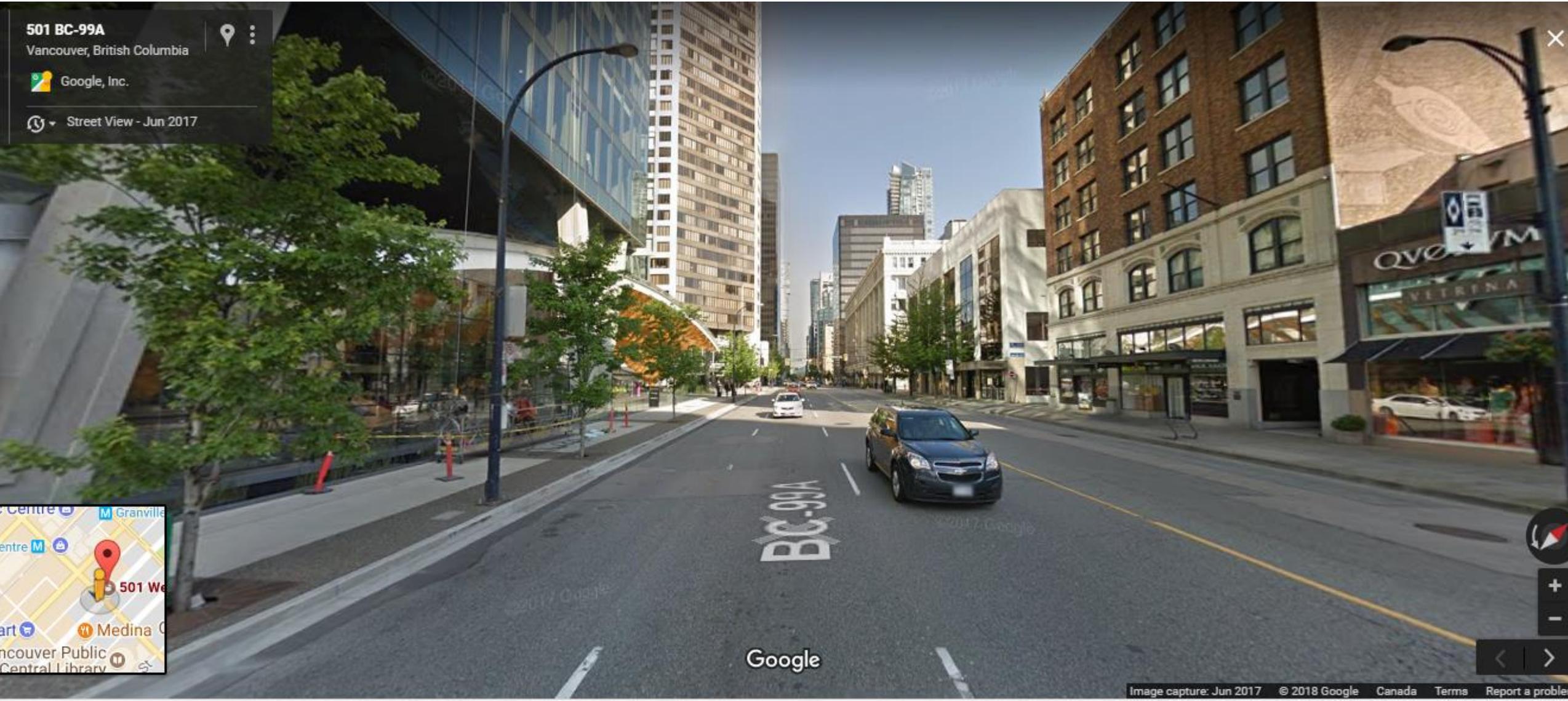
History Fun Fact!



1918



History Fun Fact!



Increased Mobility

- Cars became more affordable and available to the masses
 - The affluent could then live outside the city and drive to the city to work

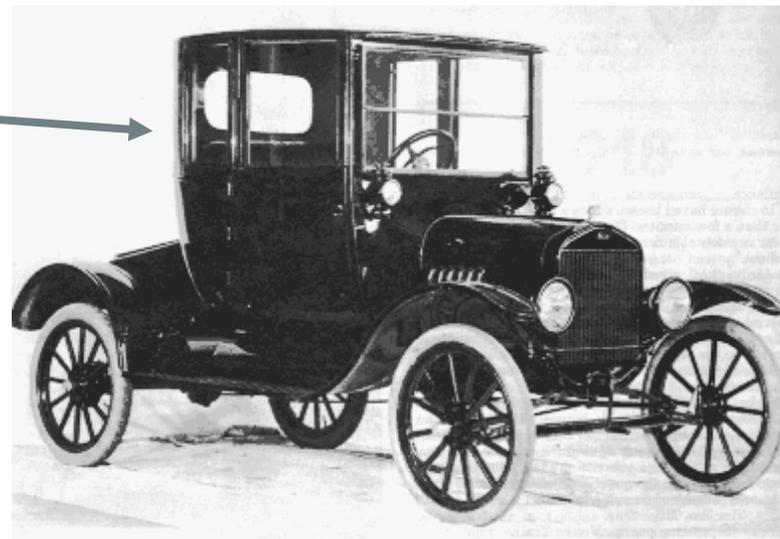
Ford High Body Model T 1919

-Model T is the first *mass produced* car

-1914 one Model T produced every 24 seconds

-First Model T 1908 for \$850

-1919 price approximately \$300



Increased Mobility

- People living in cities will use the inter-urban rail lines to travel
- Lower Mainland's interurban rail eventually ran from Steveston all the way to Chilliwack (1950s)

1905



BC
Electric



1907



WRIGLEY'S MAP OF GREATER VANCOUVER

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BY

ROY WRIGLEY LTD

300 WEST PENDER ST.
PRINTERS & PUBLISHERS

MULTIGRAPHING

MAILING LISTS



LEGEND

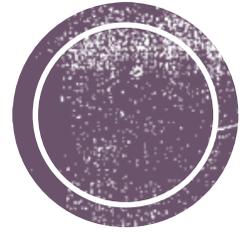
- ARTERIAL ROADS.....
- STREET CAR LINES.....
- STREET CAR NUMBERS.....
- BUS ROUTES.....
- INTERURBAN LINES.....

Increased Mobility

- Planes were becoming more widely used for research and access to remote areas
 - But not used by the masses as often



Aerial view of Montreal, 1920

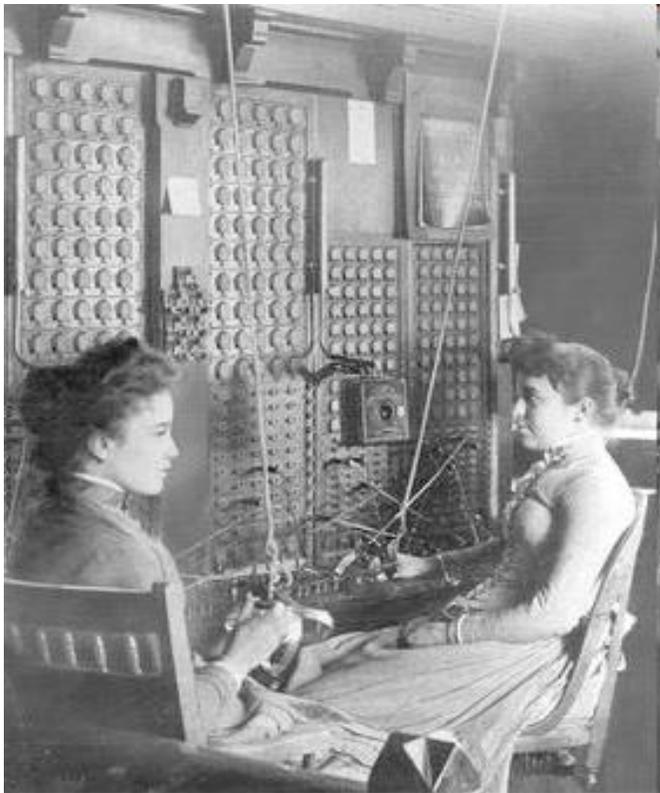


**Is there a boom in
mobility or have we
peaked?**



Communications

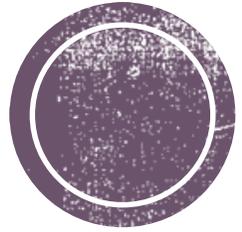
- Telephones becoming more common place (rotary in 1919)



Communications

- Widespread use of radio to communicate to different communities
- Radio entertainment increases
 - More accessible than movies
- Radio+Car= increased consumption





**Are we in a
communication
boom today?**



Art

- **Group of Seven** = government funded answer to the growing US influence on Canadian culture
 - Held an exhibition in Toronto 1920
- Tried to create a unique Canadian style/identity
- More contemporary depictions of Canada



Members of the Group of Seven at the Arts & Letters Club in Toronto, clockwise from the left: A.Y. Jackson, Fred Varley, Lawren Harris, Barker Fairley, Franz Johnston, Arthur Lismer and J.E.H. Macdonald



Art



A.J Casson

Lawren Harris



Franklin Carmichael



Group of Seven and Thomson paintings found at garage sale

Vancouver shopper paid \$100 for works by Frederick Varley, Tom Thomson

CBC News | Posted: Apr 12, 2012 4:02 PM PT | Last Updated: Apr 13, 2012 1:17 PM PT



The painting by Tom Thomson has been conservatively valued at \$150,000 to \$200,000. (CBC)

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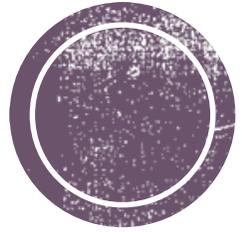
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\$300 REBATE

EnerChoice[®] Natural
Gas Fireplace Program





**Is art a reflection of a
booming economy?
Does that exist today?**



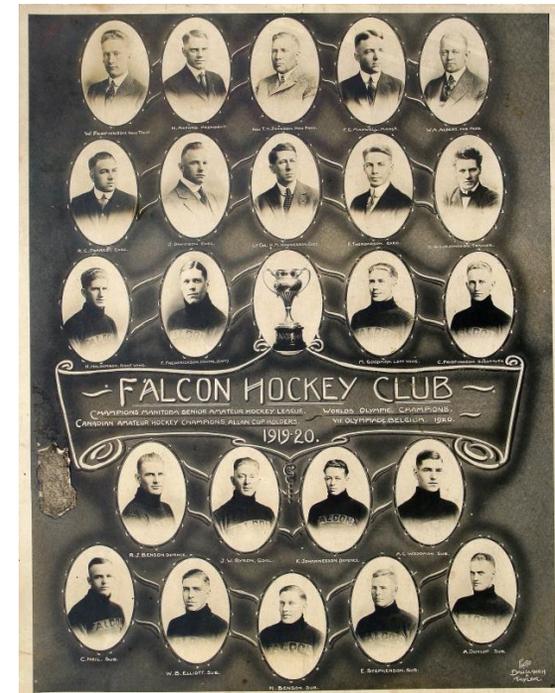
Sports and Popular Entertainment

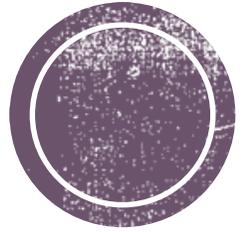
- Culture of celebrity idolization begins
- Baseball cards, NHL (1917)
- Athletes begin to participate as Canadians in the Olympics



Babe Ruth - 1920

First Olympic Hockey Gold Medalists – Winnipeg Falcons





How big is sports and entertainment in our lives?

Why is it so popular?

The Charleston